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Online Dating in Asia: A Systematic Literature Review

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Abstract

The use of apps and online sites is widespread in Asia. With the usage of apps like TanTan, Bumble, Momo, Grindr, and many more others being on the rise. This review aims to collect study data, to understand the online dating environment in Asia. To accomplish the set objective, this review is carried out following guidelines outlined in the ROSES review protocol. To identify articles, a search was done on Scopus and Emerald databases using a combination of keywords. Google Scholar was used as an additional database. 19 items from the search met the requirements for inclusion. According to the findings of this literature research, there is a large number of persons participating in digital dating in Asia. Several individuals use dating apps or websites to meet love and sexual partners, mingle, enjoy themselves, and fulfil their curiosity. Some apps are even used as anti-stigma tools, meaning people should be allowed the freedom to date or love regardless of sexual orientation (heterosexual or homosexual), age, race, religion and many other factors. The use of apps has also been linked to depersonalization issues, where users are prone to presenting an idealised version of themselves and their circumstances, to improve their success in mate selection. According to this review, some of the attributes considered during mate selection are age, height, income status; with most online dating requirements being materialistic, physical build and attractiveness-oriented, prioritizing desire to have children, and education level. Though there are many benefits, especially when it has helped during the COVID-19 pandemic where people are mostly staying home, digital dating has also been associated with risky casual sex behaviours and the promotion of substance abuse among dating app users in Asia. Yet, this study will benefit and is important for scholars and online dating application (apps) companies to understand that not all western theories are applicable in Asian community as westerners are known to be individualistic in nature and habits whereas Asians are collectivist and have different needs when it comes to online dating.

Keywords: Digital Dating, Online Dating, Online Romance, Asia, Systematic Literature Review

Introduction

Asia is a continent of a diverse and deep-rooted culture. Despite the technological and industrial advancements, cultural and societal view on intimacy is still relevant. Before the introduction of dating apps, courtship was either arranged by the family during earlier

traditional times or started as a coincidental meeting between strangers (Bonilla-Zorita et al., 2020). The two strangers would then go on dates and through, with the aim of eventually landing in a long-term relationship, people go through the courtship stages. Some researchers have referred to this traditional method as inconvenient in comparison to digital dating because a person is exposed to fewer potential intimate partners (Castro & Barrada, 2020; Bonilla-Zorita et al., 2020). Also, the social construction of love and intimacy differs between collectivistic societies (China, India, and Japan) and individualistic societies (the United States and Canada) (Dion, 1993).

In global terms, online dating has increased in popularity and revenue. According to Curington et al (2015), in the United States, 40 out of 54 individuals have attempted internet dating at some point. Online dating revenue has increased by 50% in the last half a decade (Gupta, 2021), to stand at \$3.08 billion in 2018 (Sautter et al., 2010). The usage of dating websites has surged by 71% during the previous ten years in the Philippines (Labor, 2020). Apart from Western apps and sites like Tinder, SilverSingles Match.com, and EliteSingles.com, this growth is also shared by Asian founded apps and websites like Momo, TanTan, BeeTalk, Paktor, Bumble, Her, EastmeetEast, TrulyAsian, FindloveAsian, and many more others (Cabanes & Collantes, 2020; G. M. O., 2021; Solis & Wong, 2018). Users mainly consist of millennials who are more tech survey than older generations. According to Michael Labayandoy in a CNN Life technology article, 71% of Filipino youths were aware of a pair that met on a dating site (Sobieraj & Humphreys, 2021). This is just a measure of how big and narcissistic online dating is in the Philippines. In countries like China, the worry rate of older generations is increasing due to the changes in the dating arena. The elder generations criticize online dating as acts of selfishness, self-denial, and narcissism, since it, involves editing and curating a person's appearance and self attributes, to create a more presentable persona (Chan, 2018; Lien & Cao, 2014; Miao & Xu, 2020). Online dating sites and apps are run by data structure and algorithms which match people and rate people for preference (Wang, 2018). The input used by such programs are personal attributes, if these personal attributes can be altered then the app or website is more likely to rate the user higher (Wang, 2018).

