

The language of hookups: A conversation and self-presentation analysis of Tinder chats

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Abstract

Tinder, a location-based real-time dating application, has significantly influenced the shift in people's attitudes toward sexual expression and the existing hookup culture.

Using conversation and self-presentation analysis, this research aimed to explore hookups' communicative patterns and examine how self-presentation manifests in Tinder chats. Some of the determinants of successful and failed hookups are also provided.

Exchanges among some 20 interactants reveal this discursive pattern of hookups: (1) It's a Match; (2) Opening Sequence; (3) Screening; (4) Transferring to Other Social Networks; (5) Sending Down to Fuck (DTF) Signals; (6) Compromising; and (7) Confirming and Closing.

Interestingly, the performative roles of sex positions play a big part for gay participants. Many of the heterosexual participants, however, still follow the traditional scripting of hookups. Apparently, a hookup is not possible if there is no agreement as to the "where" and "when" of sexual activity. Meanwhile, the predominant image present in hookup-motivated chats is being "provocative" and a "good catch."

Keywords: Tinder, hookup, conversation analysis, self-presentation analysis, computer-mediated communication

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1. Introduction

The dating app Tinder has become a subject of public discourse because of its effects and influences on socio-cultural and personal spheres. Its promptness and immediacy as a dating app intensify users' tendency to meet and have a "fast sexual encounter" (Duguay, 2017; Licoppe et al., 2016). Because of that, it is labelled as a hookup app (Iqbal, 2020) and a digital extension to hookup culture (Christensen, 2018).

Although Tinder has gained popularity in the academe, it is still understudied (Christensen, 2018). There remains a dearth in the conversational aspect of hookups since the majority of the reviewed literature focused on the empirical and physical encounter aspects. Considering the significant shift in the sexual script, while at the same time arguing the relevant role of language as an inherent formula in establishing a culture, it is in this sense that this study aimed to contribute to the dialectics of Tinder and the app's communicative patterns and norms in hooking up.

The study employed two different methods to closely analyze the language and the normative impression made by the interactants: conversation analysis and self-presentation analysis. By focusing on Tinder chats, this sought to shed light on communication patterns, and to bring a clearer understanding of how participants engage and present themselves in the context of sex negotiation. Determinants of successful and failed hookups were also examined.

2. Problematique and Objectives of the Study

The study sought to explore how participants structure their exchanges and present themselves on Tinder. Specifically, it aimed to:

1. determine the communication pattern present in negotiating hookup in Tinder chats;
2. analyze the participants' projected self-image in/through their exchanges; and
3. examine the factors that contribute to the success or failure of hookup exchanges.

3. Review of Related Literature

3.1 Transformation of Intimacy

Drawing from the advancement of technology and societal and cultural changes, intimacy, through time, has shifted significantly, metamorphosing in different directions.

According to Muniruzzaman (2017), intimacy has become way more diverse in the modern society. He also argued that unlike in pre-modern society wherein culture and belief systems largely shaped how people established relationships or connections, modern society's version of intimacy deals with individualization and agency (Muniruzzaman, 2017).

Pursuant to this, Anthony Giddens (1992) proposed that with democracy, personal relationships are de-institutionalized. The shifts and processes caused by democracy can be linked to the new foundation of mutual trust. Living in the absence of communal forces (beliefs and norms), personal relationships have become self-exploratory, and thus, agency or freedom is exercised (*How viable is Giddens's concept of the 'pure relationship'. Evaluate his view of intimacy*, n.d.).

For Giddens (1991, 1992, as cited in Hobbs et al., 2017), in the 20th century, the stress on freedom and self-discovery, and exploration led to the development of the "sexual revolution." Liberalism, humanism, and feminism are recipes for this radical transformation in the social and personal spheres. Also, the technological tools in developing contraception have further amplified sexual freedom.

3.2 Internet-Mediated Intimacy

As people try to broaden their social sphere and network, computer-mediated technology has also distinctly influenced romance or intimacy.

The internet has served as a communal arbiter following its success in linking people and establishing virtual communities. Aziz Ansari (2015), Pamela Anne Quiroz (2013), and Dan Slater (2013) (as cited in Hobbs et al., 2017) state that the internet has dislodged the "role of traditional 'matchmakers'" (e.g., family and friends), and it has been displaced with algorithms.

In the formation of different digital platforms, people get acquainted with different dating websites. Indeed, dating through the internet has become increasingly accessible with the development of mobile dating applications.

This development has had an impact on the nature of social interaction. One significant contributor to the pervading change in the dating landscape is the introduction of "matching" and "location-based" applications like Grindr and Tinder. These mobile applications use location-based algorithms to connect people within close proximity (Thottam, n.d.).

Furthermore, Sam Miles (2017, as cited in Bonilla-Zorita et al., 2020) argued that apps' geo-social nature permits or expedites offline encounters. Because of this characteristic, apps enable the ephemeral satisfaction of users' needs, like hookups.

3.3 Swipe and Match: The Rise of Tinder

Tinder, a location-based real-time dating application, has the biggest users worldwide (Krüger & Spilde, 2019). Established in September 2012, Tinder since then has garnered millions of daily active users worldwide. It dominates the online dating market and is commonly prevalent among young users. In 2015 statistical data, it is known to have 50 million users and 83% of which are between 16 to 34 years old (Iqbal, 2019, as cited in Lee, 2019).

The rise of Tinder, however, has become a subject of public discourse because of its effects and influences on socio-cultural and personal spheres. Nancy Jo Sales (2015, as cited in Krüger & Spilde, 2019), author of “Tinder and the Dawn of the Dating-Apocalypse,” reported that the LBRTD app promotes a culture of sex-fixated courtship. Tinder, for example, relishes users an opportunity to engage in sex immediately, disrupting the hope for “good old-fashioned romance.” Because of this norm, students or users “... were now trapped between participating in ‘swiping,’ ‘matching,’ ‘hooking up,’ and ‘ghosting,’ or nothing at all” (p. 1397).

In light of Tinder’s subjection to public discourse, hookups have been a notable subject matter for study in the academe. Tinder’s features and affordances mirror the hookup culture in general. It is in this sense that this study aims to contribute to the dialectics of Tinder and the app’s communicative norms and patterns in hooking up.

3.4 “Tindering” and the Hookup Culture

Kenneth Hanson (2017) argued that the dating app—Tinder as a “dating” app, to be exact—is a misnomer. He posited that this “dating” app has undermined its original purpose. Tinder encourages acts beyond the concept of dating or the “getting-to-know-each-other” phase. As Nancy Jo Sales (2015) pointed out, because of these online dating applications, the Tinder app included, “sex has become so easy.”

The Tinder mobile dating app is built on the concept of gamification, where users swipe the card-like interface to look for potential partners (Rocha Santos, 2018). Moreover, having physical proximity as its premise, it forgoes all geographical divide and diminishes it all to the simplest and nearest human connection which is physical attraction. Its promptness and immediacy as a dating app intensify users’ tendency to meet and have a “fast sexual encounter” (Duguay, 2017; Licoppe et al., 2016). Thus, Tinder has gained a reputation as a “hookup app” (Iqbal, 2020).

