MORE FEEDBACK, LESS DISSATISFACTION? EXPLORING THE IMPACT OF DATING APP FEEDBACK ON BODY DISSATISFACTION

Tony FENGFANG
Tsinghua University, School of Journalism
and Communication, Beijing, China

Bin LI
Wuhan University, School of Information Management,
Wuhan, Hubei, China

Shuang CHEN
Tsinghua University, School of Journalism
and Communication, Beijing, China

Existing research on mobile dating apps has focused on exploring the impact of dating apps on body dissatisfaction, but has largely overlooked which specific experiences of dating app use impact this dissatisfaction. As such, the underlying mechanisms at play require further exploration. Drawing upon social comparison theory and using a sample of 538 dating app users, this study constructed a model with the aim of clarifying the impact of dating app feedback on body dissatisfaction, the mediating role of self-conscious appearance comparison, and the moderating role of gender. The results indicated a negative association between dating app feedback and self-conscious appearance comparison, which in turn was positively associated with body dissatisfaction; however, gender did not moderate either of these associations. These findings provide recommendations which could enhance the dating app user experience.

Keywords: dating app feedback, self-conscious appearance comparison, body dissatisfaction, gender heterogeneity

✉ Shuang Chen, School of Journalism and Communication, Tsinghua University, No. 30 Shuangqing Road, Haidian District, 100084 Beijing, China.
E-mail: chenshuanghere@163.com

INTRODUCTION

Over the past decade, dating apps have rapidly transitioned from niche products to mainstream social platforms, redefining how individuals meet, form relationships, and evaluate potential partners (Sobieraj & Humphreys, 2022). Dating apps, as a specific type of social media, offer quick, image-focused user interactions leveraging smartphone functionality and location-based services (Yeo & Fung, 2018), which profoundly shape how physical appearance is appraised and how users form initial impressions of one another. By 2025, Tinder had over 75 million monthly active users worldwide (Kumar, 2025), while in China, Momo reported 3.5 million paying users and Tantan approximately 10.2 million monthly active users (PRNewswire, 2025), reflecting the widespread adoption of these platforms. However, as dating platforms continue to evolve, their emphasis on appearance-driven interactions and algorithmic matching has raised concerns regarding body image and self-perception. Many dating apps rely on algorithmic matching, whereby recommendation algorithms draw on users' location, profile characteristics, and visually driven cues, such as profile photos and presentation styles, to curate and rank potential partners, thereby shaping who users see and how they evaluate their own attractiveness (Binder et al., 2024; Hu & Wang, 2024). Given that profile photos and visual aesthetics play a central role in user engagement, it is crucial to examine the psychological effects of these platforms – particularly how they contribute to body dissatisfaction and self-conscious appearance comparison (SCAC).

Due to their rapid expansion, dating apps have drawn scholarly attention for a range of negative outcomes, such as deception (e.g., Hu et al., 2019; Markowitz & Hancock, 2018), privacy risks (Farnden et al., 2015), and risky sexual behaviour (Choi et al., 2016). However, one especially pressing concern is the potential for heightened body dissatisfaction, a construct linked to negative self-evaluation and unhealthy behaviours (Barnes et al., 2020; Leal et al., 2020). Given that dating apps typically prioritise visual self-presentation – through profile photos and appearance-driven swiping – this medium may intensify users' preoccupation with physical attractiveness (Portingale et al., 2022). Despite a growing number of studies, much of the existing research has primarily examined overall dating app usage (e.g., Strübel & Petrie, 2022), rather than investigating the role of user-generated feedback (e.g., likes, matches, and messages) in shaping body dissatisfaction. Feedback is a key mechanism for users to assess their desirability and social standing, making it crucial to understand its psychological effects. Nevertheless, research has yet to fully explore how different types of feedback influence body dissatisfaction. In-

deed, previous studies emphasise the need to differentiate specific dating app experiences that may drive these psychological effects (e.g., Thomas et al., 2024).

Within this visual-driven media context, one critical yet underexplored factor is user-generated appearance feedback. Such feedback can intensify self-assessment and social comparison, even if direct comparisons with other users are less explicit than on image-centric platforms like Instagram (Liu et al., 2022; Schuster et al., 2013). Of particular relevance here is SCAC, which involves individuals' acute awareness of potential judgements about their looks and heightened sensitivity to appearance-related cues (Schaefer & Thompson, 2014). While SCAC has been discussed in broader social media contexts, its role in dating apps has received far less attention, despite these platforms' heavy reliance on physical attractiveness as a first point of evaluation.

In the Chinese cultural context, strong appearance norms, impression-management pressures, and a highly visual digital environment heighten sensitivity to appearance-related cues and feedback. Moreover, the competitive nature of the contemporary Chinese marriage market, characterised by pressure to present an idealised self, increases users' reliance on dating app feedback as indicators of attractiveness and self--worth (Gao et al., 2024; Gao et al., 2022; Wang et al., 2025). These cultural dynamics make China a particularly relevant setting for examining how dating app feedback shapes SCAC and body dissatisfaction.

In light of these gaps, the present study draws on social comparison theory to propose a conceptual model where dating app feedback exerts an influence on body dissatisfaction through SCAC. We further consider whether gender moderates this feedback-to-dissatisfaction linkage. By using a cross--sectional survey of active dating app users, we aim to highlight the specific psychological pathway – from feedback to SCAC to body dissatisfaction – thereby illuminating how social interactions in visual-driven dating apps can shape body image perceptions. In this sense, this study refines our understanding of how dating apps contribute to body dissatisfaction and extends social comparison theory by exploring its role in the appearance-driven media context.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Body dissatisfaction on dating apps

Body image is a multidimensional concept encompassing one's body-related self-perception and self-attitudes, including thoughts, beliefs, feelings, and behaviours (Cash, 2004). Body dissatisfaction is one particular aspect of body image,

referring to one's negative thoughts and feelings about their body (Grogan, 2021).

The impact of media on body dissatisfaction is a prominent area of body dissatisfaction research. Social media, referring to internet-based channels that allow users to interact with others in various forms (Carr & Hayes, 2015), has become increasingly prevalent and popular, drawing growing attention to its influence on body dissatisfaction. Social media exerts tremendous pressure on individuals, compelling them to adhere to unrealistic body image standards. This pressure significantly contributes to widespread body dissatisfaction among users, and has been observed in both established social media platforms such as Facebook and Instagram (Hwnag, 2019), as well as newer tools like dating apps (Strubel & Petrie, 2017).