The reasons for using dating apps are widespread among different nationalities and personalities. But the driving force behind most of them is being alone and being lonely (Hwang, 2012). As an example, in Japan, 70% and 60% of unmarried men and women respectively are not in a relationship (Neve & Palomares, 2018). Such high numbers of single people create a high market demand for apps that enable social networking and the creation of intimate sexual relationships. The apps or sites are even more popular if they incorporate a geo-location feature that helps the user to connect to other app users in their close vicinity (Sobieraj & Humphreys, 2021), even though Chan (2018) reports that a high percentage of Urban Chinese women prefer meeting men from different geographical regions to theirs. Reasons for using dating sites are that they are convenient, they offer a variety of potential partners, and thus increase the chances of finding the right partner, and they are easily accessible (Finkel et al., 2012). Apart from these commercial reasons, personal reasons for use are desire for love, lust, boredom, assumed competence, and playfulness (Hollingshead et al., 2020; Kang & Hoffman, 2011).

Some people have praised dating apps, terming them as 'globalization of intimacy' and romance-scene changing while other critics have called them advocates for the growth of wrong sexual behaviours (Choi et al., 2016b), and threatens the moral fibre of the Asian

community (Liu et al., 2021). Researchers also linked personal detachment to the use of dating sites, Chakraborty (2019) reported that there are youths in online dating platforms create a distorted image of themselves online, to attract more dates, they wrongfully display the person they are not, this can be in terms of wealth, looks, opinions, likes and dislikes and personal attributes but yet, in the same study, the positive impacts of energy and happiness were shown to be the most important characteristics that influence the decision to use online dating sites or applications, according to a 2019 study by Chakraborty in India. Since of the vibrant dating applications created by Indian dating sites, online dating reduces stress due consumers may change their photos to look more pleasurable and far less demanding to find a partner.

According to a study conducted in China by Chen et al (2018), users of online dating sites have favourable opinions of the usage of dating sites because of its advantages. This include the ability to access the site whenever desired (extended access benefit), the freedom to look for potential partners or market oneself (searching and self-promotion benefit), the freedom to communicate with potential suitors whenever desired (communication benefit), and a larger pool of potential partners (matching benefit). According to the report, there are more benefits of online dating than drawbacks. As a result, attitudes toward dating websites have become more favourable. Similar positive developments have been observed in both Asia and Western Europe. In addition to becoming common, online dating also effectively forges neither short- and long-term partnerships, according to some accounts, it is just as successful as casual encounters (Hogan & Dutton, 2019; Lampard, 2020; Potarca, 2020; Schwartz, 2018). Though there are reports cyber dating abuse and online violence against women (Filice et.al, 2022; Gilliett, 2018; Borrajo et.al., 2015), but the beauty of modern day technology is that mobile dating apps and dating websites can immediately improve functions to support women in online dating environments such as prompts in app systems to remind women to be careful of personal data, create safety awareness, verifying tools and interfaces to verifying that user is a legitimate person and not a bot or an identity fraud (a person impersonating as another person (Zytka et.al., 2020). In contrast to a report by Choi et al., (2016a), according to several research, the usage of dating apps has reduced sexual hazardous behaviour. Luo et al (2019) found that users of dating apps had a greater understanding of sexual hazards. Bien et al (2015) reported that some dating sites like Grindr by creating a community for the same sexually-oriented people have created a space for them to air their views amongst each other and to decrease social discrimination.

Methodology

This review was carried out following guidelines in the Reporting Standards for Systematic Evidence Syntheses (ROSES) review protocol. The three processes followed during study selection were article identification, screening (inclusion and exclusion), and assessment of quality.

