A STUDY OF MOMO AND THE STIGMA OF "FLIRTING APPLICATION":
AN ANALYSIS OF CHINESE YOUTHS' ATTITUDE TOWARD ONLINE DATING

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A Study of Momo and the Sigma of "Flirting Application": An Analysis of Chinese Youths' Attitude towards Social Media Dating (115 pp.)

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ABSTRACT

This study aimed at investigating the "flirting application" stigma affect Chinese youths using attitudes and behavior toward Momo. This study used questionnaires to surveyed and collected data on Chinese youths 'attitudes, including people who are using, have used and never used Momo, the result shows that youths are the biggest group of Momo user, and a large part of youth think that Momo is a tool to kill time. The results show that youths who are using Momo have a positive attitude towards Momo, they admit that Momo is a flirting app, but it doesn't have impact on themselves or their relationship, and the result indicated that young men actually use Momo to flirt and find short-term sexual relationships; those youths who have used Momo have a very negative attitude toward social media dating, and the establishment of long-term relationship, among them, women have quite a negative attitude; In addition, the survey found that establishment of long-term relationships through Momo is a very difficult thing. There are two reasons, first, because people are not willing to establish the long-term emotional relationship through the strangers' social media, such Momo which with the stigma of "flirting application"; the second is people considered Momo and similar applications are easy to recognize strangers, they has negative and adverse effect on long-term, existing emotional relationship.

Keywords: online dating, social media, stigma, relationship, attitude.

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This Independent Study is a significant journey for me. I put it likened to a journey; it is because I think the process is more important than the final result. It is the last section of the road among the graduate study, it also be the most memorable road in my life. This is only a simple journey to explore the knowledge, but it is the first time that I felt the true meaning identity problems, search for answers. Although sometimes I complain about this process and feel very hard, but it made me gain a lot of things.

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CHAPTER 1

INTRODUCTION

1.1 Background and Problem Statement

In the digital age, online dating site has been around for about twenty years (Spira, 2014). It is a modern dating model based on the Internet platform; it is an Internet dating service different with traditional dating. For example, the first time meeting and chatting are not faces to face, just online; the first impression to dating partner does not come from real contact, it though avatar, personnel files, photographs, shared posts and comments; it belongs with online activity but also have offline meeting stage after online communication. Now online dating has divided into two forms. The one is online dating websites; another one is social media dating. However, dating websites usually play the role of matchmaker for those people who want to get married. They are usually paid services. Actually, using this kind of ways to dating should spend much time and energy on it. It is a lack of convenient and relaxed feelings to people. Hence, social media has started to fill this gap.

With the development of mobile Internet technology, smartphones and mobile dating applications have appeared and prevalent. Social media has changed the way of

personal communication. No matter they are Facebook, Twitter, and Tinder, or

WeChat,

Weibo and Momo, all the dating rules has changed and a new dating form has

been born, it is called social dating (Spira, 2014).

Based on the survey data from Global Web Index, more than 91 million people

in the world are using location-based dating applications (Tinder, Momo and Hinge),

16 to 34 years old users are the major group, 62% of dating applications users are

male, female users account for 38% (The Guardian News, 2015). It has a big gap

between women and men in using location-based dating applications. But

interestingly, some data displayed that 76% women using social media, having a

slight edge over men (72%) The fact that woman is more active on social media than

men has held true for at least the last five years (Vermeren, 2015).

Different cultural background leads to different love and marriage concept.

Chinese men and women usually should or must get married in appropriate age

(before 30 years old), if not, they would be urged or arranged blind dates by their

parents. The statista.com (2014) investigated that 31.5% Chinese users chose online

dating websites to look someone to marry; 27.7% to build a relationship; 13.2% to

dating (offline) and 11.1% getting to know the opposite sex. Results are following:

Figure 1.1: Most popular reasons for using online dating websites in China 2014

Source： Statista. (2015). *Most popular reasons for using an online dating website in*

China as of 2014. Retrieved from

http://www.statista.com/statistics/388550/china-reasons-for-using-dating-web

sites/

It shows that most people have the vision of establishing long term relationship

in online dating. Under the family's pressure and the reality of China's worsening

male-to-female ratio, young people (especially young men) have needed to look for

someone marriage through online dating. Social media and dating applications seem

to can satisfy this need, and it looks a potential social media for singles to recognize

strangers easily and look for the one who can walk into marriage.

Under this background, many companies see the business opportunities, a lot of

dating applications appeared.

In China, there are 659 million active social media users, nearly 574 million

active mobile social users. Momo is a Chinese location-based social application. Until

now, the registered users have already reached over 180 million. The Monthly Active

Users (MAUs) had 78.1 million (Momo Inc, 2015). It has already become the fifth

social media in China. Have enough market shares now. According to Talking Data,

Momo was China's the most downloaded dating application in the first three months

of 2015, which tracks mobile application usage. Alibaba Group-backed Momo raised

$216 million from an initial public offering in December (Lin, 2015, Jun). It implies

that Momo has its potential business value; it has a good business outlook.

Figure 1.2: Digital in China in 2015

Source: We Are Social. (2015). *Digital, Social & Mobile in China in 2015*.