Scholars have examined the differences in body dissatisfaction between users and non-users of dating apps, as well as variations in body dissatisfaction based on app usage frequency. Some researchers have found that the use of dating apps may lead to increased body dissatisfaction (Strubel & Petrie, 2017; Strübel & Petrie, 2022), while others have argued that there is no association between dating apps and body dissatisfaction (Malz, 2020). These inconsistent findings may be due to their use of simplistic and broad measurement indicators, such as overall usage frequency, time spent on the app, or binary indicators of whether one uses dating apps. Given these inconsistent conclusions, further exploration is needed to understand the impacts of dating apps on body dissatisfaction.

Dating app feedback and body dissatisfaction

Dating app users are able to assess their attractiveness to others by the number of successful matches they make (Hobbs et al., 2017; Portingale et al., 2022). In the context of dating app, feedback from others can contribute to a user's self-consciousness. For example, Her and Timmermans (2021) noted that feeling successful on Tinder, based on indicators such as achieving more matches, can function similarly to receiving positive feedback on other social media platforms. These matches on dating apps represent the feedback users receive from others, providing them with a means by which users can assess themselves and their desirability. Drawing on previously-used identification of Tinder outcomes in research (Timmermans et al., 2018), dating app feedback in this study encompasses the number of users' successful matches, chat interactions, offline meetings, and friends made.

Evidence suggests that there may be an association between dating app feedback and body dissatisfaction. Feedback from others in general is related to body dissatisfaction,

with previous studies indicating that appearance-related comments are linked to personal body dissatisfaction. Specifically, exposure to negative appearance-related comments was found to increase personal body dissatisfaction (Fuller-Tyszkiewicz et al., 2019; Liu et al., 2022; Schuster et al., 2013), while positive comments were shown to decrease it (Fuller-Tyszkiewicz et al., 2019; Liu et al., 2022; Schuster et al., 2013), though the extent of decrease might be comparatively minor (Fuller--Tyszkiewicz et al., 2019). Research in the context of social media has revealed that people experience a notable increase in body satisfaction when receiving positive feedback on their selfies (Wang et al., 2020). In summary, one's exposure to appearance-related feedback influences their attitude towards their own body.

The numbers of matches, chat partners, and established friendships gained through dating app use constitute the most direct and significant feedback users receive. The design of dating apps is typically centred on users' physical appearance (Portingale et al., 2022), emphasising the visual representation of profiles while downplaying textual descriptions, which makes physical appearance play a critical role not only throughout the matching process, but in the entire app usage experience. This technological environment may constitute an appearance-related pressure, leading users to be particularly concerned about their own physical appearance. Based on the feedback received while using dating apps, users can directly assess their own attractiveness in terms of appearance and physique (Portingale et al., 2022), and the quantitative feedback of dating apps not only directly reflects one's appearance and physical charm but also serves as a measure of it. The higher the number of interactions or responses received, the more positive feedback a user receives, which does not only boost their confidence but also reduces the dissatisfaction or anxiety they may feel about their own appearance. Thus, based on the abovementioned understandings, the following hypothesis was proposed:

Hypothesis 1 (H1): Dating app feedback is negatively associated with body dissatisfaction.

Self-conscious appearance comparison as a mediator

Dating app feedback and self-conscious appearance comparison. Social comparison theory posits that individuals have an inherent drive to accurately evaluate and judge their own opinions and abilities (Festinger, 1954). When objective evaluations are unavailable, individuals tend to compare themselves to others. These comparisons enable individuals to gain a better understanding of their own capabilities, as well as limitations, by

allowing them to gauge their similarities or disparities against others (Hwnag, 2019). In essence, social comparison is a way by which individuals compare various attributes of themselves, such as abilities and viewpoints, to others to derive self-perception. Social comparison is a universally prevalent phenomenon that emerges from human interactions. There are three types of social comparison – upward comparison, downward comparison, and lateral comparison – and different types of social comparison have varying impacts on individuals (Alfasi, 2019; Hwnag, 2019). Within the realm of social media research, existing research has focused primarily on the effects stemming from upward social comparison (Schmuck et al., 2019).

Although dating app users may not facilitate social comparisons directly through likes or comments, as social networking sites allow (e.g., Facebook updates, WeChat moments; (Rosenthal-von der Pütten et al., 2019)), research suggests that they also engage in various forms of social comparison, including appearance comparisons (Strübel, 2023), upward comparisons (Thomas et al., 2023), and self-conscious social comparison (Her & Timmermans, 2021). Social comparison with potential partners is possible, particularly in terms of abilities and physical appearance, which are prevalent in romantic relationships (Pinkus et al., 2008). Frequent exposure to overly attractive potential partners may lead to competitive pressure and frustration, prompting individuals in the early stages of partner selection to make realistic assessments and seek partners whose physical attractiveness matches their own (Van Straaten et al., 2009). Research indicates that people typically form relationships with partners who are similar in aspects such as physical attractiveness, personality, and popularity, and this similarity contributes to positive relational outcomes (Shaw Taylor et al., 2011). In addition, dating app users may engage in self-conscious social comparisons (Her & Timmermans, 2021), which are primarily internal and based on the users' subjective perception. There is a perception among some dating app users that only the most attractive individuals achieve success (Hobbs et al., 2017), suggesting that social comparison on dating apps occurs even without explicit, identifiable opportunities for comparison. Given the focus of this study was on the impact of dating apps on body dissatisfaction, and considering the established link between appearance-focused social comparison and body dissatisfaction (Myers & Crowther, 2009), this study operationalised social comparison as SCAC.

Dating app feedback can be considered to be a way of deepening one's self-perception. As mentioned, the number of matches one makes on dating apps is a form of dating app

feedback, providing users with a quantifiable way to assess their own attractiveness (Hobbs et al., 2017). Research indicates that users may gauge their popularity and enhance their self-perception of attractiveness by evaluating the number of matches they receive (Hobbs et al., 2017; Strübel, 2023). Dating app feedback can also be a way for users to self-evaluate, particularly in terms of how they perceive their appearance and physical attractiveness. Researchers have found that positive feedback on social media is positively associated with self-esteem (Wang et al., 2020), which in turn is negatively correlated with social comparison orientation and media body comparison (Bergagna & Tartaglia, 2018). Therefore, there may be an association between dating app feedback and social comparison.

Dating app users judge their abilities and attractiveness based on the feedback they receive from others. By receiving an abundance of positive feedback, users may experience a stronger sense of their own worth and attractiveness, thereby reducing their need for social comparison. It is important to note that dating apps rarely provide explicit negative feedback. In this asymmetric feedback environment, the "opposite case" manifests not as direct rejection but as a lack of positive feedback, such as receiving few or no matches. Thus, while abundant positive feedback may diminish SCAC, lower levels of feedback may reinforce it. Therefore, we predicted that there would be a correlation between dating app feedback and users' social comparison.