Similarly, Leah LeFebvre (2018) stated that Tinder has served as a hookup platform, and Elisabeth Timmermans and Cédric Courtois (2018), in their study, argued that Tinder-achieved dates usually lead to casual sex

or hookup. A “hookup” refers to sexual contact outside of a committed or romantic relationship (Fielder et al., 2014). Furthermore, Lisa Wade and Caroline Heldman (2012) defined a hookup as a non-serious sex encounter with unfamiliar persons; therefore, it is essentially a sexual relation devoid of emotional and romantic attachment.

Given the cultural understanding that Tinder is merely a hookup application (LeFebvre, 2018; Sales, 2015, Timmermans & Courtois, 2018), while likewise taking into account people’s emergent acceptance of hooking up, this sexual reference may be perceived as becoming of normative behavior. Features of fun, such as temporality, lightness, and escape from seriousness and duties (Fincham, 2016) resonate in hookup culture, mainly associated with Tinder’s game-like [card-swiping] playing for sexual pleasure (Bogle, 2008). As a result, this digitalized stage for hookup steers to a more permissive social-sexual script (Stinson, 2010, as cited in Garcia et al., 2012) and to a modern and/or hybrid hookup script (Christensen, 2018).

The discussion above is similar to the pervasion of hookup through Tinder. To lay the groundwork, Gaby David and Carolina Cambre (2016) in their study postulated that Tinder is a social phenomenon. In addition to that, Steffen Krüger and Ane Charlotte Spilde (2019) put forward “Tindering,” the act of using Tinder, as a “cultural practice.” Drawing from the aforementioned statements, Tinder, and the activities it engenders, endorses particular norms within societal and personal contexts. Given the invasive practices it carries, Tinder is christened as a hookup app (Christensen, 2018; Dunlop, 2018; Iqbal, 2020; Lee, 2019). The popularity of Tinder, plus the popular media’s consumption and application of the Tinder app services, tends to normalize the so-called hookup culture (Krüger & Spilde, 2019).

Moreover, the higher level of sexual permissiveness can be traced to Tinder’s consumerism. Tinder users are generally younger (Gatter & Hodkinson, 2016, as cited in Dunlop, 2018), which explains why hookup occupies a large space in the application. Younger users use the app to explore and consummate experiences. With this, MacKenzie Christensen (2018) argued that Tinder has become a “digital extension to an already dominant hookup culture.”

3.5 Self-presentation in Tinder Hookups

As discussed above, self-presentation facilitates social interaction. Tinder, indeed, serves as a repository for self-presentation.

The dating app Tinder opens a virtual space for interaction. From the onset of profile creation and engagement in chatting, users intentionally or intuitively present themselves (Chamourian, 2017).

It is important to mention that Tinder encourages the act of physical encounter. With this, the assumption of the tendency to engage in casual sex is magnified. It starts with the user's self-presentation on their profile. Jeffrey Hancock and Catalina Toma (2009, as cited in Dunlop, 2018) stated that profile pictures are another form of impression management, even though it might be deceptive. Despite this, users still have to follow misleading and false impressions. However, Giulia Ranzini et al. (2016), with their sample population of 156 in the Netherlands, state otherwise. They found that a small number of users used their photos in presenting themselves. They argued that it may be because of Tinder's "real life" banner as it helps in perfecting the "face work," and in building authenticity and positive branding.

Moreover, the self-presentation and sexual script study of Christensen (2018) bears how college students carry and operate traditional and/or modern hookup scripts. Christensen argued that users self-present and drive the hookup scene through and because of the hookup culture entrenched in the social and cultural context of college campuses. She reiterated that the "Tinder app has exported the hookup culture," thus making the users formulate and practice new rules to engage in hookups through Tinder.

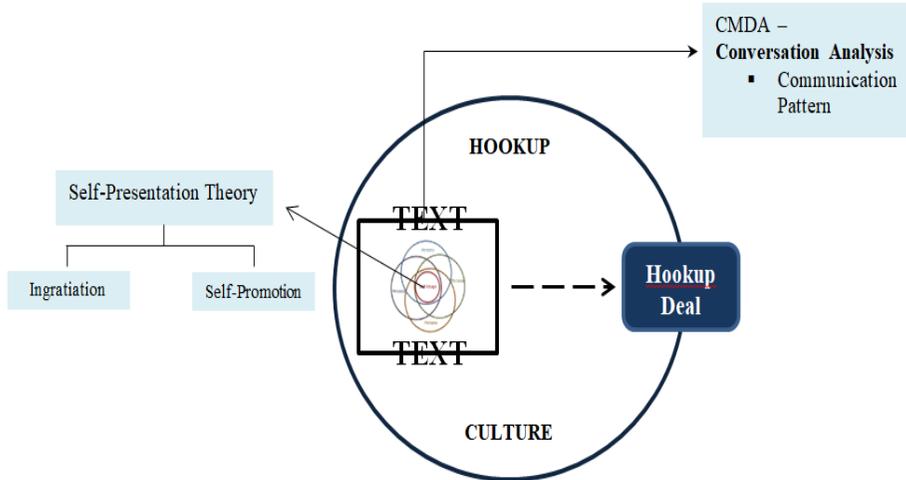
3.6 Research Gaps

Taken all together, the majority of the literature and studies reviewed found that Tinder has vastly shaped the dating and hookup scenario. From this point of view, scant academic literature highlighted how Tinder intermediates the hookup act, which mainly discussed and explored the self-presentation in profiles, the motives and image construction during the physical encounter. Previous research dwells only on the empirical data for interpretation. With this in mind, there is a dearth in the literature regarding the role of linguistic elements in negotiating hookups. To strengthen the need for this research, borrowing the words of Krüger and Spilde (2019), as Tinder users grow significantly in number, they argued that LBRTD-apps like Tinder "...facilitate, mediate and shape interactions... channel, promote and legitimate particular norms" (p. 1396). To address this gap, this research aims to study the language of hookups by highlighting the function of language in communicating the hookup motive. Moreover, this seeks to explore the communicative patterns in hookups and examine how the notion of self-presentation manifests in the text or Tinder chats.

4. Framework of the Study

This study was undertaken using two approaches: Erving Goffman’s (1959) Self-Presentation Theory and Harvey Sacks et al. (1974) Conversation Analysis. The framework was designed to bring about the role of language in a computer-mediated discourse, and further examine how language takes place in an interactive dating app Tinder to negotiate the hookup deal.

Figure 1. Conceptual Framework.



4.1 Conceptual Framework of the Study

The study suggests that text—the Tinder chat, in this framework—conveys the self-presentation of the users. Tinder, as a computer-mediated communication tool, serves as a portal of discourse. As shown in the figure above, the text overlaps or encompasses the communicative sphere and the self-presentation space. As Tinder users communicate, they present themselves through their own constructs and turns to negotiate hookups.