Retrieved from

http://wearesocial.com/uk/special-reports/digital-social-mobile-china-2015
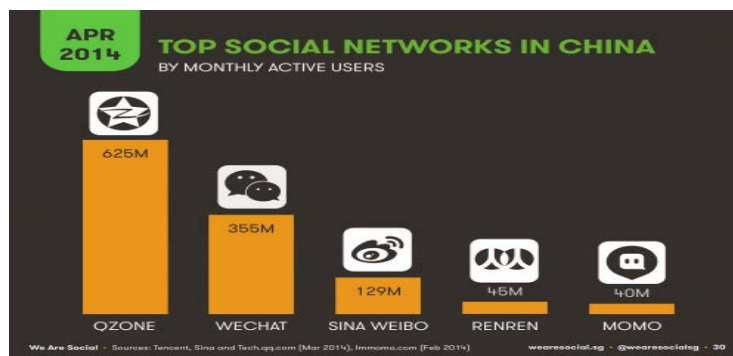
Figure 1.3: Top Social Networks in China

Source: Social Media Today. (2014, Aug). *Understanding Social Media in China in*

2014. Retrieved from

http://www.socialmediatoday.com/content/understanding-social-media-china-

2014

However, Momo is famous for the special name, a "flirting application", for

hook-ups and looking for one night stand. This stigma brings more users who curious

of this application, at the same time, it damages the reputation of Momo Brand and

influence on the development of Momo, also lead to negative impact on society.

The impacts of social media also become the focus talked by people. "Social

contact disappeared in social media" (Turkle, 2014). Not only is friendship, in the

romantic relationship, social media also playing an unusual role. They provide more

opportunities to strangers to recognize and build relationship each other; however,

people believe that social media impact on their relationship and headed the direction

of negative.

According to the 2015 China divorce rate statistic from China's ministry of civil affairs, handle divorce 3.637 million couple in accordance with the law in 2014, increase of 3.9% over the previous year, the divorce rate was 2.7 ‰, 0.1 ‰ more than the previous year (Ministry of Civil Affairs of China, 2015). Flannery (2015, Jul 12) interviewed a law; he said that social media as a catalyst for the increasing divorce rate, it causes some people marital infidelity. Some famous social media were called flirting application in China, such as WeChat, Momo, people think that this kind of application or function provides more opportunities for those people who desire to find stimulating. All of them have been thought the flirting application and most people think that they are a dad, unhealthy and dangerous. Therefore, People want to build a long-term relationship with social media seems not easy.

On the one hand, under the pressure of traditional value on love and married, social media and dating applications provide a more relaxed and effective dating way to people different with an online dating website. On the other hand, "Play" and "fun" are the purposes of someone in social media dating relationship. People use them to flirt and look for a one-night stand. It seems to have less possibility to build a long term relationship social media.

Due to the following rationale, the research develops the following problem

statements: How people look on Momo and Momo dating?

1.2 Objects of Study

This study is concentrated on the impact of social media stigma on the Chinese

youth's using attitude and behavior. The aim is to know, under the stigma, how the

opinion of Chinese youth is about the social media Momo.

The objectives of this study are:

(1) To survey the main group of using Momo.

(2) To survey the purpose and reason of people using Momo.

(3) To examine the perspective and opinion of people toward Momo.

(4) To explore the possibility of establishing a long-term relationship in Momo.

1.3 Research Questions

Q1: How many percent of youth use Momo in China?

Q2: Why Chinese youths use Momo?

Q3: What is Chinese youths' attitude towards using Momo?

Q4: What is Chinese youths' attitude towards the establishment of a long-term

relationship?

Q5: What is the impact of Momo on the actual relationship?

1.4 Significant of Study

This study aims to realize the main group of using Momo, and the purpose of people using Momo. It aims to survey the perspective and opinion of Chinese young people's attitude toward Momo and Momo dating and to explore the possibility of the long-term relationship existing in Momo. This study will know that the purpose of Chinese youths of using Momo, to realize the role of social media and dating application played in young people's lives. This study will explore the relations between individuals with social media, and the impact of social media on people's relationship.

In addition, the findings of this study will help explain some phenomenon of social media with establishing an intimate relationship. To know the stigma impact on people's perspective, then influence the using attitude and behavior on Momo. To try to know the potential risk of dating application in interpersonal relationship and young people relationship, and the potential impact on society.

Otherwise, this study may also provide some reference for other researchers who focus on social media dating research, interpersonal communication, and social science.

1.5 Scope of Study

This research will survey the perspective and opinion of Chinese people on

Momo, Momo dating, and the establishment of a long-term relationship. To explore

the stigma of Momo application impact on the people's using attitude and behavior.

All Chinese people who are using Momo, have used Momo and have never used

Momo but know it. These three types of people will participate in the survey process.

The survey method is an online survey. The questionnaire is a measuring tool to

distinguish these three groups. Due to the size of these three groups' sample is larger,

online survey questionnaire should be posted on different social media of researcher,

through the Snowball sampling to collect data. In addition, due to the researcher is in

Thailand, Momo is a location-based application, the range of data collection just

concentrate in a small place, so the scope of sampling would extend to some

difference places. The samples would refer to those Chinese people who traveling,

studying and working in Thailand.

1.6 Definition of Terms

Social media depends on mobile and web-based technologies to create highly

interactive platforms through which individuals and communities share, co-create,

discuss, and modify user-generated content (Kietzmann, Hermkens, McCarthy & Silvestre, 2011).

"Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships'" (Murthy, 2013).

Social media dating was defined by Julie Spira (2014, July), she stated that the marriage of love and technology, with texting, tweeting, Facebook Instant Messenger, and chat features on Internet dating sites. Until the popularity of smartphones and mobile dating applications, they dramatically changed the way people communication, all of the rules of changed and a new form of dating, called social dating has emerged (Spira, 2014).

Momo application is a free download location-based services instant messaging application launched in August 2011, that allows users to chat with people nearby, participate in group events and discover local buzz around them (Momo, 2015). It is a mobile application support for smartphones and tablets makes money via a membership subscription. The registered users have already reached over 180 million. The Monthly Active Users (MAUs) have reached 78.1 million. Among them, there

are 80% Momo users are between 19-32 years old (Smith, 2015), and 84% base users

are men (Guancha.cn, 2015).

"Stigma" means a set of negative and often unfair beliefs that a society or group

of people have about something (Merriam-webster.com, 2016).

Stigma of Momo: The tagline of Momo is "Hello stranger", based on the location

service; Momo focuses on strangers' contacts. In this aspect, Momo has a lot of

competitions in China, such as Tantan, Bilin, Zank, Mojing, etc. WeChat also added

this special function to find nearby people, but its nature is an acquaintances social

app, different from Momo. Momo and other similar apps are more rely on this

technological serve for users contacts. As Millward (2011) said, "these applications

seem to be a phenomenon in China where youngsters can find it hard to connect with

new people".

According to the Guardian (2014, Jun) reported that Chinese women use Momo

for making friends while more men said that they simply want sex. Momo really

satisfied a part of people's needs, but some problems indeed exist in it. Momo was

slammed by state media Xinhua (2014, Apr), it described Momo is a type of

"hormone social" and it has become a field for sex workers to lure customers. In fact,

the users themselves even think that it is a flirting application. During the National

Office against Pornographic and Illegal Publication's crackdown on online porn,

Momo app was chastised strongly (Guardian, 2014).

Momo attracts 180 million users to use it, now, it has listed on NASDAQ, has

some changes in functions, lead to Some researcher think that Momo attempted to

wash down the 'hook-up' reputation through these marketing campaigns. Among the

large users, a lot of celebrity also become the fans of Momo and even led to a number

of marriages between couples who have met via this app (Millward, 2011). Now,

Momo is changing from a flirting app to a broader social network for young people

(Millward, 2015, May).

Youth is a period of transition from the childhood to adulthood (Macmillan

Dictionary, 2013). It is an important stage of people forms dependence transform to

independence. About the definition of youth, different countries and different

organizations and institutions have a various definition. The United Nations defined

"youth" as the people between 15 to 24 years old (The UNDP, 2014). In addition, UN

Secretariat, UNESCO, and ILO Youth also define youth as 15-24 years old.

UN-Habitat (Youth Fund) defines youth in the ages between 15 and 32. The UNICEF,

the WHO, and the UNFPA Adolescent define that the ages between 10 and 19 are

youth (The UN, 2009).

Chinese Youth: About the youth definition, China also has different definition. According to National Bureau of Statistics of PRC, youth is the age between 15 and 34 (NBU of PRC, 2010); Chinese Communist Youth League defined youth in the article1 chapter 1of the Charter that 14 to 28 years old people are youth (CCYL, 2013).

Based on the study of Kang, Deng and Huang (2010), they think that Chinese youth in contemporary with some features. From the perspective of policy, main youth is the only child; this is a specific population situation in China. In addition, young employee group and rural youth are two special groups in their study.

A long-term relationship is a strong, deep, or close association or acquaintance between two or more people that may range in duration from brief to enduring. In the dictionary, "long-term" is defined that covering or involving a relatively long period (World Refference.com, 2015). This association may be based on inference, love, solidarity, regular business interactions, or some other type of social commitment. Interpersonal relationships are formed in the context of social, cultural and other influences (Wikipedia, 2015).

CHAPTER 2

LITERATURE REVIEW

2.1 Summary of related past studies

2.1.1 Related past studies about the relationship situation in social media

Sinclair and Wright (2009) stated in their study that social network effect on the developed relationship, social media has an improving effect on the initial stage of relationship development, but has a negative effect on the developed relationship.

Zhan and Yan (2013) indicated that mobile social media is a multiple fast-food social contact, it bring convenient and simple to make friends. However, it also a short-time, surficial form to establish a relationship, and the relationship usually is piecemeal existence; the contact with strangers are belong to weak ties, virtual environment easier reduce the self-control ability, and then lead to the behavior of moral anomie even committed crimes. Lenhart and Duggan (2014) found that in their investigation that young adult more likely to report that technology has a good and bad impact and the overall impact of technology on long-term relationships.

Marie Bergström presented a new concept of "sexual territory" in his study that appears with heterosexual dating sites, social media tends to facilitate the engagement in short-term sexual relationships.

Sener (2011) stated that social media provide an alternative and complementary space for maintaining intimate relationships. Intimate relationships not only exist in physical space, but also in digital space. She said that social media is a tool for communicating and manage our people's relationship. People are through this kind of medium to communicate and know each other better. However, due to the function features of social media, it also can be a way to find a new friend. It can easily find other person using who share similar interests and lifestyle with them. Nowadays, flirting and marriage became a matter of personal choice in the world. From this point, it seems to easier to establish relationships via social media. She said that one of the reasons of this easiness is communicating without physical presence. It means that people who cannot express them better in face-to-face; they may like to express their thoughts and feelings in social media easier.