Hypothesis 2 (H2): Dating app feedback is negatively associated with SCAC.

Self-conscious appearance comparison and body dissatisfaction. The relationship between social comparison and body dissatisfaction has been widely discussed. A meta-analysis on social comparison and body dissatisfaction revealed a highly significant correlation between them (Myers & Crowther, 2009), with appearance-centred social comparisons exacerbating individual body dissatisfaction.

Media has been identified as a primary source of body dissatisfaction among young people (Keery et al., 2004), and with the continuous development of social media, its specific impact on individuals' body dissatisfaction has garnered significant research attention. Studies show that social comparison significantly correlates with individual body dissatisfaction, both with regard to traditional mass media (Tiggemann et al., 2013) and on social networking sites (Pedalino & Camerini, 2022). Social comparison influences individuals' personal attitudes towards their own bodies, often resulting in a nega-

tive body image. Studies focusing on social comparison and body dissatisfaction in the context of dating apps, however, are comparatively limited. One study found that Tinder users, as opposed to Tinder non-users, showed a higher level of appearance comparison and a lower level of body satisfaction (Strübel & Petrie, 2022). Meanwhile, upward comparisons in dating apps have also been found to be associated with reduced happiness (Her & Timmermans, 2021).

Dating apps have been described as a contemporary medium for appearance pressures (Strubel & Petrie, 2017), creating a social environment that emphasises the importance of appearance. Consequently, dating app users typically focus more on the physical looks of others, leading to a preference for dating individuals who are considered to be more attractive, with more desirable physical attributes (Zhang et al., 2022). When dating app users engage in social comparison, they often compare themselves to those whom they consider to have a more desirable appearance and higher level of attractiveness, making it an upward comparison. According to social comparison theory, when dating app users find it difficult to meet the appearance standards of the targets of their comparisons, they may develop negative self-evaluations and dissatisfaction with their own bodies. Therefore, the following hypothesis was proposed:

Hypothesis 3 (H3): SCAC is positively associated with body dissatisfaction.

Together, H2 and H3 propose that dating app feedback has a significant effect on users' body dissatisfaction, which is mediated by SCAC. Despite being unable to know the success rate of others, dating app users may still consciously believe that others are more successful than they are (Her & Timmermans, 2021). Dating app users may compare themselves to others based on quantities (e.g., matchmaking success), and assume that individuals with a superior appearance also achieve greater matching success. This might increase users' sensitivity towards their own physical attributes, eventually leading to body dissatisfaction. Accordingly, we hypothesised the following:

Hypothesis 4 (H4): SCAC mediates the relationship between dating app feedback and body dissatisfaction.

Gender heterogeneity. Gender heterogeneity may impact the mediating effects of SCAC. According to the differential susceptibility to media effects model (DSMM), dispositional variables (e.g., gender, personality/temperament) can act as predictors of media use, as well as moderators of the effect of me-

dia use on media response states (Valkenburg & Peter, 2013). The impact of media use on media response states is influenced by these dispositional variables, which modify the direction and strength of the effect of media use on a given outcome, resulting in different media effects (Valkenburg & Peter, 2013). Individuals tend to seek out content that aligns with their habitual preferences, and this tendency is influenced by individual characteristics such as gender. Therefore, people tend to differ in their focus when using media, and these individual differences further contribute to the varied expressions of the effects produced by media use.

Accordingly, different genders may exhibit distinct responses to dating app feedback, leading to gender differences in the impact of dating app feedback on SCAC. Women tend to be socialised so that their self-construal is particularly based on social acceptance (Thomas et al., 2024), and are typically more responsive to feedback from others, while men tend to be less affected by external feedback (Cross & Madson, 1997). This suggests that women may exhibit a stronger susceptibility to dating app feedback, while men may not exhibit such pronounced susceptibility. Therefore, gender differences in susceptibility may alter the direction or intensity of the effect of dating app feedback on SCAC, serving as a moderating factor. Thus, the following hypothesis was proposed:

Hypothesis 5a (H5a): Gender moderates the association between dating app feedback and SCAC.

Sociocultural norms and expectations are significant factors causing differences in self-image attitudes between genders. The tripartite influence model states that individuals' body images are largely shaped by the internalisation of opinions about gender attributes and behaviours from family, peers, and media (Keery et al., 2004; Neagu, 2015). As men and women go through increasingly diverse psychological experiences throughout their developmental process, differences in their body-related self-identity emerge (Neagu, 2015). Traditional gender roles associate femininity with physical attractiveness, and masculinity with power and control; beauty standards promote a thin body ideal for women, while male body norms tend to be more flexible and lenient. Influenced by cultural standards, bodies of different genders are assigned distinct roles and expectations in society, and these gendered social norms contribute to gender differences in people's attitudes towards their own body image, leading to heightened female attention to appearance, both cognitively and behaviourally (Muth & Cash, 1997).

Existing research indicates that females typically exhibit higher levels of body dissatisfaction compared to males (Xu et

al., 2010). They generally place greater importance on their physical appearance (Quittkat et al., 2019), often describing their appearance more negatively and engaging in more upward comparisons (Franzoi et al., 2012), thereby experiencing greater pressure related to their appearance. Furthermore, studies have found that gender moderates the relationship between social comparison and body dissatisfaction (Ho et al., 2016; Myers & Crowther, 2009). Due to the substantial pressure on females to attain an ideal thin body shape and the fact that the societal evaluations of women are more appearance-focused, the connection between social comparison and body dissatisfaction is more pronounced among women (Myers & Crowther, 2009). Considering these potential gender differences, we put forward the following hypothesis:

Hypothesis 5b (H5b): Gender moderates the association between SCAC and body dissatisfaction. (See Figure 1)

⊃ FIGURE 1
The hypotheses model
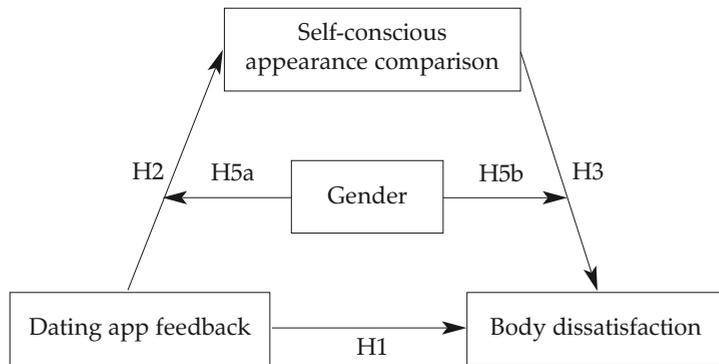
METHOD

Sampling procedure and data collection

Data for this study was gathered via a Chinese online survey platform (https://www.wjx.cn/). Dating app users such as Momo, Tantan, Tinder, and others were invited to complete a survey.[1] A total of 538 participants (48.5% male, M_{age} = 30.7) took part in this study. Most participants held a bachelor's degree or higher (87.2%), 62.3% resided in non-first-tier cities,[2] 51.7% were currently in a relationship, and 95.9% were heterosexual.