The users’ construct of their “ideal self” is the primary thesis of **Self-Presentation Theory** by Goffman (1959). Goffman drew this perspective in the social scene as people act as performers on a stage. People present themselves as best as possible before other people or spectators. Furthermore, the persona and individual’s identity are also shaped in impression management. Drawing from this, Chamourian (2017) argued that in today’s age where online interaction is rampant, people “create a multifaceted identity” (p. 35). She further explained, regarding the interaction on dating apps, that an individual’s identity is transformable since it is “influenced by the other” (p. 36).

Building on this viewpoint, this study adopted the **Multiple Self-Presentation Personae**. Mark Leary and Ashely Batts Allen (2011), in their study “Self-presentational persona: Simultaneous management of multiple impressions” explained that people project multiple personas. Addressing the online dating persona, this study assumed that Tinder users employ several personas during the hookup negotiation, given that users are influenced by their offline and online constructs.

For the purpose of this research, as mentioned by Susan Herring (2004), Computer-Mediated Discourse Analysis (CMDA), partnered with or borrowing the methodological orientation from **Conversation Analysis** (CA), is a significant approach to analyze and uncover the interactive patterns and self-presentation (strategies) of hookup-driven Tinder users.

CA by Harvey Sacks et al. (1974) is an approach within social sciences that studies social interaction, encompassing the verbal and nonverbal features of everyday interaction. CA reveals that structure exists in a conversation and interlocutors participate to establish a sound conversation. It supports that if there is in fact order to conversation, then it can be a subject for a study (De Boeck, 2015).

With the absence of verbal features in CMDA, the suitability of CA for the study of Tinder is in question. To answer this, taking from Marta González-Lloret (2011) in her study “Conversation Analysis of Computer-Mediated Communication,” she argued that CA is appropriate in the analysis of synchronous computer-mediated communication (SCMC). As Tinder is an SCMC, the researchers considered CA as suitable for the analysis of this study. Lastly, to fully capture the discursive pattern of hookups, this study looked at the sequences, topic development, turn-taking, and adjacency pairs in Tinder chats.

Moreover, for this study, ingratiation and self-promotion were used to classify the self-presentation of Tinder users for the reason that these two are the most common and familiar strategies.

Self-presentation strategies are transpired or can be manifested as individual “gives” and/or “gives off” impressions. Chamourian (2017) states that, “(T)he expressiveness of an individual or capacity to impress is based on either the expression he *gives* or the expression that he *gives off*...The information one is giving and what information they are giving off reveal the presentation of self” (p. 43). Bearing this in mind, Nicole Ellison et al. (2006, as cited in Chamourian, 2017) and Jennifer Gibbs et al. (2006, as cited in Chamourian, 2017) identified that an individual must *give off* the appropriate clues and constructs to appear likable and desirable. To make the channeling of impressions possible, “verbal symbols or their substitutes” (Goffman, 1959, p. 2) can help endorse or deliver the information. In the case

of Tinder, the use of “substitutes” (chats’ typographical marks, emoticons, and images) can relieve the “verbal symbols” to negotiate hookup intent. By that remark, the researchers maintained for this study the presentation desire of online identity by Hee-woong Kim and Hock Chuan Chan (2007). They argued that there are possibly two main tactics in communicating an online identity: textual communication (e.g., linguistic cues and paralinguistic cues) and symbolic communication (e.g., digital items).

5. Methodology

5.1 Research Design and Procedure

This qualitative study explored how linguistic features in Tinder chats converged in the negotiation of hookups. The collected 10 Tinder chats were analyzed using Conversation Analysis and Self-Presentation Analysis. In examining the aspects of hookup negotiation on Tinder, the researchers employed an inductive approach to determine aspects of computer-mediated communication (CMC), particularly the patterns exhibited by the users, and also the self-presentational behavior demonstrated in their exchanges.

The initial analysis was about the communicative patterns in the exchanges of Tinder users in negotiating hookups. The onset of Tinder talks until the end exchanges of hookup motives were carefully analyzed. To describe the communicative patterns, Conversation Analysis was applied, specifically examining the sequences, topic development, turn-taking, and adjacency pairs. Considering the limitations (e.g., visual and verbal clues) in CMC as discussed by González-Lloret (2013), and Tinder being a CMC, this study seeks to investigate the way Tinder users form and conduct their turn-taking sequences.

To examine the second objective, Self-Presentation Analysis was utilized. The self-presentation strategies were analyzed in the text. The exhibited textual and symbolic features in Tinder chats were considered in determining and discussing the self-presentation of the users.

Lastly, based on the results of the two abovementioned discussions, the factors of successful and failed hookups were thoroughly examined.

5.2 Data Collection Procedure

With the difficulty of accessing Tinder data, at the same time considering the sensitivity of the content of chats, the researchers found the snowball sampling relevant to find and gather data.

Participants were asked to encourage other participants, who they know use Tinder for hookup, to message or email the researchers in case they are willing to be part of the study. The small corpus of 10 collected Tinder chats

served as the study’s dataset. It is important to mention that these Tinder chats were voluntarily given to the researchers. The researchers explained to them the objectives and the overall goal of the study. They were also assured through email, chat, or video chat that the information they shared will be treated with confidentiality.

The table below contains key information about the collected data:

Table 1. Summary of Data

Participants	Sexual Orientation	Hookup Result
1. Simon and Peter	Gay	Failed
2. Ben and Lucas	Gay	Failed
3. Logan and Carlo	Gay	Success
4. King and Luke	Gay	Success
5. Glen and Paulo	Gay	Success
6. Tyron and Christine	Straight	Success
7. Derek and Meredith	Straight	Success
8. Ana and Christian	Straight	Success
9. Joshua and Julia	Straight	Failed
10. Patrick and Kat	Straight	Failed

In the case of Tinder Chats 4 and 7, they only shared their Tinder conversation even though there was a transfer to other social networks. Understandably so, since the participants’ reasons were about the security of their personal and private information. In addition, Tinder Chat 8 provided a fragmented Tinder conversation. Ana mentioned that they have been talking for months; therefore, she shared what she thought was important. Despite these kinds of reservations in the data, the researchers still employed them for analysis as they believed that they were able to capture what the study was looking for. Also, it is important to note that the researchers cannot assure the accomplishment of hookup in a physical setting or the Tinder users’ offline meetup.

5.3 Ethical Considerations

Considering the sensitivity of the topic, the participants’ anonymity and the data they provided were adequately protected. To do so, the Tinder users’ names and geographical locations were deliberately removed, then replaced with code names. Also, the researchers made sure that informants were aware of the purpose and method of the study. The need for Tinder chats to determine the details of the hookup process was disclosed to the informants, as well as the importance of understanding and examining the presentation or impression they exhibited. At the very start of data

collection, the participants were informed and given the right to withdraw at any point in the research process.