Hence, there are many social issues cause from social media recent years, such as rumors spreading, sexual harassment and fraud.

2.1.2 Related past studies about social media dating

Social media is changing our life, changing the way of our contact, changing the form of dating. In social media contact, the role of social media in the initial stages of relationship formation is reducing uncertainty (Fox, Warber & Makstaller, 2013). In

the virtual world, people rely on photos, profiles and post to realize each other first.

However, people always beautify themselves; always intentionally and consciously

use misrepresentation strategy in online dating (Hall, Park, Song & Cody 2010).

Therefore, reducing uncertainty is not mean without fake and deception. This point

may make people have scruple in dating, then influence their opinion, reduce their

expectation to look for a long-term relationship.

Slater (2013) indicated that online dating could be a threat to long-term

relationships in the future, also have an impact on establishing the marital relations.

Slater (2013) also said, "The rise of online dating will mean an overall decrease in

commitment." However, Grehan's research (2015) to examine the threat to the long-

term relationship, and revealed that there is no significant evidence displayed that

online dating has threat to the future long term relationships. It shows that building or

maintains the long-term relationship is impossible for people in online dating. But it

also brings some problems on the social media on the mobile dating application.

For some people, social media just a tool for kill boring, they just want to satisfy

their "fun" objective, to flirt with strangers, to find a one-night stand. Under this

situation, social media offer betrayed opportunities for some people in their existing

relationships. Chamorro Premuzic (2014) wrote his opinion in his paper, he said that

this is a techno sexual era, dating has already been "gamified", "sexualized" by technology. Comparing with the traditional online dating sites, social media dating (especially mobile app dating) is like bar dating in real life. It is a reflection of real world dating.

In China, some researchers think that online dating is not only an extension and return of traditional love in the online world but also opened a new era of the marriage relationship. Online dating is not simply insubstantial cyber love. It is a process of online to offline. It is a useful channel for people (Huang, 2011; Sun, 2013).

2.1.3 Related past studies about the attitude towards social media dating

The Time of India (2015) said that social media is a marriage killer. From this point, we can see that people who are married or in a long-term relationship have a negative attitude towards social media dating, they think that "online dating keeps people from settling down because they always have options for people to date" (Smith & Duggan, 2013).

In recent years, people's attitudes towards online dating have become much more positive, more and more single adults looking for a partner or long-term relationship used online dating sites or mobile dating apps. Social media is put in an important position, and playing an outstanding role to headed and improves romantic

relationships development (Smith & Duggan, 2013).

For the mobile dating app, women and men have a different perception. Women do not think that "online dating is for desperate people who can find romance". But it is interesting that man more agree with it, think that mobile dating app is for desperate people (James, 2015). Her survey also displayed that for most of the men, finding causal sex is their objective of using dating app. But for women, they strongly disagree with "using dating application to find casual sex." And women usually have more negative relationship experience than men in social media (Smith & Duggan, 2013).

Lenhart, Anderson and Smith (2015, Oct) stated that Social media is "a top venue" for flirting; it is a major vehicle for flirting and expressing interest in a potential partner. It implies that people perhaps have a more short-term purpose on social media, less perspective of building a long-term relationship with it.

Chin (2011) state that the virtual "Platonic relationships" acted as a lubricant role in Chinese netizens banal daily life. They strategically use social media to satisfy their emotional needs, at the same time, to improve the quality of their daily life. Under this situation, on the one hand, social media add some entertainment for people's life, improve the life quality; on the other hand, offer betrayed opportunities for some

people in their existing relationships.

A research report of China Comment (2015), the couples surveyed said that social media in daily life, does not let couple become closer, sometimes even had made relations worse, bring the relationship to the end (Middlehurst, 2015). Chamorro-Premuzic (2014) thought that the prevalent of dating apps make dating more efficient and convenient, but it does not mean that lead to a successful long-term relationship necessarily.

2.1.4 Related past studies about the youth and social media dating

Evers, Albury, Byron and Crawford discussed (2013) some issues related to young people using social media and SNS for sexual health communication, including concerns about bullying, privacy, and the stigma attached to sexual health, it shows that social media may have become a hotbed of bad sexual activities for young people.

Lenhart, Anderson, and Smith (2015, Oct) found that social media serve as space for connection, emotional support and occasional jealousy for many teens, although most of them said social media has a relatively minor impact on their relationship. They also found that a lot of teen daters feel that their significant person usually shows a different side of themselves or less authentic on social media. This shows that

in the virtual world of the network, people still tend to hide their true state, there are a

lot of false things exist in it, even including emotional. So, the risk of social media

dating coexists with interesting and fun.

2.1.5 Conclusion of literature and knowledge gap

In conclusion, we can see that many studies pay attention to the impact of

deception and misrepresentation on social media dating. And they do some researches

to explore the influence of social media on a long-term relationship. But these

research more aim at the impact and threat on the state of being married, or people

already have a stable relationship, long-term relationship. It is not aimed at singles.

For singles, the situation will different. Hence, this study focuses on the people's long-

term perspective in social media dating. Concentrate on whether people have an

expectation to build a long-term relationship through social media dating.