Measures

Dating app feedback. Referring to the Tinder Outcomes Scale (Timmermans et al., 2018), this study measured dating app feedback using specific software-related parameters considering the number of successful matches, the number of chat interactions, the number of offline meetings, and the number of friends

made. Participants were instructed to report the cumulative number of these experiences since they first began using dating apps. Four items measured these individually, and each item was rated using a nine-point scale with options ranging from 1 (0 matches) to 9 (more than 100 matches). The answers to these four questions were summed and averaged to derive the dating app feedback variable score, with a higher value indicating more positive feedback. Cronbach's alpha for this scale in this study was 0.842.

Self-conscious appearance comparison (SCAC). Considering the higher relevance of body dissatisfaction to personal appearance, this study combined the Self-Conscious Social Comparison Scale (Her & Timmermans, 2021) with the Appearance Comparison Scale (Schaefer & Thompson, 2014) to create the five items SCAC Scale for measuring users' social comparison on dating apps. Items were rated using a seven-point scale ranging from 1 (strongly disagree) to 7 (strongly agree). The third question in the scale was reverse coded, and all answers were averaged to obtain the SCAC variable score. A higher value indicated a higher engagement in SCAC. Cronbach's alpha for this scale in this study was 0.701.

Body dissatisfaction. The Body Satisfaction Scale (Slade et al., 1990) was employed to measure participants' level of body dissatisfaction. This measure consists of 16 items, each referencing one body part (i.e., head, face, chin, teeth, nose, mouth, eyes, ears, shoulders, neck, chest, stomach, arms, hands, legs, and feet). Respondents are instructed to consider their own body and rate their satisfaction with each of the 16 body parts using a seven-point scale ranging from 1 (very dissatisfied) to 7 (very satisfied). All answers were reverse-coded and averaged to derive the body dissatisfaction variable score, with a higher score indicating a higher level of body dissatisfaction. Cronbach's alpha for this scale in this study was 0.867.

Control variables. Control variables were as follows: age, education (0 = below bachelor's degree, 1 = bachelor's degree or higher), region (0 = non-first-tier city, 1 = first-tier city), relationship status (0 = not in a relationship, 1 = in a relationship), and sexual orientation (0 = non-heterosexual, 1 = heterosexual).

Analysis

Data analysis was conducted using statistical software SPSS 26.0 and PROCESS v4.2 to validate the hypotheses of this study. The mediation analysis was performed using PROCESS macro Model 4 with 5,000 bootstrap resamples, and the moderated mediation analysis using PROCESS macro Model 58 with 5,000 bootstrap resamples.

RESULTS

Descriptive statistics and correlation analysis

The descriptive statistics and correlation analysis results for key variables showed that dating app feedback was significantly negatively correlated with SCAC and body dissatisfaction. In addition, SCAC was positively associated with body dissatisfaction; while compared with females, males reported lower levels of SCAC and body dissatisfaction. As indicated in Table 1, all correlations are statistically significant, although their magnitudes are relatively small. To further explore gender patterns, we compared the mean levels of the key constructs. Males reported higher dating app feedback ($M = 3.43$) than females ($M = 2.87$). Females reported higher SCAC ($M = 4.10$) than males ($M = 3.90$) and slightly higher body dissatisfaction ($M = 3.33$) than males ($M = 3.07$).

Mediation analysis

Dating app feedback significantly and negatively predicted SCAC ($b = -0.111$, $p < 0.01$, 95% CI = [-0.177, -0.044]), indicating that individuals who receive more dating app feedback tend to engage in less SCAC. Additionally, dating app feedback significantly and negatively predicted body dissatisfaction ($b = -0.057$, $p < 0.05$, 95% CI = [-0.112, -0.002]), suggesting that individuals who receive more positive feedback on dating apps experience lower levels of body dissatisfaction. However, when both dating app feedback and SCAC jointly predicted body dissatisfaction, only SCAC emerged as a significant predictor ($b = 0.195$, $p < 0.001$, 95% CI = [0.127, 0.263]). This finding suggests that individuals engaging in more SCAC tend to have higher levels of body dissatisfaction. In the mediation model, the direct effect was non-significant, with an indirect effect of -0.022 and a 95% bootstrapped CI of [-0.039, -0.007], representing 38.6% of the total effect. H1, H2, H3, and H4 were supported.

◑ TABLE 1
Descriptive statistics and correlations for study variables

|	*M*	*SD*	1	2	3	4	5	6	7	8	9
1 Dating app feedback	3.146	1.273	1								
2 SCAC	4.007	0.978	-0.157**	1							
3 Body dissatisfaction	3.201	0.827	-0.145**	0.249**	1						
4 Age	30.700	5.844	0.028	-0.054	-0.092*	1					
5 Gender	-	-	0.225**	-0.097*	-0.164**	0.048	1				
6 Education	-	-	0.073	-0.063	-0.057	-0.170**	-0.039	1			
7 Region	-	-	0.059	-0.025	-0.146**	0.034	0.035	0.115**	1		
8 Relationship status	-	-	0.089*	0.064	-0.154**	0.081	-0.029	0.063	-0.007	1	
9 Sexual orientation	-	-	0.009	-0.014	0.022	0.034	0.050	0.005	0.006	0.026	1

Notes: $N = 538$. *SD* = standard deviation. SCAC = Self-conscious appearance comparison. Female = 0, Male = 1. *$p < 0.05$, **$p < 0.01$, ***$p < 0.001$

Moderated mediation analysis

The moderated mediation analysis results showed that gender did not play a moderating role in the relationship between dating app feedback and SCAC, but it did moderate the effect of SCAC on body dissatisfaction ($b = -0.146$, $p < 0.05$, 95% CI = [-0.281, -0.011]). Further exploration was done using simple slope tests. For females, a high level of SCAC was shown to lead to more body dissatisfaction (females: $b = -0.036$, 95% CI = [-0.071, -0.005]; males: $b = -0.013$, 95% CI = [-0.031, -0.0005]), however, slope difference test was not significant ($\Delta b = -0.023$, 95% CI = [-0.060, 0.014]).

The moderated mediation index for gender was non-significant. In summary, SCAC mediates the relationship between dating app feedback and body dissatisfaction, while gender does not moderate this relationship. H5a and H5b were not supported (See Figure 2).