Search Strategy

Article search was done on Scopus, Emerald, and Google Scholar for articles published from 2011 to February 2022. The list of suggestions, comparable articles, and references were also taken into account. The search was limited to database articles; grey literature was not taken into account. Google Scholar was used as an additional database due to the vast amounts of

documents with article search done through phrase searching. Suitable combinations of words were used. Table 1 shows the search strings used on Scopus and Emerald.

Table 1

Search string

Database	Search String
Scopus	(TITLE-ABS-KEY (online AND dating) OR TITLE-ABS-KEY (mobile AND dating) OR TITLE-ABS-KEY (mobile AND app AND dating) OR TITLE-ABS-KEY (mobile AND application AND dating) OR TITLE-ABS-KEY (web AND dating) OR TITLE-ABS-KEY (website AND dating) OR TITLE-ABS-KEY (web AND page AND dating) AND TITLE-ABS-KEY (asia) OR TITLE-ABS-KEY (cultur*) OR TITLE-ABS-KEY (race) OR TITLE-ABS-KEY (tradition*))
Emerald	(content-type: article) AND (online dating OR (mobile dating) OR (mobile app dating) OR (mobile application dating) OR (website dating) OR (web dating) OR (web page dating) AND (Asia) AND (cultur*) OR (tradition*))

Inclusion and Exclusion Criteria

In order to assess if the papers discovered by the database search met the inclusion requirements, they were subjected to evaluation. The criteria for inclusion and exclusion are listed in Table 2.

Table 2

Eligibility criteria

Criterion	Eligibility	Exclusion
Literature type	Indexed Journal (research articles)	Journals that aren't indexed, systematic reviews, book chapters, and conference proceedings
Language	English, Malay	Non-English articles (except Malay)
Publication timeline	Between 2011-2022	Earlier than 2011
Indexes applied	Social Science, Arts and Humanities, Psychology	Non-Social Science, Arts and Humanities, Psychology
Study region	Asian continent	Out of Asia

Assessment of Quality

The assessment items used were research question, search methods, study design, and data collection, assessed in terms of clarity in stating the items. Other assessment items were data analysis method; either qualitative or quantitative; stating of study limitations, and existing literature comparison.

Search Results

The search for articles yielded 19 articles. The article selection process is illustrated in Figure 1.