Then, recent years, some researchers have already specialized in the relations

between social media dating and relationship, focus on dating and stigmatized dating

application. More foreign researchers focus on it, studied and surveyed some foreign

social media applications, for example, Tinder, Facebook, OK Cupid, Grindr, etc.

However, Chinese researchers a few focus on this field, especially for China, this old

eastern country of the Internet in a specific environment. So this study could have

some benefit for this research gap.

Therefore, this study focuses on the attitude of Chinese people toward Social

Media and dating. It will explore how Chinese dating application Momo impact on

people's dating relationship. Whether do individuals can build a long-term romantic

relationship in social media, and how to build?

2.2 Conceptual Framework
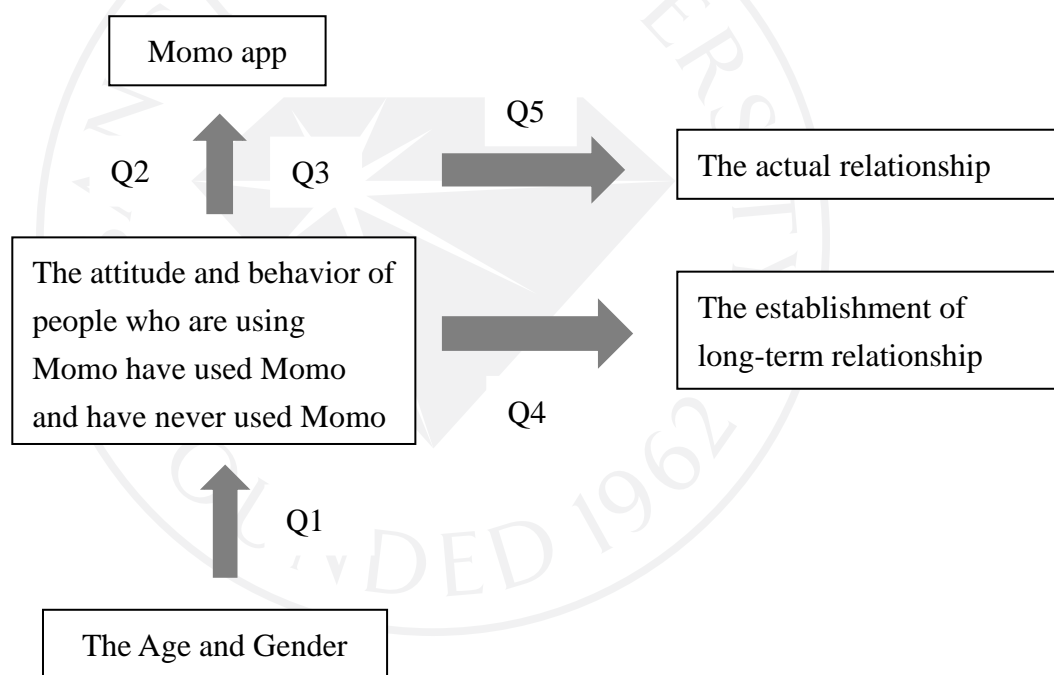
Figure 2.1: Conceptual Framework

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter describes the procedure for examining the relationship between the

Momo instant messaging application and the attitude of Chinese people towards

Momo application. This chapter is composed of the following sections:

3.2 Research Design

This study will use quantitative research, survey method is suitable for this study

to collocate data in order to investigate the opinion of Chinese people towards Momo

dating (these people including who are using Momo, have used Momo, and never

used but knew Momo).

3.3 Participants and sample selection

All Chinese people who are using Momo, have used Momo, and have never used

but know Momo will participate in the survey process. The survey method is an

online survey. Questionnaire is a measuring tool to distinguish these three groups.

Based on the past literature, for explore the answer to the research question,

examining the hypothesis, reducing the error and getting an objective result, and we

can see that the attitude of woman and man is different from using social media, so

the gender and the age are the important factors in this survey.

Due to the size of these three groups' sample is larger, researcher conducts this

survey in Thailand context, and Momo is a location-based application. Therefore, the

range of data collection is limited in Thailand. However, the online survey provides a

good way for extending the scope of sampling. The questionnaire would be posted in

researcher's social media account, such as WeChat, Tencent QQ, and Sina Weibo and

Momo application. And the samples from Momo application would refer to those

Chinese people who traveling, studying and working in Thailand.

3.4 Research Measurement

In this study, the research instrument is a questionnaire; the form is a closed

questionnaire. The questionnaire has four sections was used in this study, including

the first section of Momo using situation, the second section of people who are using

Momo currently, the third section of people who have used Momo, and the fourth

section of people who knew Momo but never used it. The first section is used for

distinguishing the three kinds of participants. Another three section separately

including two parts, one is the personal demographic data and another is the attitude

towards Momo.

3.4.1 The Structural Description of Questionnaire

Section 1: Momo using situation

The first section consist of one question, it is used for distinguishing the three kinds of participants, people who are using Momo currently, people who have used Momo, and people who never used Momo, but know it.

Section 2: people who are using Momo currently

The second section consist of asking items that including the personal demographic data (gender, age, education background, and relationship status), the multiple choice and rating scale aim at those participants who are using Momo currently.