➲ FIGURE 2
Model of the moderated mediation effect
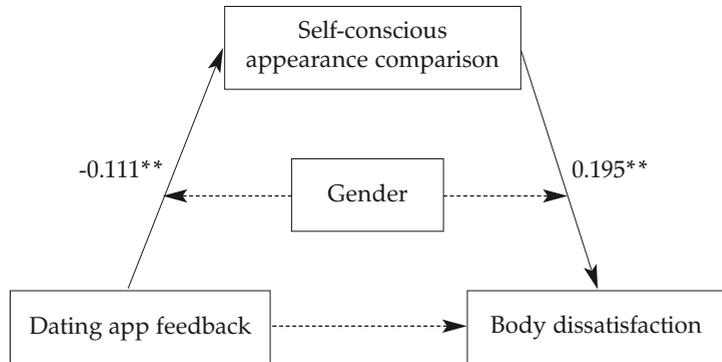
DISCUSSION

This study explored the relationship between dating apps and users' body dissatisfaction, with particular attention to dating app feedback and self-conscious appearance comparison (SCAC). This study found that higher levels of dating app feedback were associated with lower body dissatisfaction. Although dating app feedback was not directly associated with users' body dissatisfaction, it was negatively related to SCAC. The results showed that gender did not moderate the mediation path, while descriptive analyses revealed meaningful gender differences in mean levels of the key constructs. Males tended to report higher dating app feedback, whereas females showed higher SCAC and higher body dissatisfaction. These patterns suggest that females may experience greater appearance-related self-consciousness, even though the structural relations among variables were similar across genders. Our findings contribute to a clearer and more nuanced understanding of

how dating apps shape users' perceptions of their physical attractiveness, thereby offering new perspectives on their relationship with body dissatisfaction.

Moreover, interpreting these findings through the lens of Chinese context further enriches our understanding. Chinese society places strong emphasis on physical attractiveness, social approval, and impression management, which may heighten sensitivity to appearance-related cues and amplify the psychological weight of dating app feedback. This cultural backdrop helps explain why feedback is linked to SCAC and body dissatisfaction among Chinese users. Additionally, the absence of gender differences may reflect shifting gender norms in contemporary Chinese digital culture, where both males and females increasingly experience comparable pressures to curate their online appearance and seek validation through digital interactions. These cultural considerations underscore the importance of examining dating app experiences within their sociocultural context.

Theoretical contributions

Firstly, this study provides a theoretically meaningful refinement to existing dating app literature by demonstrating that it is not simply the use of dating apps, but the feedback generated within these platforms, that shapes users' psychological experiences. Prior studies have reported inconsistent findings, either suggesting increased body dissatisfaction (Strübel & Petrie, 2022) or no significant association (Malz, 2020). By adopting a more nuanced conceptualisation of dating app interaction, captured through quantitative feedback, the results reveal that higher levels of dating app feedback are associated with lower levels of body dissatisfaction. This insight advances research by clarifying the specific link between the use and body image.

Secondly, this study establishes self-conscious appearance comparison (SCAC) as a meaningful mediating mechanism linking dating app feedback to body dissatisfaction. Although users may have limited opportunities for direct appearance comparison within dating apps, our findings are consistent with prior work (Ho et al., 2016; Myers & Crowther, 2009) and show that social comparison processes remain salient in these environments. Drawing from prior research (Her & Timmermans, 2021; Schaefer & Thompson, 2014), this study conceptualises SCAC as a self-conscious and anticipatory form of appearance comparison, advancing an innovative construct that broadens the theoretical scope of social comparison theory in the context of dating app research.

Importantly, the results demonstrate that higher levels of dating app feedback are associated with lower levels of SCAC,

which in turn are associated with higher levels of body dissatisfaction. This pattern aligns with the view that positive feedback within dating apps may act as a cue of physical attractiveness and strengthen users' self-perception (Alexopoulos et al., 2020). Thus, SCAC operates as a grounded mechanism that explains how platform-specific feedback shapes users' self-evaluations, offering a more nuanced application of social comparison theory in mobile media contexts.

Thirdly, this study identifies an important boundary condition in theorising gender dynamics in dating app contexts. Contrary to common expectations that females would show stronger appearance-related responses, our findings indicate that gender does not moderate the mediation model. Drawing on the gender similarities hypothesis (Hyde, 2005) and goal congruity theory (Diekman et al., 2020), this pattern suggests that males and females may behave similarly when guided by shared motivations. For example, the pursuit of self-worth validation does not differ by gender (Sumter et al., 2017). Rather than indicating the absence of gender effects, this null result highlights a meaningful boundary condition, implying that appearance-related processes on dating apps may operate similarly across genders when the motivational goals converge.

Practical implications

This study also offers several practical implications for the design and governance of dating apps. Firstly, the finding that higher levels of dating app feedback are associated with lower SCAC and body dissatisfaction highlights the importance of effective feedback design. Positive and constructive forms of feedback, such as matches, messages, or other interpersonal affirmations, may serve as cues of attractiveness and help users develop more favourable perceptions of their physical appearance. Platforms seeking to cultivate healthier user experiences may therefore benefit from integrating feedback mechanisms that emphasise affirmation rather than competition.

Secondly, our findings suggest that dating app designers should consider strategies that limit opportunities for upward appearance comparison. These strategies may include reducing exposure to highly curated, filtered, or algorithmically amplified profiles that set unrealistic appearance standards. By decreasing cues that trigger SCAC, platforms can help mitigate appearance anxiety and support users' psychological well-being during app use.

Thirdly, given the increasing social relevance of mobile media and the broader concerns surrounding appearance anxiety and body image, this study underscores the need to foster healthier online interaction environments. Platforms may incorporate well-being-oriented design practices, such as prompts

that encourage positive body image, reminders that appearance is only one facet of personal worth, or features that highlight diverse attributes beyond physical looks. Such approaches may contribute to a more supportive digital ecosystem and help reduce the negative psychological consequences associated with appearance-focused media environments.

Limitations and future directions

Despite its contributions to the literature, the study does also exhibit several limitations. First, due to using a cross-sectional survey, all paths identified in this study are correlational rather than causal and the present design does not allow us to determine causal directionality between dating app feedback, SCAC, and body dissatisfaction. Future research should employ longitudinal or experimental designs to more rigorously test causal paths and temporal ordering among these variables.