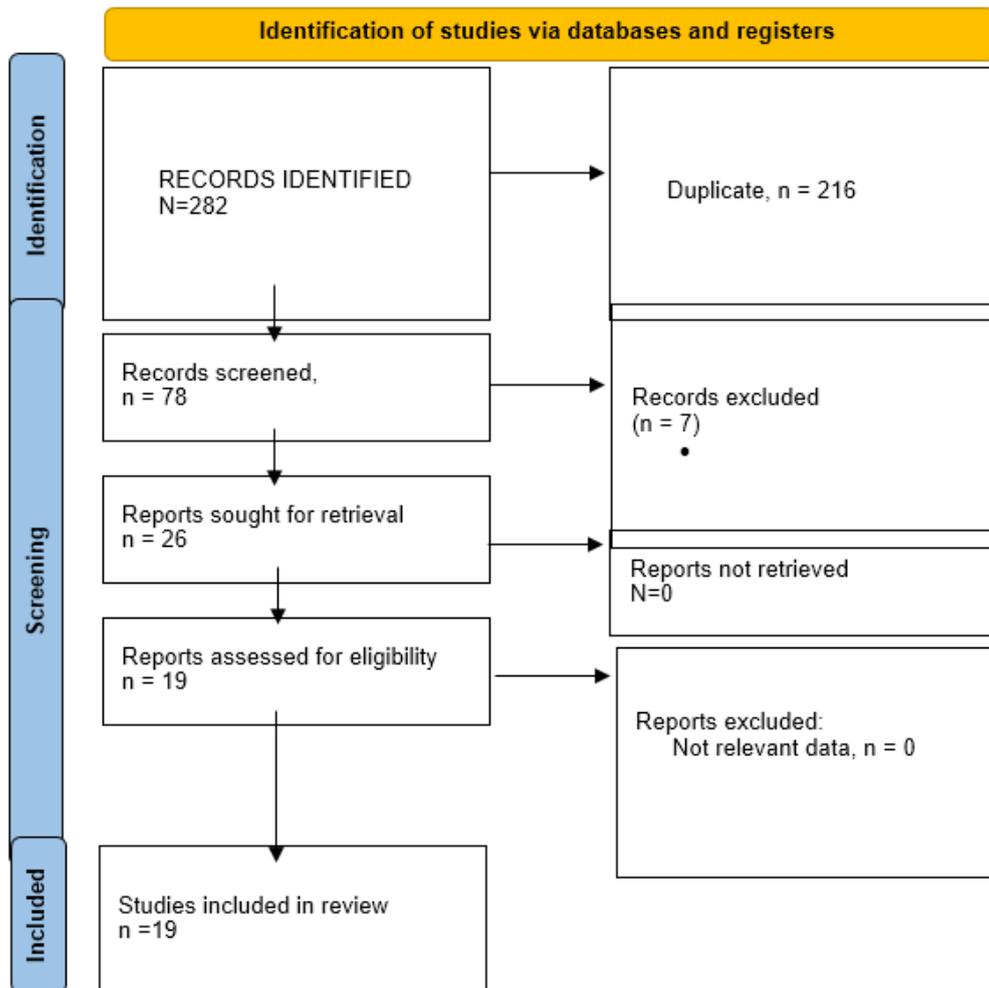


Figure 1: ROSES flow diagram for study selection

Study characteristics

Table 3

Study characteristics (Table of Findings)

Author and year	Study Design	Main objective of the study	Study participants	Region	Objective statement
Bien et al (2015)	Cross-sectional online survey	Sexual behaviours of MSM (Men who have sex with Men)app users	1,342 sex with other men by males (MSM)	China	To study the effect of using gay dating apps on the user's sexual behaviour including HIV

					and STD testing.
Boonchutima & Kongchan (2017)	Online Survey	Substance use among MSM app users	350 participants	Thailand	To evaluate MSM apps to convey messages encouraging substance use.
Chakraborty (2019)	Online survey	Intention to use dating applications.	296 participants	India	To identify key elements motivating the use of online dating apps.
Chan (2018)	Interviews	Female's reasons for using dating apps and the difficulties they confront	19 women	Guangzhou, China.	To examine how dating apps interfere with gender dynamics in China.
Chan (2019a)	Survey	Relationship between masculinity endorsement and online dating life	125 heterosexual male Momo user	China	To explore the role of masculinity and sex motives when using the Momo dating app.
Chan (2019b)	Interviews and survey	Uses of Momo, a Chinese dating app	35 through interviews and 250 (in a survey)	China	To provide an account of the multiple uses of Momo.
(Choi et al 2016a)	Cross-sectional study	Using dating apps and engaging in casual sex are related.	666 college students	Four universities in Hong Kong	This study's objective was to determine about whether to use dating apps and engaging in unsafe intercourse were related.
(Choi et al 2016b)	Cross-sectional study	There is a connection through using dating apps and having	666 college students	Four universities in Hong Kong	To ascertain whether using dating apps is associated with risky sexual behaviour.

		sex without consent			
Hollingshead et al (2020)	Cross-sectional study	Association between dating apps and increasing HIV pandemic	17 healthcare workers	Metro Manila, Philippines	To investigate the relationship among dating applications and social media sites and the expanding HIV epidemic
Labor (2020)	Case study	Presentations in dating apps	52 participants	Philippines	To examine how Filipino dating app users present themselves online.
Liu et al (2021)	Case study	Problems faced by dating app users	41 female and 23 male	South China	Examining how Chinese rural migrant workers utilise dating websites and select choice of partners is the purpose of this research.
Luo et al (2019)	Cross-sectional study	There is a link between the frequency of using dating apps and condom less anal intercourse (CAI)	9280 men	Beijing, China	This study's objective was to determine whether using gay dating apps and having anal sex without using condoms were related.
Olivo Quiroga & Shang-Yung (2018)	Case study	Homophile in online dating.	55 young women	Taiwan	To evaluate the attributes that single women look for in potential romantic partners.
Phua & Moody (2018)	Case study	Expression of desire to have children	400 men and 399 women.	Singapore	To investigate Singaporeans' willingness to have kids