6. Findings of the Study

6.1 Conversation Analysis (CA) of Hookup Pattern

Based on the analyzed data, the researchers hypothesized that the following conversational flow could be the possible hookup pattern or strategy on Tinder: (1) It's a Match; (2) Opening Sequence; (3) Screening; (4) Transferring to Other Social Networks; (5) Sending Down to Fuck (DTF) Signals; (6) Compromising; and (7) Confirming and Closing.

6.1.1 *It's a Match*

Tinder works based on a matching system. If users do not match (which happens when another user swiped left), they cannot send messages; thus, there will be no communication between the two potential co-participants. The researchers propose that the "It's a Match" notification is similar to the "summon" of Schegloff in his analysis of telephone conversations.

As presented by De Boeck (2015), a summon is "not a telephone-specific occurrence" (p. 17). Therefore, the Tinder notification "It's a Match" could also qualify as a summon. This signal calls for an initiation by telling that a conversation is possible.

Tinder Chat 2

- 1 Ben: hi there my cute Match! ❤️
- 2 Lucas: uy hehehe nakakahiya naman. 😊 cute agad [hey hehehe how embarrassing. 😊 you're calling me cute immediately]

The match notification enables or alerts Ben to send a message to Lucas, who is his match. Without this notification, Ben would not know if Lucas is interested in the Tinder interaction. That said, from a wide selection of Tinder profiles, Lucas and Ben displayed their interest toward each other as they both swiped right. In addition, Ben's address had shown the availability of Lucas from the other end. This is visible as Lucas responded or reacted to the "cute" remark sent by Ben.

6.1.2 *Opening Sequence*

Tinder openers are the first message a user conveys to open a conversation after the matched notification. This ranges from the use of a neutral greeting of "hey" or "hi," to "good morning," to a comment of admiration.

(A) *Use of "Hey" and "Hi"* - Typically, Tinder users start a conversation with a greeting. "Hey" and "Hi," which can be classified as casual greetings,

could mean something else. This type of greeting does not sound overly forward considering the phase of getting to know a stranger for a hookup scenario.

Tinder Chat 7

- 1 Derek: Hii
- 2 Meredith: Hi
- 3 Wyd (What are you doing?)
- 4 Derek: Just chiliin. Hbu? (How about you?)
- 5 Meredith: Same. Cuddle weather

In Tinder Chat 7, the use of “hi” in the interaction has created a mood of casualness and neutrality between the interactants. This is clearly shown as their talk is less ceremonious and formal. Through this, a topic could be developed—from an opener to a casual exchange of internet slang. For instance, Lines 3 (*Wyd*) and 4 (*Hbu*) optimized the employment of internet acronyms in delivering messages. As mentioned by Myroslava Zaboltnova (2017), internet slangs assimilate in response to the immediate needs and target of conversation. Understanding hookup’s inherent qualities, it can be concluded that Internet slang words used by participants, although they carry multiple meanings, serve as mechanisms to hasten and ease the hookup negotiation.

(B) Greeting and a Term of Address - Another feature of Tinder users’ greeting introduction is the inclusion of terms of address. This type of opener may work as an opening strategy to bridge commonality between users.

Tinder Chat 1

- 1 Simon: Hi Peter 😊
- 2 Magandang umaga [Good morning]
- 3 Peter: Hi Simon 😊
- 4 Simon: Kamusta naman ang life sir? [How is life going, Sir?]

In Tinder Chat 1, Simon directly addressed the name of his chatmate in line 1. Note that in the creation of their profile, Tinder users encode their name, regardless of whether the name they would like to appear in their profile is true or just a codename. Because of this option, users can address directly the users on the other end. This is also the reason why self-identification or self-introduction is not popular in this type of

communication.

Tinder Chat 2

- 1 Ben: hi there my cute Match! ❤️
- 2 Lucas: uy hehehe nakakahiya naman. 😊 cute agad [hey, it's embarrassing. 😊 Why call me cute immediately]

Meanwhile, Tinder Chat 2 utilized a different technique by calling the addressee cute. It is the most common yet personal opener in a conversation. Since the addressee does not know on a personal level the other Tinder user, it is a common strategy to look for an opener that can help establish a topic to talk about; in this case, it is the attractiveness of the user. Sending a compliment or a message of admiration may work in increasing the level of engagement.

Generally, Tinder chats follow a greeting-to-greeting sequence or an opener-to-opener sequence. Adjacency pairs, although sometimes intermingled, still operate; hence, it is definitive of a typical talk-in-interaction.

In the case of Tinder users that took so much time to realize a hookup deal, they still practiced openers to continue their conversation or they would casually continue their talk by picking up where they left off. Moreover, there were instances, based on the analyzed data, when Tinder users skipped the exchange of greetings and opened their Tinder exchanges with a more hookup-motivated strategy (see the discussion about 'Sending Down To Fuck Signals') to regulate their conversation. This phenomenon is attributive to hookup as a quick means for transitory pleasure.

It is also important to mention that gendered roles or expectations among heterosexual participants still exist. 100% of heterosexual Tinder chats follow the traditional scripting of hookups, suggesting that men initiate and do the first move in negotiating hookups or dates (Christensen, 2018).

Primarily, Tinder openers play a significant role in Tinder chats. This may serve as a deciding factor whether the conversation will proceed or not. Moreover, this is also crucial for topic development. One can assume that an opener is rudimentary for the transition of hookup sequence: from opening the conversation to telling the hookup motive. Lastly, Tinder openers expose the Tinder user to the other. Openers function as a visibility tool, which tells the other end that "I am available" or specifically signifying that "I am online and my lines are open."

6.1.3 Screening

Screening, in this study, means the assessment of Tinder matches to test and verify their qualification or suitability for the hookup scene. With the growing and fast-changing ecosystem of dating apps like Tinder, considering as well the complacent and undemanding security system in its profile creation, the app has also been a platform for scams and catfishing.

In the context of this study, screening operates to secure safety, diminish possible risks, and to enable users to become familiar with their Tinder match. In addition, screening takes part in identifying the Tinder match as worthy of a hookup. This is also a necessary step to move things forward in sealing a hookup deal. In assessing potential partners, Tinder users do the following: (a) ask the co-participants' reason for using or being on the application (What are you looking for here?); (b) conduct a background check (asking the age, employment, and residence/location); (c) ask for a picture (or video chat which serves as validation phase to avoid catfishing); and (d) for gay matches, inquire regarding their preferred sex position (the probing of one's position in sexual intercourse). The last item is a significant addition because the conflict in sexual roles for gay matches (penetrative and receiving role) may affect the success of a hookup. To illustrate:

Tinder Chat 4

- 1 King: hello
- 2 Luke: Hey
- 3 Up for?
- 4 King: fun 😊
- 5 Luke: Top or bott (Top or bottom)
- 6 King: Vb (Versatile bottom)
- 7 Luke: For fun too.
- 8 King: That's nice
- 9 taga san ka [Where are you residing?]
- 10 Luke: Muntinlupa
- 11 You?
- 12 King: San Pedro

After the greeting sequence, King and Luke proceeded with the "What are you looking for?" exchange. After learning the co-participant's motivation, Luke continued with the sex position inquiry in line 5. King answered that he is a versatile bottom, meaning he frequently bottoms (performs a receiving role) and occasionally tops (performs a penetrative role). After which, they both traded their locations.