Second, in terms of variable measurement, our study focused on the number of matches, chats, offline meetings, and social connections formed during dating app use as indicators of feedback received by users. Future research should explore more nuanced characteristics or aspects of feedback, such as level of feedback during interactions. Moreover, the mediation pattern may be influenced by unmeasured third variables. For instance, users' baseline physical attractiveness or other dispositional characteristics (e.g., self-esteem, appearance orientation, social anxiety) could simultaneously relate to receiving more feedback, engaging in less SCAC, and reporting lower body dissatisfaction. Future research should assess whether the mediational sequence holds when such variables are controlled.

Third, our mediation model was based on social comparison theory, and examined the mediating effects of social comparison. However, given the complex internal mechanisms that exist between dating apps and body dissatisfaction, subsequent studies should consider variables such as self-esteem or self-objectification, which may also play mediating roles. Further research should contrast social comparison between same-sex versus opposite-sex patterns among dating app users. In addition, qualitative exploration of body image among dating app users could inform more novel theoretical frameworks. Fourth, our research focused on Chinese dating app users within the context of Chinese culture. The distinct differences between Chinese and Western cultural backgrounds, particularly in terms of body focus, may limit the generalisability of our findings. Additionally, the majority of participants

in this study identified as heterosexual, with only a small proportion reporting non-heterosexual orientations. As users of different sexual orientations may vary in terms of their concerns regarding body image, future studies should aim to diversify the participant pool and extend these findings to a broader audience for better representativeness.

CONCLUSION

Mobile dating apps are increasingly popular, influencing users' online social lives. This study went beyond measuring frequency of dating app use, examining instead how dating app feedback is associated with users' body dissatisfaction through self-conscious appearance comparison (SCAC). The findings show that higher levels of dating app feedback are associated with lower SCAC and lower body dissatisfaction, whereas lower levels of feedback are associated with heightened SCAC and greater body dissatisfaction. These results reflect a bidirectional pattern inherent in correlational relationships: some users may experience dating apps as validating and confidence-enhancing when receiving more positive feedback, while others, particularly those receiving little feedback, may experience increased appearance-related concerns. By highlighting these correlational associations, this study provides a more balanced and nuanced understanding of how dating apps relate to body image. Rather than portraying dating apps as uniformly beneficial or harmful, our findings suggest that their psychological implications depend on users' feedback patterns.

Ethics approval and consent to participate

Availability of data and materials

The datasets used and/or analysed during the current study are available from the corresponding author on reasonable request.

Funding

NOTES

* The first two authors (Tony Fengfang and Bin Li) contributed equally to this work and should be considered as co-first authors.

1 The data used for the present study was collected in the context of a larger study examining dating app use among Chinese adults. More information regarding data collection and the other study can be obtained by contacting the author.

2 First-tier cities refer to economically developed cities in China, specifically Beijing, Shanghai, Guangzhou, and Shenzhen in this article.

REFERENCES

Alexopoulos, C., Timmermans, E., & McNallie, J. (2020). Swiping more, committing less: Unraveling the links among dating app use, dating app success, and intention to commit infidelity. *Computers in Human Behavior, 102,* 172–180. https://doi.org/10.1016/j.chb.2019.08.009

Alfasi, Y. (2019). The grass is always greener on my Friends' profiles: The effect of Facebook social comparison on state self-esteem and depression. *Personality and Individual Differences, 147*, 111–117. https://doi.org/10.1016/j.paid.2019.04.032

Barnes, M., Abhyankar, P., Dimova, E., & Best, C. (2020). Associations between body dissatisfaction and self-reported anxiety and depression in otherwise healthy men: A systematic review and meta-analysis. *Plos One, 15*(2), 1–24. https://doi.org/10.1371/journal.pone.0229268

Bergagna, E., & Tartaglia, S. (2018). Self-esteem, social comparison, and Facebook use. *Europe's Journal of Psychology, 14*(4), 831. https://doi.org/10.5964/ejop.v14i4.1592

Binder, A., Stevic, A., Matthes, J., & Thomas, M. F. (2024). Dating algorithms? Investigating the reciprocal relationships between partner choice FOMO, decision fatigue, excessive swiping, and trust in algorithms on dating apps. *New Media & Society,* 1–20. https://doi.org/10.1177/14614448241270542

Carr, C. T., & Hayes, R. A. (2015). Social media: Defining, developing, and divining. *Atlantic Journal of Communication, 23*(1), 46–65. https://doi.org/10.1080/15456870.2015.972282

Cash, T. F. (2004). Body image: Past, present, and future. *Body Image, 1*(1), 1–5. https://doi.org/10.1016/S1740-1445(03)00011-1

Choi, E. P.-H., Wong, J. Y.-H., Lo, H. H.-M., Wong, W., Chio, J. H.-M., & Fong, D. Y.-T. (2016). The impacts of using smartphone dating applications on sexual risk behaviours in college students in Hong Kong. *Plos One, 11*(11), 1–15. https://doi.org/10.1371/journal.pone.0165394

Cross, S. E., & Madson, L. (1997). Models of the self: Self-construals and gender. *Psychological Bulletin, 122*(1), 5–37. https://doi.org/10.1037/0033-2909.122.1.5

Diekman, A. B., Joshi, M. P., & Benson-Greenwald, T. M. (2020). Goal congruity theory: Navigating the social structure to fulfill goals. In *Advances in experimental social psychology* (Vol. 62, pp. 189–244). Elsevier. https://doi.org/10.1016/bs.aesp.2020.04.003

Farnden, J., Martini, B., & Choo, K.-K. R. (2015). Privacy risks in mobile dating apps. *Proceedings of 21st Americas Conference on Information Systems*, 1–16.

Festinger, L. (1954). A theory of social comparison processes. *Human Relations, 7*(2), 117–140. https://doi.org/10.1177/001872675400700202

Franzoi, S. L., Vasquez, K., Sparapani, E., Frost, K., Martin, J., & Aebly, M. (2012). Exploring body comparison tendencies: Women are self--critical whereas men are self-hopeful. *Psychology of Women Quarterly, 36*(1), 99–109. https://doi.org/10.1177/0361684311427028

Fuller-Tyszkiewicz, M., Chhouk, J., McCann, L.-A., Urbina, G., Vuo, H., Krug, I., Ricciardelli, L., Linardon, J., Broadbent, J., & Heron, K. (2019). Appearance comparison and other appearance-related influences on body dissatisfaction in everyday life. *Body Image, 28*, 101–109. https://doi.org/10.1016/j.bodyim.2019.01.002

Gao, H., Yin, H., Zheng, Z., & Wang, H. (2024). Online dating apps and the association with emotional reactions: A survey on the motivations, compulsive use, and subjective online success of Chinese young adults in online dating. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace, 18*(3), 1–20. https://doi.org/10.5817/CP2024-3-3