The second section is used to examine the attitude and opinion of people who are using Momo currently. The asking item including the duration of using, the frequency of using, the moment of using Momo and whether people is a paid user. This item will examine the degree of people's liking and intimate with Momo. Then, the usage situation would be examined, including some common function, users' preference, such as (avatar, profiles setting). In addition, the purpose and the reason of using Momo are also be collected. To examine what reasons of people used Momo and what goal they have. Moreover, people's attitude toward Momo application, toward

dating, toward a long-term relationship in Momo is examined. To examine what

attitude of this kind of people have, whether the attitude of people using Momo is

changing or not and whether they use Momo to find a long-term relationship or not,

whether they think it is possible emerged long-term relationship in Momo dating.

It is referred to examine the motivation of people using Momo, how the opinion

of people building long term relationship, whether people think the long term

relationship can be built in Momo.

Section 3: people who have used Momo

The third section consists of asking items that including the personal

demographic data (gender, age, education background, and relationship status), the

multiple choice and rating scale aim at those participants who have used Momo.

The third section is to examine the attitude of people who have used toward

dating relationship in Momo, including the duration of using, the frequency of using,

the moment of using Momo to examine the degree of people's liking and intimating

with Momo. Then, to examine the usage situation, including some common function,

users' preference, such as (avatar, profiles setting). In addition, the purpose they used

Momo at first and the reason of giving up use it, at last, are also be collected. To

examine the factors of this group people used Momo and the reason of giving up used.

Moreover, people's attitude toward Momo, toward dating, toward a long-term relationship in Momo is examined. To examine what attitude of this group people have, and whether they think it is possible emerged long-term relationship in Momo dating.

Section 4: people who never used Momo, but know it

The fourth section consists of asking items that including the personal demographic data (gender, age, education background, and relationship status), the multiple choice and rating scale aim at those participants who never used Momo, but knew it.

The fourth section aims to examine the opinion of people who never used Momo app. The reason of people don't use Momo would be collected, including the function the application feature, the reputation, and other reason. This section makes us to know the main factors of why people don't use it; to know that which function is more attractive; whether they will use, and they will use under what situation. The attitude of this group people would be examined, to know what opinions of these people different from another two kinds of people on Momo application, Momo dating and long-term relationship in Momo. The multiple choices items are following:

Table 3.1: basic information of people who using, used, never used Momo (17 items

and 3 factors)

17 Items (Section 2: 10; Section 3: 11; Section 4: 5)	3 Factors
2# 3# When did you registered Momo account? 2#　　Are you a VIP user? 2# 3# How often do you use Momo? 2# 3# What time do you usually use Momo? 2# 3# How often you check notifications of Momo?	the degree of preference and dependence
2# 3# What do you usually do in Momo? 2# 3# How do you evaluate Momo users? 2# 3# Which part of the personal information you will lie? 2# 3# How do you keep in touch with your friend through Momo? 2# 3# My profile and avatar are the absolute truth. 3#　　How long have you used Momo? 3#　　Why did you gave up using Momo?	The usage of Momo
4#　　why don't you use Momo? 4#　　What do you know about Momo? 4#　　What purpose do you think people use Momo app? 4#　　If you intend to use Momo, which function would attract you to use? 4#　　If I use Momo, It could be because of which reason of following?	Knowing some situation about Momo

Note: 2#: the items of Section 2; 3#: the items of Section 3; 4#: the items of Section 4

3.4.2 The opinion of people is measured by the Likert Scale as follows:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

The structure of the Likert Scale asking items and the reliability testing results:

Table 3.2: The Reliability of instrument on the opinions of people who are using

Momo

People's Opinion	Cronbach's Alpha	N of items
The attitude towards Momo App	0.877	10
The attitude towards dating in Momo	0.845	11
Attitude toward long-term relationship	0.680	7
Impact on long-term relationship	0.905	4

Table 3.3: Means, standard deviation, and interpretation of the opinions of people

who have used Momo

People's Opinion	Cronbach's Alpha	N of items
The attitude towards Momo App	0.714	9
The attitude towards dating in Momo	0.395	8
Attitude toward long-term relationship	0.711	7
Impact on long-term relationship	0.842	4

Table 3.4: Means, standard deviation, and interpretation of the opinions of people

who never used Momo

People's Opinion	Cronbach's Alpha	N of items
The attitude towards Momo App	0.576	9
The attitude towards dating in Momo	0.589	2
Attitude toward long-term relationship	0.518	5
Impact on long-term relationship	0.796	4

3.5 Reliability Testing

3.5.1 Descriptive Statistics

This is the results of the variables of people who are using Momo (Section 2,

item No. 15- 46) which were measured by the Cronbach Alpha Coefficient.

Table 3.5: The reliability testing result of using Momo currently

Case Processing Summary			
		N	%
Cases	Valid	26	14.5
	Excluded a	153	85.5
	Total	179	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.947	32

The items of people who are using Momo are 32. Through the result found that

the reliability value ($\alpha = 0.947$) of this scale is excellent.

This is the results of the variables of people who used Momo (Section 3, item No.

67 - 96) which were measured by the Cronbach Alpha Coefficient.

Table 3.6: The reliability testing result of using Momo currently

Case Processing Summary			
		N	%
Cases	Valid	34	19.0
	Excluded a	145	81.0
	Total	179	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.776	29

The items of people who are using Momo are 29. Through the result found that

the reliability value ($\alpha = 0.776$) of this scale is possibly acceptable.