Having identified several screening factors, it is clear that hookup screening does not necessarily follow a structure or a definite process. A

single Tinder chat may have all four of the factors listed here, and it may also occur that users practice only one or two or three screening strategies. The placement of these screening strategies may also appear anywhere. The mere reason for this manifestation could be the following: (1) users' level of interest, (2) users' flow of conversation (turn-taking patterns and adjacency pairs), and (3) users' fair share for topic development.

6.1.4 Transferring to Other Social Networks

Knowing the social media accounts of one's Tinder match may also serve as a screening strategy. However, this particular process entails the importance of the Tinder application as a venue to acquire a hookup partner. This is an important and additional feature of Tinder chats. The researchers included this process since a hookup negotiation will not thrive if, in the first place, none of the matches used Tinder, and if none of them agreed to a transfer.

Tinder Chat 8

- 3 Ana: Hi!
- 4 Christian: Good evening naman haha
- 5 Ana: Haha followed u on IG. Hope u don't mind.
- 6 Christian: Oh that was you. Haha. Dun na tayo mag chat? [Oh, that was you. Haha. Let's talk there?]
- 7 Ana: Kung san ka convenient haha. [Whichever is convenient for you haha.]

The agreement to transfer is very important in this matter. In Tinder Chat 8, the actions of Ana can be taken as a show of interest in Christian after she followed him on Instagram (see line 5). With that, Christian asked if they could talk on Instagram instead of Tinder, to which Ana responded with "whichever is convenient for you." This message of Ana can be referred to as willingness or cooperativeness, which is a significant factor for a hookup deal.

Tinder Chat 3

- 11 Logan: you have messenger? i dont send pic here. i will call you
- 18 Carlo Anu messenger mu...[What's your Messenger account?...]]

Another scenario for transfer is when your Tinder match demands to exchange socials because of personal terms or limitations. In the excerpt above, Logan asked if Carlo has a Messenger account because he does not

send pictures on Tinder. This activity may be influenced by the fact that Tinder does not have a delete option. It can be perceived as well that Logan is cautious of his privacy; hence, instead of sending pictures, he opted for a video chat.

6.1.5 Sending Down To Fuck (DTF) Signals

After the screening (and/or after the social network transfer), sending and picking up signals regarding hookup motives are consequential for a hookup confirmation. Down to fuck (DTF) is the slang term for willingness to have sexual intercourse. These DTF signals are contributory in keeping the conversation from paralysis or sudden stoppage. However, these signals may vary. Tinder users may apply a subtle approach (e.g., through request and humor), while others can be blunter and more expressive (e.g., through obscene exchanges).

Tinder Chat 1 exemplifies a progression in hookup-motivated chats. It started with a subtle tone of request and ended with an expressive aim for hookup.

Tinder Chat 1

- 38 Simon: Sexy
39 Pa hug naman oh. I need it 😞 [Give me a hug, please. I need it 😞]
40 Peter: Sure
41 Hugggsss 🤗
42 Chub chaser ka ba [Are you a chub chaser?]
43 Simon: Chubby and chub chaser hehehe both
44 Peter: Hehehehe
45 Simon: Thank you sa virtual huuugss (Thank you for the virtual hugs)
46 Peter: Kung magkalapit lang tayo eh di nagsawa ka na sa hugs [If only we're that close, I'd spoil you with my hugs]
47 Simon: Where do you work?
48 Peter: Di lang hug 😊 [Not only a hug 😊]

Line 39 can be translated as a subtle request for a meetup. That line hopes for a physical touch, which is a requirement for a hookup. The affirmation of Peter in line 40 suggests that he was also down for it. Their conversation continued as their sex preferences were revealed in lines 41-43. In addition, Peter capitalized on Simon's physical need in line 46. Moreso, to interpose the concept of sex, Peter delivered an implicature "Not only a hug," which

indicates that, in their possible meetup, Simon can also expect an activity that is beyond cuddling.

6.1.6 Compromising

Another relevant factor for hookup is compromising. Both parties in a hookup must agree to accommodate possible issues and obstacles. Compromise entails the elimination of barriers to avoid the retraction of hookup conversations or deals. Commonly, this may come before or after the confirmation stage.

For example, Meredith rejected the idea of car sex (because of her inexperience in car sex and flexibility issues as presented in lines 39-40), ergo Christian thought of a place where Meredith would be comfortable (see line 41).

Tinder Chat 7

- 37 Meredith: Place?
38 Derek: We can do it in my car
39 Meredith: Hmmmmm. I'm not sure, I'm flexible
enough ahhahahaha
40 Never done it in a car
41 Derek: Hahaha motel?
42 Meredith: Better. Haahhahaha

To arrive at a hookup deal, Tinder users may practice cooperation and concession. Therefore, Tinder users' awareness of their hookup partner's situation plays a part in the consummation of hookup correspondence.

6.1.7 Confirming and Closing

Confirming is the agreement and finalization of the hookup deal. The confirmation of the co-participant, however, can still be subjected to changes as the level of compromise may influence the success of the hookup. As mentioned earlier, hookup participants have to consider the pertinent conditions of their potential partner, such as availability, time, and target sexual experience. Usually, after the confirmation stage, hookup participants advance to closing their deal.

It is also important to mention that closing occurs, the same as a digression, when hookup co-participants have come to a joint agreement for casual sex. The conversation dies out as the involved participants have secured their hookup deal (which may happen after the compromising stage).

The confirming and closing sequence may appear in the form of short formulaic expressions and internet slang. These include, and may not be limited to, "G to G" (Game to Game) sequence, "Sige-Sige" (Okay/Good

to Okay/Good) sequence, a statement of implied hope for meetup (Tinder Chats 1 and 10), an exchange of socials (such as Tinder Chats 4 and 6), and a “See you” remark.

Note that Tinder users may skip strategies to realize a hookup deal. A recurrence of identical statements can be observed in other hookup strategies. The “G to G” (Game to Game) may act as both DTF signal and confirmation and closing. In the “Sending DTF Signal” strategy, “G-G” speaks as an invitation; while in the “Confirming and Closing,” it denotes approval and conclusion. And this sequence, in both strategies, often comes in an interrogative-declarative sentence pattern. Hence, the placement and the existing condition of this statement are contributory to the signification of meaning. Another example is the “Up for some fun” statement. This inquiry may appear in the opening or middle section of Tinder conversations. Regardless of its placement, this can be figured as a DTF signal, as users may skip strategies to directly reveal their intention for a hookup deal. Hence, this phenomenon is prenominal to hookup as a “fast sexual encounter” (Duguay, 2017; Licoppe et al., 2016).