		in online personals			through the use of online dating websites.
Tang (2017)	Qualitative study	Social meanings of online intimacy	12 Chinese lesbians and bisexual women	China	To look at how Chinese lesbians and bisexual women utilise online dating to form same-sex relationships, as well as their aspirations.
Wei (2019)	Case study	Mate selection in dating sites.	32,572 user profiles	China	To explore the relationship between digital dating and partner selection in regards to urban location.
Xia et al (2013)	Case study	Online behaviour	Data on 200,000 users' profiles	China	To study how dating apps users' online attributes differ from real-life attributes.
Xia et al (2014)	Case study	Online behaviour and user dating preference	Data on 200,000 users' profiles	China	To study the relationship between a user's online behaviour and their partner preference.
Xiao & Qian (2020)	Case study	Selection of dates and user preference in terms of Educational status.	13 men, 16 women	Shanghai, China	To investigate individuals' educational preferences in mate selection in online sites.

Critical Appraisal

(Empty circles indicate that the assessment element is not stated, whereas dotted circles indicate that the item is unclearly described. A full circle indicates that the evaluation item is explicitly indicated.)

Table 4

Quality assessment table

Study Author and Year	Research question	Search methods	Methodology	Data collection	Data Analysis	Study limitations	Comparison with literature
Bien et al (2015)	●	●	●	●	○	●	○
Boonchutima & Kongchan (2017)	●	●	●	○	●	●	●
Chakraborty (2019)	○	●	●	●	●	●	○
Chan (2018)	●	●	○	●	○	●	○
Chan (2019a)	○	●	●	●	●	○	●
Chan (2019b)	●	○	●	●	●	●	●
(Choi et al., 2016a)	○	●	○	○	●	●	○
(Choi et al., 2016b)	●	●	●	○	●	●	●
Hollingshead et al (2020)	●	●	●	●	○	●	○
Labor (2020)	●	○	●	●	●	○	●
Liu et al (2021)	●	●	●	●	●	●	○
Luo et al (2019)	○	●	●	●	●	●	○
Quiroga & Shang-Yung, (2018)	●	●	○	○	●	●	○
Phua & Moody (2018)	●	●	●	●	●	●	●
Tang (2017)	●	●	●	●	○	○	○
Wei (2019)	●	●	●	○	○	●	●
Xia et al (2013)	●	○	●	●	●	●	○
Xia et al (2014)	○	●	●	●	●	○	○
Xiao & Qian (2020)	●	●	○	○	●	●	○

Discussion

This systematic literature review shows that despite online dating being popular both in Asia and other parts of the world but online dating platform users tend to be stigmatized because of cultural or sexual orientation reasons. Culture has a huge influence when it comes to mate choice and also how internet dating users plan to find a match. Users from different cultural background in Europe also tend to approach dating differently. Aretz et al (2010) conducted research to examine whether the findings of Kim et al (2009) can be repeated in a German

sample. Indeed, it is expected that those with weak self-esteem will employ internet dating portals to a larger level in German culture. This theory is based on peer Joinson's (2004), Ehrenberg et. al (2008); Hahn and Jerusalem's (2001) findings that a correlation exists between poor self-esteem and a predilection for text-based communication as well as pathological Internet usage.

According to research, confidence and distrust in dating websites and particular daters are important evaluations of the value of believed benefits and drawbacks, that have differential effects on perceived benefits and drawbacks. Adoption and non-adoption choices are affected by perceived positives and drawbacks in very various ways. Our research largely verified this hypothesis.