This is the results of the variables of people who used Momo (Section 4, item No.

106 - 125) which were measured by the Cronbach Alpha Coefficient.

Table 3.7: The reliability testing result of using Momo currently

Case Processing Summary			
		N	%
Cases	Valid	118	65.9
	Excluded a	61	34.1
	Total	179	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.714	20

The items of people who are using Momo are 20. Through the result found that

the reliability value ($\alpha = 0.714$) of this scale is high, all over scales are acceptable.

3. 6 Data Collection Procedure

Before distributing the questionnaire, the researcher used the

SurveyMonkey.com design the questionnaire. In order to convenient for Chinese

participants read and for researcher processing data, all items of the questionnaire is

the Chinese/English bilingual version. The data collection started from January 5,

2016, and stop on January 17, 2016. It took about 13 days to collect the completed

questionnaires. Total online responses are 279. Following the completion of the

questionnaire, the raw data was entered in the SPSS, but through checking and

filtrating, the effective and complete responses are 179.

Because this topic has sensitivity, it is possible to touch the privacy of people.

Some people took the avoid attitude, they don't want to participant in this survey,

especially those people who are using Momo. So, in the final data, people who are

using Momo are less.

3. 7 Summary of Demographic Data

This part focuses on the demographic information of 179 respondents from

Chinese people, they may using Momo application, used Momo or never used,

including Momo using situation, gender, age, relationship status, education

background.

Table 3.8: the summary of frequency and percent of demographic data

Items	Frequency	Percent%	Valid Percent (%)
Momo using situation			
Using Momo currently	26	14.5	14.5
Used Momo	34	19.0	19.0

(Continued)

Table 3.8 (Continued): The summary of frequency and percent of demographic data

Never used, but knew it	119	66.5	66.5
Total	179	100	100
Gender			
Using Momo currently			
Male	16	8.9	**61.5**
Female	10	5.6	38.5
Total	26	14.5	100
Used Momo			
Male	14	7.8	41.2
Female	20	11.2	**58.8**
Total	34	19.0	100
Never used, but knew it			
Male	23	12.8	19.5
Female	95	53.1	**80.5**
Total	118	65.9	100
Age			
Using Momo currently			
15-24	9	5.0	**34.6**
25-34	12	6.7	**46.2**
35-44	2	1.1	7.7
45+	3	1.7	11.5
Total	26	14.5	100

(Continued)

Table 3.8 (Continued): The summary of frequency and percent of demographic data

Used Momo			
15-24	13	7.3	**38.2**
25-34	20	11.2	**58.8**
35-44	1	6	2.9
45+	-	-	-
Total	34	19.0	100
Never used, but knew it			
15-24	45	25.1	38.1
25-34	71	39.7	**60.2**
35-44	2	1.1	1.7
45+	-	-	-
Total	118	65.9	100
Education Background			
Using Momo currently			
Bellow Bachelor	5	2.8	19.2
Bachelor	12	6.7	**46.2**
Master	6	3.4	23.1
Doctor	3	1.7	11.5
Total	26	14.5	100
Used Momo			
Bellow Bachelor	14	7.8	**41.2**
Bachelor	15	8.4	**44.1**

(Continued)

Table 3.8 (Continued): The summary of frequency and percent of demographic data

Master	5	2.8	14.7
Doctor	-	-	-
Total	34	19.0	100
Never used, but knew it			
Bellow Bachelor	16	8.9	13.6
Bachelor	77	43.0	**65.3**
Master	23	12.8	19.5
Doctor	2	1.1	1.7
Total	118	65.9	100
Relationship Status			
Using Momo currently			
Single	14	7.8	**53.8**
In Relationship	7	3.9	26.9
Married	5	2.8	19.2
Total	26	14.5	100
Used Momo			
Single	16	8.9	**47.1**
In Relationship	14	7.8	41.2
Married	4	2.2	11.8
Total	34	19.0	100

(Continued)

Table 3.8 (Continued): The summary of frequency and percent of demographic data

Never used, but knew it			
Single	68	38.0	**57.6**
In Relationship	40	22.3	33.9
Married	10	5.6	8.5
Total	118	65.9	100

From the Table of Demographic Data, we can see that male account for a large part rate in Momo users, it's about 61.5%; among the people who have used Momo, female account for most, about 58.8%; 15 to 24 years old and 25 to 34 years old people are the major groups of the people who are using Momo and have used Momo, respectively account for 34.6%, 46.2 and 38.2%, 58.8%. The education background of respondents is most bachelor degree. Singles are in the majority of respondents, respectively account for 53.8%, 47.1 and 57.6%.

CHAPTER 4

FINDINGS

4.1 Introduction

This chapter presents the findings of the quantitative data surveyed from 179

respondents who are living in Chinese different cities or Chinese live in Bangkok. The

findings and analysis all over from Survey Monkey data and SPSS Chi-square test.

This chapter will conduct data analysis and compare the all over effective data and

describe the findings and three group people's same thing and differences. All

research objectives into four main parts respectively as follows:

4.2 Summary of findings on each part

Through data collection result can found that people who are using Momo

account for 15.77% of all complete responses; people who have used Momo account

for 22.22%; people who never used Momo account for 62.01%.