Apparently, not all strategies are existent in a single hookup chat. Different users approached hookup exchanges differently. The suggested pattern for a hookup conversation does not necessarily manifest among all Tinder chats. However, much of the data followed the proposed pattern. Successful Tinder chats usually end with a confirmation and a closing. Failed hookup negotiations, however, manifest in the following forms: (1) clear and direct rejection, (2) disputes in the screening phase like agreement on location, time, etc., and (3) unrequited exchange or commonly known as ghosting.

6.2 Self-presentation Analysis of Tinder Chats

6.2.1 *Persistent*

In the analysis of data, the researchers found that hookup co-participants showed persistence in ensuring the hookup deal. With all the various barriers that hampered a meet-up, hookup-motivated Tinder matches chose to compromise and abolish obstacles. Characterized as being firm and resolute, persistence keeps participants from surrendering prematurely.

Tinder Chat 5

- 37 Glen: May pasok na ko [I have work]
38 Paulo: ako din e. conflict sa sched ko [Same.
Conflicts with my schedule]
39 sayang [too bad]
40 resched? (reschedule?)

Persistence does not significantly indicate a self-presentational risk of neediness. Rather, it is an apparent demonstration of likeability. This manifestation imprints a congenial and agreeable impression among participants, especially that persistence, in the analyzed data, is a mutual activity.

6.2.2 “Good Catch”

“Good catch” is a slang term for people who have advantageous qualities that can frame them as desirable. For this study, the researchers propose an encapsulated hookup identity in the collectivist term “good catch.” A good catch projects an image of being attractive and competent.

The potential hookup partner’s initial reaction commonly relies on the attractiveness of the Tinder match. Furthermore, attractiveness may influence a hookup preference or experience. In the extract below, line 30 prefaces an imposed structuring and display of a guy with a “pretty face”.

Tinder Chat 3

- 11 Logan: you have messenger? i dont send
pic here. i will call you
- 23 Carlo: Di ako nag aadd ng dummy sa real account
ko ee [I don’t add dummy accounts in my
real account ee]
- 29 Logan: no other means?
30 di naman ako panget and all [I’m not
unattractive and all]
- 31 Carlo: Di nmn ako sa itsura nagbabase ee [I don’t
base on physical appearance]
- 32 Carlo Geh anu messenger mu [Okay, what’s your
Messenger account?]

“Di naman ako panget” (translated as I’m not unattractive) sends off a metamessage of “hookup qualification” that glorifies attractive people as main players, while it stigmatizes the non-pretty face for having meager chances for online dating or hookup. Particularly, the emphasis on “panget” (or ugly/unattractive in English) undertakes the staging of self as more desirable or charismatic. According to Samp and Solomon (2001, as cited in Horan, 2014), this power dynamics from attractiveness discrepancy “may influence the decision to communicate about problematic events.” In this excerpt, the problematic event is Logan’s use of a dummy account to send

pictures. Although the discrepancy is not delineated, one can assume that kind of staging influenced Carlo's acceptance of the dummy account.

Interestingly, this scenario can also be interpreted in the concept of ingratiation. Line 30 can be distinguished as an attempt to be likable. This bold declaration of personal impression is crucial since this may give off, according to Jones (1990), a sense of deception. Logan's visualization of self may appear risky, as this is the common thread in catfishing, inadvertently constructing a negative impression.

Another way to elicit attractiveness is through social validation. The extract below shows how desirability operates implicitly through mutual corroboration and compliments.

Tinder Chat 1

- 29 Simon: Hindi gwapo 😊 [I'm not handsome 😊]
- 31 Peter: Gwapo ka kaya [But you are handsome]
- 34 Simon: *sends selfie/picture
- 35 Yan gwapo ba yan? 😊 [Here. Is this what
you
call handsome? 😊]
- 36 Peter: *sends picture
- 37 Hehehe
- 38 Simon: Sexy

Simon's forwarding of his self-image in lines 29 and 35 and Peter's validation in line 31, and vice versa, put forth a notion of self-endorsement and validation. This trade-off of photos paves the way to shared flattery and admiration. Moreover, the use of paralinguistic gestures like emojis, as used in the data, projects downplay in the textual utterance. The smiling emoji (😊) after the "I'm not handsome" remark modulates the possible reaction of the co-participant and also invokes a modest and unassuming (for the [not] handsome claim) attitude. This suggestive use of emoji helps in modifying the textual tone (Herring & Dainas, 2017), with the user engineering the intended social function (lessening accountability by stating their physical attributes and reducing their partner's expectation) and effectively implying social motivation (which may be social validation). Additionally, this phenomenon intersects and births to neediness, a manifestation of the desire for reassurance (O'Malley, 2012).

Still, in the context of self-validation, the sending of pictures can be classified as an act of self-selection. Commonly, in the process of self-selection, users would consider the beneficiality (Schenkler & Weigold,

1989), thus selecting the best picture to constitute a desirable image is possible.

The physical qualification inquiry and interposition in gay Tinder chats may be translated to users' desire for a likable hookup partner. This is pivotal as this can ease the negotiation for hookups, and this process can help them also secure the best hookup partner. These results are similar to the study of Jonalou Labor (2020). He argued that gay informants displayed an ideal persona as they believed that "the best ones always get to take home the best hookups" (p. 263).

Lastly, a competent self-image consists of intelligence and decent employment. In the dataset, it is difficult to categorize employment as self-promotion since there is zero to little explicit use of it. The exchange of employment-related questions may sustain the image of an established person, which could advance a conversation to a hookup deal. Most of the heterosexual Tinder chats contain this phenomenon. With enough discovery of the co-participant's job status, the other would propose hereafter a hookup intent (e.g., lines 31-34 in Tinder Chat 7 and lines 9-11 in Tinder Chat 10) or a meetup proposition (as shown in line 31 of Tinder Chat 8). This sequence in heterosexual participants implicates a liking for decent and capable partners. It can be inferred that this compatibility test is strategic and significant as hookup partners may advance their relationship to "friends with benefits," "fuck buddies," or a long-term relationship (Fritscher, n.d.). In response to this, Lisa Fritscher (n.d.) further argued that a hookup can be a stage for love. Moreover, the exchanges assume the concept of self-promotion (Jones, 1990), wherein employment is central to impression management.

6.2.3 Provocative

Provocativeness refers to the sexual demonstration of excitement, pleasure, fetishes, and sexual conduct exhibited in/through the Tinder exchanges.

The majority of participants were straightforward with their hookup intention. Being sexually driven, they projected a direct utterance of their sex drive. This can be observed in the majority of their Tinder openers. If the co-participant, for instance, happens to be sensitive, this kind of hookup strategy may appear as a threat (Jones, 1990); thus, it positions the sender in a negative impression instantly. However, in the analyzed dataset, none of the participants reacted perversely with the directly proposed hookup intention.

Moreover, the image of directness can also be observed in the rhetoric and short formulaic expression of the participants. The enormous practice

of short turn constructional units evident in all Tinder chats presupposes users' aim for upfront expression for a quick sexual encounter. Examples of such are internet slang, use of emojis, acronyms, shortened or abbreviated texts, informal use of language, and incomplete sentences.