Use of Dating Sites and Apps

The spread of online dating between developed and not-so-developed regions was found to be constant. Wei (2019), who conducted their research in China, reported that high user density spots were evenly spread rather than being crowded only in the developed areas. Most dating app users in Asia were reported to be younger, better educated, single, and more open about their sexual orientation as compared to non-users (Bien et al., 2015; Boonchutima & Kongchan 2017; Luo et al., 2019; Luo et al., 2019)

In studies on gay men, Bien et al (2015) discovered that 40.6 percent of those surveyed was using at least one LGBT app. The most used apps were Jack'd; by 39.0 %, of the participants; Grindr, Blued, and Boyahoy; used by only 0.2 % of the participants. According to Boonchutima and Kongchan (2017), 73.74% of the participants was using internet dating in the previous six months, with 80.3 percent having meetings with one online dating site user every week. The most common apps used were Hornet; used by 48% of the participants, Jack'd, Grindr, Tinder, and PlanetRomeo; used by 13.7% of the participants. Despite the high proportion of males who engage in sexual activity with other men (MSM), Luo et al (2019) discovered that roughly 17% of them were previously been married and 26.3% had previously slept with a woman.

Deniz (2020) reported that some women were using dating apps secretly and not near their workplaces or homes.

Motivation for Using Dating Apps

Chakraborty (2019), using multiple regression analysis awarded T-values to factors that influenced the use of dating apps. The scores were 14.653, 0.947, 0.386, 0.386, and 0.349 for perceived playfulness, perceived delight, attitude, word-of-mouth, and trust respectively. The results show that presence or lack of trust in dating apps did not affect their usage as compared to how much people wanted to 'play' or to have fun, online.

General motives as stated by Chan (2019a); Chan (2019b) were seeking sex, seeking social approval, friendship and networking, using dating apps as entertainment spots or to avoid boredom, looking for sexual comfort in same sex-orientation groups, peer pressure, to fulfil curiosity and intent to forge romantic relationships. Curiosity and socialising were the most important goals in both research. Business, with an analysis score of 2.60, was the least reason for using dating apps (Chan, 2019b).

In looking at women specifically, Chan (2018) reported that women use dating apps to try new sexual experiences, to enter into the area of romance and hopefully marriage, as a stress relief from home and work and as an adventure to explore new people and their worlds. Reconnecting with former associates was also stated as one reason why lesbians use dating apps (Tang, 2017).

Sexual Behaviour

As reported by Bien et al (2015), in the previous six months, MSM homosexual app users were found not to be using a condom while intercourse with a woman or man. 21 % of this study group, had received a positive test i.e. 111 out of 519 men. Study findings also show that compared to a non-app user, In the previous three months, at least two man anal sexual partners were 1.873 times more inclined to have been utilised by MSM who were using homosexual apps. According to Luo et al (2019), signing onto a dating app 11 times or less a week was linked to reduced rates of Condom Less Anal Intercourse (CAI), and that older app users had lower rates of CAI, aged 40 years and above had higher rates of CAI with strangers. The factors which were associated with having risky casual sex were; using dating apps, older age, being a bisexual/homosexual male, having an above-average monthly income, being single, having had sex before the age of 16 years, being a smoker, and using alcohol (Choi et al., 2016a; Choi et al., 2016b; Luo et al., 2019).

The usage of dating apps was strongly connected with hazardous casual sex behaviour, according to (Choi et al., 2016a; Choi et al., 2016b; Hollingshead et al., 2020).

Substance Abuse

Despite dating apps being used for romance or sex-seeking agendas, some users use the platforms to spread their ideas on drug use as a form of entertainment. Of the included studies, only Boonchutima & Kongchan (2017) focused on the issue of drug abuse in MSM gay apps. The researchers stated that 77% of people who had been invited to do drugs, had accepted and 54.6% of them had tried out a new drug. In terms of online persuasion, one-third of app users, which translates to 31.3%, had engaged in substance use after receiving persuasions through the dating app. Methamphetamine was the most talked about and used drug.