Gao, Z., Pang, J., & Zhou, H. (2022). The economics of marriage: Evidence from China. *Humanities and Social Sciences Communications, 9*(1), 1–10. https://doi.org/10.1057/s41599-022-01400-4

Grogan, S. (2021). *Body image: Understanding body dissatisfaction in men, women and children*. Routledge. https://doi.org/10.4324/9781003100041

Her, Y.-C., & Timmermans, E. (2021). Tinder blue, mental flu? Exploring the associations between Tinder use and well-being. *Information, Communication & Society, 24*(9), 1303–1319. https://doi.org/10.1080/1369118X.2020.1764606

Ho, S. S., Lee, E. W., & Liao, Y. (2016). Social network sites, friends, and celebrities: The roles of social comparison and celebrity involvement in adolescents' body image dissatisfaction. *Social Media + Society, 2*(3), 1–11. https://doi.org/10.1177/2056305116664216

Hobbs, M., Owen, S., & Gerber, L. (2017). Liquid love? Dating apps, sex, relationships and the digital transformation of intimacy. *Journal of Sociology, 53*(2), 271–284. https://doi.org/10.1177/1440783316662718

Hu, J., & Wang, R. (2024). Familiarity breeds trust? The relationship between dating app use and trust in dating algorithms via algorithm awareness and critical algorithm perceptions. *International Journal of Human–Computer Interaction, 40*(17), 4596–4607. https://doi.org/10.1080/10447318.2023.2217014

Hu, Y., Wang, H., Zhou, Y., Guo, Y., Li, L., Luo, B., & Xu, F. (2019). Dating with scambots: Understanding the ecosystem of fraudulent dating applications. *IEEE Transactions on Dependable and Secure Computing, 18*(3), 1033–1050. https://doi.org/10.1109/TDSC.2019.2908939

Hwang, H. S. (2019). Why social comparison on Instagram matters: Its impact on depression. *KSII Transactions on Internet & Information Systems, 13*(3), 1–13. https://doi.org/10.3837/tiis.2019.03.029

Hyde, J. S. (2005). The gender similarities hypothesis. *American Psychologist, 60*(6), 581–592. https://doi.org/10.1037/0003-066X.60.6.581

Keery, H., Van den Berg, P., & Thompson, J. K. (2004). An evaluation of the Tripartite Influence Model of body dissatisfaction and eating disturbance with adolescent girls. *Body Image, 1*(3), 237–251. https://doi.org/10.1016/j.bodyim.2004.03.001

Kumar, N. (2025). *Tinder Statistics 2025 (Users, Revenue & Demographics).* https://www.demandsage.com/tinder-statistics/

Leal, G. V. d. S., Philippi, S. T., & Alvarenga, M. d. S. (2020). Unhealthy weight control behaviors, disordered eating, and body image dissatisfaction in adolescents from São Paulo, Brazil. *Brazilian Journal of Psychiatry, 42*, 264–270. https://doi.org/10.1590/1516-4446-2019-0437

Liu, S., Fuller-Tyszkiewicz, M., Eddy, S., Liu, X., Portingale, J., Giles, S., & Krug, I. (2022). The effects of appearance-based comments and non-appearance-based evaluations on body dissatisfaction and disordered eating urges: An ecological momentary assessment study. *Behavior Therapy, 53*(5), 807–818. https://doi.org/10.1016/j.beth.2022.01.002

Malz, E. (2020). *The relationship between online dating, self-esteem and body image.* University of Twente.

Markowitz, D. M., & Hancock, J. T. (2018). Deception in mobile dating conversations. *Journal of Communication, 68*(3), 547–569. https://doi.org/10.1093/joc/jqy019

Muth, J. L., & Cash, T. F. (1997). Body-image attitudes: What difference does gender make? *Journal of Applied Social Psychology, 27*(16), 1438–1452. https://doi.org/10.1111/j.1559-1816.1997.tb01607.x

Myers, T. A., & Crowther, J. H. (2009). Social comparison as a predictor of body dissatisfaction: A meta-analytic review. *Journal of Abnormal Psychology, 118*(4), 683. https://doi.org/10.1037/a0016763

Neagu, A. (2015). *Body image: A theoretical framework.* Proceedings of the Romanian Academy,

Pedalino, F., & Camerini, A.-L. (2022). Instagram use and body dissatisfaction: The mediating role of upward social comparison with peers and influencers among young females. *International Journal of Environmental Research and Public Health, 19*(3), 1543–1555. https://doi.org/10.3390/ijerph19031543

Pinkus, R. T., Lockwood, P., Schimmack, U., & Fournier, M. A. (2008). For better and for worse: Everyday social comparisons between romantic partners. *Journal of Personality and Social Psychology, 95*(5), 1180–1201. https://doi.org/10.1037/0022-3514.95.5.1180

Portingale, J., Fuller-Tyszkiewicz, M., Liu, S., Eddy, S., Liu, X., Giles, S., & Krug, I. (2022). Love me Tinder: The effects of women's lifetime dating app use on daily body dissatisfaction, disordered eating urges, and negative mood. *Body Image, 40,* 310–321. https://doi.org/10.1016/j.bodyim.2022.01.005

PRNewswire (2025). *Hello Group Inc. Announces Unaudited Financial Results for the Second Quarter of 2025.* https://www.prnewswire.com/news-releases/hello-group-inc-announces-unaudited-financial-results-for-the-second-quarter-of-2025-302550519.html

Quittkat, H. L., Hartmann, A. S., Düsing, R., Buhlmann, U., & Vocks, S. (2019). Body dissatisfaction, importance of appearance, and body appreciation in men and women over the lifespan. *Frontiers in Psychiatry, 10,* 864. https://doi.org/10.3389/fpsyt.2019.00864

Rosenthal-von der Pütten, A. M., Hastall, M. R., Köcher, S., Meske, C., Heinrich, T, Labrenz, F., & Ocklenburg, S. (2019). "Likes" as social rewards: Their role in online social comparison and decisions to like other people's selfies. *Computers in Human Behavior, 92,* 76–86. https://doi.org/10.1016/j.chb.2018.10.017

Schaefer, L. M., & Thompson, J. K. (2014). The development and validation of the physical appearance comparison scale-revised (PACS-R). *Eating Behaviors, 15*(2), 209–217. https://doi.org/10.1016/j.eatbeh.2014.01.001

Schmuck, D., Karsay, K., Matthes, J., & Stevic, A. (2019). "Looking up and feeling down". The influence of mobile social networking site use on upward social comparison, self-esteem, and well-being of adult smartphone users. *Telematics and Informatics, 42,* 101240. https://doi.org/10.1016/j.tele.2019.101240