In addition, hookup-motivated Tinder matches present layers of sexual behavior. Hookup participants tend to dramatically execute their personal image as playful and vulgar.

Tinder Chat 6

- 12 Tyron: gusto kita Makita [I want to see you]
13 Cristina: Magkikita lang? Hahaha [We will only meet? Hahaha]
14 Tyron: ay kasama na yon haha [Of course that's included haha]
15 Cristina: Okay. Hahhahah

Christina's lexical choice in line 13 is an implicit expression of sexual desire. In addition, the "lang" (only/just) in that line signifies flirtatious rhetoric that activates the sex-related schema (Ellwood, 2021) of her Tinder match (as seen in line 14). Interestingly, this implicit textual utterance is also undercoated in the form of humor. This expression downplays Christina's banter during the sexual exchange. The "Hahaha," which is the basic textual unit of laughter, at the end of line 13 can be also interpreted as a lexical choice to avoid awkwardness and to shy away from the possible label as "sex initiator" or "thirsty." Significantly, this strategic and moderate remark has taken an obvious positive toll as this was rewarded with an affirmation (see line 14).

Besides textual references for flirtatious remarks, emojis can also evince the same playful energy. In the data, the employment of the winking face emoji (😉) prefaces the teasing and the intimation of their potential hookup. Lastly, Tinder matches are vulgar and expressive. There is no boundary for this vulgar expression of sexual desire. Participants tease, sexualize, and share fetishes.

Tinder Chat 4

- 30 Luke: You want it recorded?
31 Haven't tried that yet.
32 Pero bat gusto mo recorded? Haha [But do you want it recorded? Haha]
33 King: Oo hahaha for my eyes only lanh yung vid [Yeah hahaha the video is for my eyes only]

Idunno fetish I guess hahaha [I don't know.
Fetish, I guess hahaha]

The participants' mutual sexual discovery and comfort in sharing their sexual desires preserve and sustain these rather obscene exchanges. This is conceivable enough as participants may have seen this openness as a likable characteristic (Jones, 1990).

In these sexual exchanges, female participants may seem relatively “laid-back” and passive in communicating sexual negotiations. This corresponds to the study of Christensen (2018), where the author argues that even in this digital age, the traditional and gendered script operates even in computer-mediated communication (CMC). Nevertheless, male participants operate in their role as initiators and are more sexually active.

6.2.4 Hopeful

From four unsuccessful hookup attempts, two of them appear hopeful and positive. Despite the failed hookup attempt, the participants in these exchanges project a sense of anticipation.

Tinder Chat 10

50 Patrick: If ever, would you let me hookup with you?

51 Kat: Pagkakataon lamang ang makakapagsabi. 😊
[Only fate can decide 😊]

52 Patrick: I will take that as a yes. Hahahahahaha

53 Jk (Joke)

54 When time and situation permit, why not

55 Kat: Precisely

Lines 52-54, for example, signify acceptance and optimism. This situation may have not ended well; however, this projects hopefulness, taking into consideration the positive response of Kat in line 55. Separately, this paints an image of Patrick as accepting after getting rejected from a hookup deal.

Hopefulness' unique feature is its dependence on the possibility of occurrence. It is what hookup hopefuls fall back on when the likelihood of attaining their coveted desire for sex is uncertain.

6.3 Determinants of Successful and Failed Hookups

The success rate of a hookup attempt lies in the participants' instrumentality and mechanism to deploy a positive and recognizable hookup conversation. Hence, outside factors are also identified as key factors in mutual agreement for hookups. This stage of analysis reviews the two preceding discussions on hookup activity. Based on the analysis,

location/geography, time, and preferences play significant roles in deciding hookup success and failure.

Agreeing upon a location for a hookup is vital in its realization. If the Tinder match is nearby, there is a higher possibility for participants to set a meeting. The nearness of a location abolishes the main concern for traveling, which is the chief issue in a failed hookup attempt in Tinder Chat 2.

Tinder Chat 2

- 6 taga san ka po? [Where are you residing?]
7 matchy
8 Ben: Victoria, Laguna. Ikaw? [Victoria, Laguna.
How about you?]
9 Lucas: malayo pala boss [Oh, that's far, boss]

In addition, proximity is not the only feature of location that must be taken into account. The comfortability of the co-participant is also suggestive of the hookup success rate.

Time also plays a significant role in the formation of hookup deals. However, this facet is difficult as participants have less control of it, resulting in a decreased chance to meet. To support this claim, relative to time is the interplay and conflict of work schedules. Hence, compromise and realignment of hookup schedules work as an alternative to finalize a deal.

In ensuring hookup deals, maintaining and sustaining a particular image is relevant. Attractiveness is a significant factor to draw interest from a potential hookup partner. The properties of preferences, such as likes, dislikes, and personal tactics, can rationalize a decision to either affirm or turn down a hookup proposition for practical and satisfactory reasons.

6.4 “Tindering” and the Filipino Hookup Scene

Dating in the Philippines has come a long way, and the language of hooking up has been revolutionized by dating apps like Tinder. As the young generation's preferred dating app, Tinder has helped in relaxing the norms of engagement that people would resort to in a traditional setting, wherein the tacit approval of family and friends would spell the direction of romantic engagements.

The fast-growing participation of young Filipinos in cyberspace allows them to explore technological affordances that could be beneficial to them. Mobile apps like Tinder have created a space congenial to their sense of freedom and self-discovery.

Having mobile phones as primary devices or being “mobile first” (Uy-Tioco & Cabañes, 2021) has contributed to the social and cultural

transfiguration of the Filipino dating landscape. Thus, it has also paved the way for mobile hookups.

Tinder-initiated hookups do not promise the assurance of traditional and long-lasting intimacy. This type of online relationship ushers in users to determine hookup potential and realize their sexual energies. Contrary to the physical negotiation of hookups, Tinder's affordances assure users that they both share a sense of mutuality, especially during the onset of conversation. As "matched" users are the ones that can only start a conversation, direct and clear rejection is avoided. This selectivity liberates users from denunciation and upfront judgment.

Much is yet to be known about Filipino sexual scripting, and this study demonstrates how Tinder helps Filipino users in gaining easy access to sex. It reveals the complexity of hookup negotiations. Unlike the typical banner of Tinder as "swipe and match," Tinder users, in reality, go through phases of hookup. The results of the study forward the layers of activities a Tinder user needs to accomplish.

The interplay of language to accommodate and facilitate hookup intention is deemed significant in this study. With Tinder chats as units of analysis, and reviewing the duration of communication, Tinder seems to shorten the extensive process of the traditional scripting of intimacy. Filipinos' shared understanding of abbreviations, acronyms, internet slang, sexual remarks, and paralinguistic features in the communication process has helped regulate quick hookup transactions.