Drug use has also been related to unprotected intercourse, which might increase the spread of sexually transmitted illnesses like HIV. According to the researchers, one out of every three people who took drugs throughout their sexual encounters did not want to use condoms on a regular basis.

Mate Selection and Preferences

The selection or matching against a person in an online dating site is a result of how the person presents themselves. In a study by Labour (2020), 7 of the 52 participants claimed they emphasised their positive qualities while hiding their flaws in order to look more appealing and boost their chances of getting picked. Most presentation strategies used include a show of sincerity, use of personal front, constantly updating their profiles, withholding defects, portraying perfection, and perfect life (Labor, 2020).

Despite this presentation strategy used, there are attributes considered during mate selection. Generally, attributes that were considered in mate selection were age, income, height, education level, geographic distance, and photo count (Xia et al., 2013; Xia et al., 2014). Men considered women who were younger and shorter than them, the inverse was true for women. Men tended to message women with less income than themselves. Women tended to message men with a higher income than themselves. Men prefer committed relationships, according to analyses by McWilliams et al (2014), but women prefer friendship without being expected to take on caring responsibilities. Different dating obstacles make internet dating more appealing: While women compete with younger women and have a smaller pool of potential partners due to friendship conventions, men suffer limited social networks. Both sexes look for young traits and try to project youthful ideas of themselves.

Women place more emphasis on skills than men do on physical appearance. Women emphasize their appearance and sociability in their profiles, whereas males emphasize their professional and financial achievements.

People with a higher educational level and photo count tended to receive more messages and replies. When reporting about education level, Xiao & Qian (2020), stated that a combination of educational level and institution prestige; e.g. whether the institution was overseas or domestic; was considered by app users, regardless of gender, as a basic selection criterion. The majority of mobile apps saw a bachelor's degree as the minimum level. In studies on women's homophile, Quiroga & Shang-Yung (2018) reported that the attributes women look for are, the desire to have children, self-reported physical build, physical attractiveness, and drug use habits. The researchers also stated that women had a high tendency of replying to men who did not match their preference criteria. These findings are in agreement with Xia et al., (2014), who reported that, among all replied messages, the unmatched ratio (replying to a person who does not meet the stated preference) is around 55 % for males and more than 70 % for females.

Desire to have Children

Phua & Moody (2018) conducted a study in a dating site to establish the factors in user profiles that can be used to assess the user's desire to have children. The factors were age, employment status, preferred relationship, and education level. The findings were that about 36% of participants who were under 30 years old wanted to have children. Employees who worked full-time had more desire to have children, as compared to part-time employees. Users of dating apps who claimed they desired a committed relationship were more likely to want children. In terms of education, a bachelor's degree was not a requirement for those who wanted to establish a family, then in those who had a bachelor's degree.

Impacts of using Dating Apps

To sum up, the benefits of using dating apps included increased dating lifestyle and social awareness (Bien et al., 2015; Chakraborty, 2019; Chan, 2018); Chan, 2019a; Chan, 2019b; Deniz, 2020; Liu et al., 2021; Olivo Quiroga & Shang-Yung, 2018; Tang, 2017; Xia et al., 2013; Xia et al., 2014; Xiao & Qian, 2020).

Some dating sites were used as safe spaces to talk with users of same-sex orientation and thus helped in fighting against stigmatization (Bien et al., 2015; Boonchutima & Kongchan, 2017; Luo et al., 2019; Tang, 2017). Luo et al (2019) reported that sites had the potential to be used as campaign platforms in spreading the importance of safe sex practice.