Schuster, E., Negy, C., & Tantleff-Dunn, S. (2013). The effects of appearance-related commentary on body dissatisfaction, eating pathology, and body change behaviors in men. *Psychology of Men & Masculinity, 14*(1), 76–87. https://doi.org/10.1037/a0025625

Shaw Taylor, L., Fiore, A. T., Mendelsohn, G., & Cheshire, C. (2011). "Out of my league": A real-world test of the matching hypothesis. *Personality and Social Psychology Bulletin, 37*(7), 942–954. https://doi.org/10.1177/0146167211409947

Slade, P. D., Dewey, M. E., Newton, T., Brodie, D., & Kiemle, G. (1990). Development and preliminary validation of the Body Satisfaction Scale (BSS). *Psychology and Health, 4*(3), 213–220. https://doi.org/10.1080/08870449008400391

Sobieraj, S., & Humphreys, L. (2022). The Tinder Games: Collective mobile dating app use and gender conforming behavior. *Mobile Media & Communication, 10*(1), 57–75. https://doi.org/10.1177/20501579211005001

Strübel, J. (2023). The most swipeable you: Experiences and self-perception of Tinder users. *The Journal of American Culture, 46*(1), 1–13. https://doi.org/10.1111/jacc.13428

Strubel, J., & Petrie, T. A. (2017). Love me Tinder: Body image and psychosocial functioning among men and women. *Body Image, 21,* 34–38. https://doi.org/10.1016/j.bodyim.2017.02.006

Strübel, J., & Petrie, T. A. (2022). Tinder use, gender, and the psychosocial functioning of young adults. *The Journal of Social Media in Society*, 11(2).

Sumter, S. R., Vandenbosch, L., & Ligtenberg, L. (2017). Love me Tinder: Untangling emerging adults' motivations for using the dating application Tinder. *Telematics and Informatics, 34*(1), 67–78. https://doi.org/10.1016/j.tele.2016.04.009

Thomas, M. F., Binder, A., & Matthes, J. (2024). The psychological influence of dating app matches: The more matches the merrier? *New Media & Society, 26*(12), 6995–7019. https://doi.org/10.1177/14614448231161598

Thomas, M. F., Binder, A., Stevic, A., & Matthes, J. (2023). 99+ matches but a spark ain't one: Adverse psychological effects of excessive swiping on dating apps. *Telematics and Informatics, 78,* 101949. https://doi.org/10.1016/j.tele.2023.101949

Tiggemann, M., Slater, A., Bury, B., Hawkins, K., & Firth, B. (2013). Disclaimer labels on fashion magazine advertisements: Effects on social comparison and body dissatisfaction. *Body Image, 10*(1), 45–53. https://doi.org/10.1016/j.bodyim.2012.08.001

Timmermans, E., De Caluwé, E., & Alexopoulos, C. (2018). Why are you cheating on tinder? Exploring users' motives and (dark) personality traits. *Computers in Human Behavior, 89*, 129–139. https://doi.org/10.1016/j.chb.2018.07.040

Valkenburg, P. M., & Peter, J. (2013). The differential susceptibility to media effects model. *Journal of Communication, 63*(2), 221–243. https://doi.org/10.1111/jcom.12024

Van Straaten, I., Engels, R. C., Finkenauer, C., & Holland, R. W. (2009). Meeting your match: How attractiveness similarity affects approach behavior in mixed-sex dyads. *Personality and Social Psychology Bulletin, 35*(6), 685–697. https://doi.org/10.1177/0146167209332965

Wang, Y., Xiao, X., Kong, H., & Lau, J. (2025). The effects of social media content on the use of beautifying photo applications among Chinese young adults. *Atlantic Journal of Communication*, 1–14. https://doi.org/10.1080/15456870.2025.2453735

Wang, Y., Wang, X., Liu, H., Xie, X., Wang, P., & Lei, L. (2020). Selfie posting and self-esteem among young adult women: A mediation model of positive feedback and body satisfaction. *Journal of Health Psychology, 25*(2), 161–172. https://doi.org/10.1177/1359105318787624

Xu, X., Mellor, D., Kiehne, M., Ricciardelli, L. A., McCabe, M. P., & Xu, Y. (2010). Body dissatisfaction, engagement in body change behaviors and sociocultural influences on body image among Chinese adolescents. *Body Image, 7*(2), 156–164. https://doi.org/10.1016/j.bodyim.2009.11.003

Yeo, T. E. D., & Fung, T. H. (2018). "Mr Right Now": Temporality of relationship formation on gay mobile dating apps. *Mobile Media & Communication, 6*(1), 3–18. https://doi.org/10.1177/2050157917718601

Zhang, Q., Phang, C. W., & Zhang, C. (2022). From the side of both relationship initiator and responder: The importance of look and geographical distance in online dating. *Information & Management, 59*(2), 103593. https://doi.org/10.1016/j.im.2022.103593

Više povratnih informacija, manje nezadovoljstva? Istraživanje utjecaja povratnih informacija na aplikacijama za upoznavanje na nezadovoljstvo tijelom

Tony FENGFANG
Sveučilište Tsinghua, Škola novinarstva i komunikacije,
Peking, Kina

Bin LI
Sveučilište Wuhan, Škola upravljanja informacijama,
Wuhan, Hubei, Kina

Shuang CHEN
Sveučilište Tsinghua, Škola novinarstva i komunikacije,
Peking, Kina

Sadašnja istraživanja usredotočila su se na istraživanje utjecaja aplikacija za upoznavanje na nezadovoljstvo tijelom, ali su uglavnom previdjela koja specifična iskustva upotrebe aplikacija za upoznavanje utječu na to nezadovoljstvo. Stoga temeljni mehanizmi koji djeluju u tom kontekstu zahtijevaju daljnje istraživanje. Oslanjajući se na teoriju socijalne usporedbe i uzorak od 538 korisnika aplikacija za upoznavanje, ova je studija konstruirala moderirani model medijacije s ciljem razjašnjenja utjecaja povratnih informacija na aplikacijama za upoznavanje na nezadovoljstvo tijelom, zatim posredničke uloge samosvjesne usporedbe izgleda te moderirajuće uloge spola. Rezultati su pokazali negativnu povezanost između povratnih informacija na aplikacijama za upoznavanje i samosvjesne usporedbe izgleda, koja je pak bila pozitivno povezana s nezadovoljstvom tijelom; spol, međutim, nije moderirao ni jednu od ovih povezanosti. Ovi nalazi pružaju preporuke koje bi mogle poboljšati korisničko iskustvo aplikacija za upoznavanje.

Ključne riječi: povratne informacije na aplikacijama za upoznavanje, samosvjesna usporedba izgleda, nezadovoljstvo tijelom, heterogenost spolova