Nevertheless, the relatively quick Tinder hookup agreement does not necessarily mean that Filipino users would settle for less. In the span of their exchanges, most of the study's interactants were able to examine their potential hookup partners, implying that deliberate and conscious actions were taken into account as they communicated their hookup intentions. Portions of these can be observed as Filipino users screened their potential hookup partners. This phase may indicate that online behaviors of hookup hopefuls are premeditated, as they know what attributes to consider in their partners. Also, the concept of personal identification, even in the guise of anonymity, is highly regarded as a take-off point in their online chats.

The sending of DTF signals can also be considered as a conscious effort to keep the hookup negotiation going. With the presence of internet influences and affordances, transmitting sexual urges appears to be dynamic. Participants have their own way of validating their desire for each other.

Meanwhile, compromising testifies to the willingness and unwillingness of potential hookup partners. Aside from safety concerns, comfortability and accessibility are factored in by Filipino Tinder users. Among other considerations, the possibility of physical hookups is latched on to these.

Filipino Tinder chats seem “hyperpersonal” (Valentine, 2006, as cited in Labor, 2020). Given the liberty of users’ self-disclosure, they can optimize their responses, resulting in unique interaction and heightened personal representation. Maria Theresa Ujano-Batangan (2012), for example, discovered that female adolescents have a “perceived lack of control over their sexual behaviors and their submission to the sexual demands of their partners.” In this study, it is remarkable how female participants have attempted to subvert the notion of males as conversation gatekeepers. Filipino female Tinder users are self-aware, and their actions are guided by their own volition. It is clear to them what they prefer in a hookup partner, and they are actively involved in the hookup negotiation. They are not just silent recipients of male suppositions. However, although there were attempts, it can still be observed that they were rather “subdued.” This is parallel to the study of Christensen (2018), as she also observed the male domination in Tinder chats.

The liberty to express oneself on Tinder also affects Filipinos’ way of presenting themselves. While this study agrees with Labor (2020) about self-promotion as a valuable entity for self-presentation, ingratiation is what the Filipino participants commonly used for impression management. This allows them to optimize their likability and desirability by giving off a positive and attractive persona.

Tinder has introduced Filipino users to a different environment in fulfilling their hookup desires. The app’s easy-to-follow technical operations permit users to explore and realize, through texts, their sexual intentions. Tinder has provided a platform for young and adult Filipinos to revitalize otherwise traditionally scripted romantic relationships.

7. Conclusions

Tinder provides a platform for users to negotiate and present themselves in hookup-motivated conversations. With the majority of studies focused on the hookup pattern during the physical encounter, not acknowledging the purpose Tinder has served for the meetup, this study addresses this gap by articulating a structure or pattern employed by Tinder users to communicate hookup intent. In addition, this also dealt with the self-presentation projected in and through the textual utterance of a hookup.

As to the objectives of the study, the researchers found a communication pattern from users’ exchanges. Listed below are the hookup patterns derived from the data set: (1) It’s a Match; (2) Opening Sequence; (3) Screening; (4) Transferring to Other Social Networks; (5) Sending Down to Fuck (DTF) Signals; (6) Compromising; and (7) Confirming and Closing.

Tinder users execute the shown pattern differently and strategically. They can be more explicit or direct with their intention. For that reason, there are instances from the data where the users' openers can also be classified as DTF signals, and these are also observable in other elementary patterns, such as for the screening and sending of DTF signals. This phenomenon validates the notion that hookup is a quick sexual encounter. Hence, participants skipped some parts to more quickly attain their desire for a hookup.

Gender roles play also a big part in the variance of the hookup pattern. Interestingly, only gay participants used sex position inquiries for their screening schemes. In the context of gay sexual compatibility, for sexual intercourse to happen, there must be the presence of someone that will perform a penetrative activity and someone who will receive this action. This phenomenon highlights that sex roles are necessary for the realization of hookups for gays. Much of this screening behavior functions to learn more about the potential hookup partner and/or to validate their identity. This serves as a weighing activity to determine one's sexual interest to the co-participants, and thereafter, to inform or send signals that progress can be made toward hookup realization.

Another interesting item that emerged is that Tinder functions as an avenue to meet potential hookup partners. In this particular scenario, Tinder-initiated chats are not stationary. For instance, users, after sending an opener, jump from Tinder to another online social network to continue their conversation.

In addition, sending DTF signals and compromising are conclusive for a successful hookup negotiation. These two are responsible for the conscious decision of the user to either continue or end the hookup negotiation. Primarily, openness and willingness to cooperate are pivotal characteristics of anyone who aims to engage in this hookup phase. Subsequently, if all are performed well, confirmation and the closing of a hookup deal will occur.

Likewise, it is also important to note that during/in the exchange of utterance, participants construct and give off an impression or image of the self. The predominant image present in hookup-motivated chats is being "provocative." The construction of this image involves users' engagement in a flirtatious and sexually explicit or suggestive conversation.

Aside from that, users present themselves as a "good catch;" thus, they play the role of someone who has good qualities that can make them desirable for a hookup. This classification includes "attractive match" portrayal, a competent or established persona, and an interesting hookup partner.

Lastly, to bolster the success rate of hookups, geophysical and temporal elements must be taken into account. The realization of a hookup is not possible if there is no agreement on the “where” and “when” of this sexual activity. Likewise, individual preferences also take part in determining whether a hookup with the co-participant is worthy or not.

8. Implications

It is important to note that the use of CA in determining discursive patterns in computer-mediated communication (CMC) is possible. For this study, even though there are boundaries for analysis of CMC features like overlaps, speaking turn, turn-holding stance, and the transition-relevant unit, CA is still helpful in determining and extracting patterns of hookup communication. Moreover, the elements of CMC balance and manage the success of this type of analysis. Emojis or emoticons as paralinguistic features, internet slang, abbreviations for typography and sentence formation, and visuals influenced the success of determining hookup patterns. Aside from their valuable contribution to CA, these features are also instructive in the identification and analysis of self-presentation.

Moreover, the results of self-presentation analysis can be an additional input in the field of psychology regarding how hookup-motivated individuals operate and present themselves to their co-participants through textual utterance. The notions of social validation, a “good catch” persona, sexual declaration and stimulation for image representation, and the employment of internet slang, emojis, and short formulaic expressions for lexical and rhetorical discourse may serve as an additive to divulge sex-motivated discourses on the internet.

Also, given the analyzed data, it can be perceived that hookup conversations among Filipino heterosexual Tinder users still follow the traditional sexual script. In this context, males perform as initiators and take control of the conversation with potential matches. This may be because of the dominant patriarchal ideology in the Philippines. Patriarchy frames men as sex initiators and women as gatekeepers, which is a construed, socially acceptable femininity.

Even though there are attempts by female participants to communicate their sexual motives, it is evident that their responses can be characterized as rather subdued or passive. Their restraint in stating upfront their motive to hook up may be because of the fear of looking desperate for sex. The principal concern for this restriction by female participants is their gendered internalized roles and also the threat of double standards. Thus, the sequence remains: men as active initiators and women as passive gatekeepers.

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