Challenges in using dating sites and apps

Despite the stated benefits of using dating sites, some people face problems when using them. In a study conducted by Liu et al (2021) among Chinese farm workers, the researcher concluded that online dating was materialistic. Women chose men who showed wealth in their online presentations as compared to 'basic' men. Researchers defined the realm of online dating as one of everyday agony where prospects for a mobile passion were dashed. Not only men, but women also face difficulties in assessing men's purpose, handling undesirable sexual approaches like receiving pictures of genitalia, and also having to deal with social stigma (Chan, 2018).

According to research by Halder and Jaishankar (2012), online exploitation of women is more common than of males. They recommended that both scientific and international organizations, such as the United Nations, keep an eye out for actions that violate women's rights or safety online.

The COVID-19 pandemic has expedited the digitization process, making it necessary that women will be present online. To stop online abuse, new laws are being introduced in numerous nations. To protect the victim, nations such as the United States, India, and the United Kingdom (Halder and Jaishankar, 2011). The Malaysian Communication and Multimedia (MCMC) is considering opening a cyber-wellness centre in Malaysia and has funded a number of studies on digital citizenship and cyber wellness (MCMC website, 2020).

According to studies, Malaysia's legal solutions to online stalking are the Penal Code's traditional criminal laws and the Communication and Multimedia Act 1998's cyber law (Hamin & Rosli, 2017). Other Malaysian literature emphasizes how female victims of cyberstalking are reluctant to report the crimes committed against them by the authorities (Haron, 2010). Additionally, since not all sufferers are prepared to come out and share their stories, according to Cyber Security Malaysia, the problem of harassment and stalking is accidental (Cyber Security Malaysia, 2010).

These laws may also benefit the community by more clearly defining expectations for digital exchanges. Corporate degrees of accountability, such as website regulations on unsolicited photos, is one example. Reddit, for example, implemented a prohibition on publishing sexually explicit images of a person without that person's agreement in 2014 after receiving harsh criticism for enabling the spread of nude photos of Hollywood actors that had been stolen off the site. Twitter followed suit in March 2015 and prohibited the uploading of unapproved pornographic photos (Those who perform this action will have their accounts locked, and to be able to access the website again, they must erase the information). In June 2015, Google unveiled a new reporting mechanism for sufferers that enables people to ask for the removal of pictures of themselves from Google Internet searches. A similar tool was released by Microsoft in July 2015, allowing offenders to request the removal of content from their Bing online explorer in addition to their OneDrive and Xbox Live cloud storage. Finally, as was already indicated, Pornhub also introduced a procedure in October 2015 that enables victims to ask for the removal of their photographs from the website.

Pro-women and "feminist" dating apps like Bumble was created so that women can initiate conversation first (Pruchniewska, 2020). Numerous dating apps and also social networking applications are also adding block, report and ban user functions in order flagged suspicious users (Duguay et.al., 2020).

Conclusions

In Asia, dating services and applications such as Momo, TanTan, BeeTalk, Bumble, and many more arose in response to the social need for instant closeness. These applications are used by users for a wide range of purposes. Finding romantic and sexual partners, entertaining oneself, and satisfying curiosity are the most commonly mentioned uses. Some are even used to combat stigma. The desire to find a companion online has resulted in individuals depersonalizing themselves to portray themselves attractively and boost their chances of success on dating sites. Materialistic needs such as physical build and attractiveness, desire to have children, and educational level are properly presented to emphasize the attributes

that are considered during mate selection; attributes such as age, height, and income status; and materialistic needs such as physical build and attractiveness, desire to have children, and educational level. Despite its many advantages, online dating has its drawbacks.

Recommendations

From the findings of this review, it is recommended that ways be found and implemented, to educate app users on the dangers of risky sexual encounters with strangers. Ways should also be found to help those undergoing challenges when using dating apps or sites.

More studies should be done in other geographical areas in Asia, apart from those included in this review. To aid future researchers in the computer-mediated-communication (CMC) discipline, further investigation is required on the sexual behaviours of heterosexual users of dating services.

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