Based on the category of these three types of people, the situation of people uses

Momo and the attitude toward Momo. There are some findings as follow:

4.2.1 The summary findings of people who are using Momo currently

This part mainly summarizes the data of those people who are using Momo. This type

of people are using Momo currently, they use Momo due to different kinds of reasons.
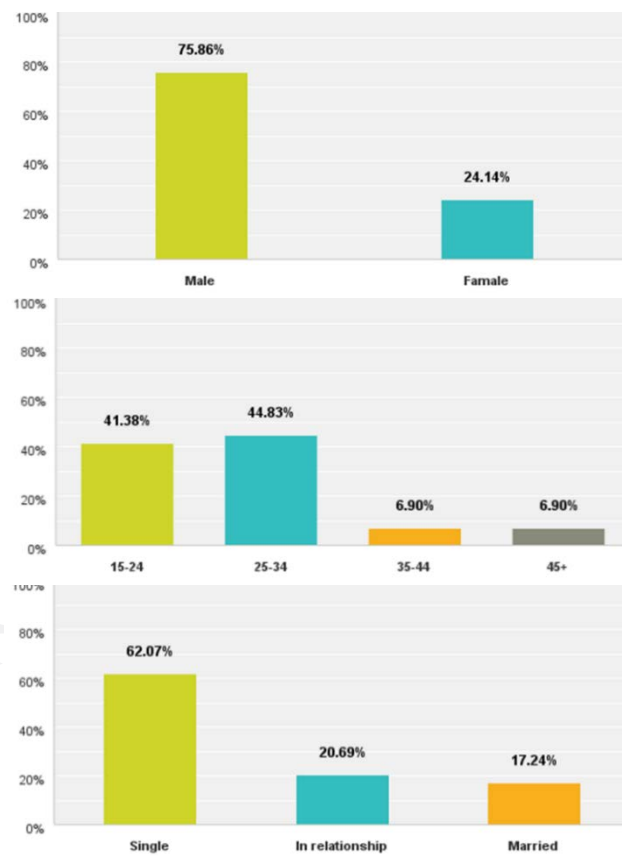
Figure 4.1: Gender, age and relationship status distribution of people who are using

Momo

From the distribution of users' gender, 75.86% users are male. Female account

for 24.14% is one-third of male users. From the age distribution, 15 to 24 years old

users account for 41.38%, 25 to 34 years old users' account for 44.83%. In terms of

relationship status, most Momo users are singles, account for 62.07%.
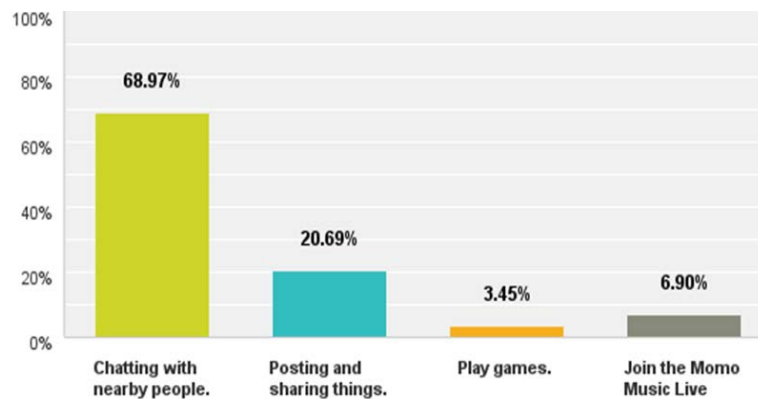
Figure 4.2: The things of people usually do on Momo

From the point of Momo functions, four major functions, 68.97% users exactly

prefer to use location service, to chat with nearby people.
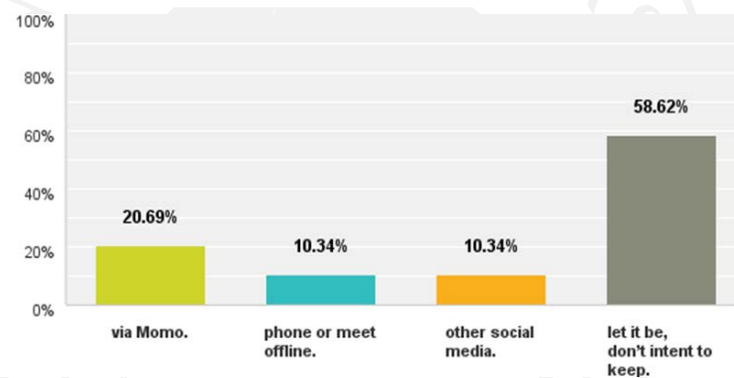
Figure 4.3: The attitude of people toward keeping in touch on Momo

For the relationship in Momo, 58.62% users chose "let it be", they don't want to

keep this relationship. There are 20.69% users would maintain the relationship with

Momo friends continue via Momo app. 10.34% people keep in touch with Momo

friends through phone or meet offline. 10.34% users would like to use other social

media to continue their relationship with Momo friends.

Table 4.1: Likert merger scale results and Chi-square testing data of people who are

using Momo's attitude toward Momo App

The attitude towards Momo App (11)	Strongly disagree & Disagree (%)	Undecided (%)	Strongly agree & Agree (%)	χ² (Gender)	χ² (Age)	χ² (Relation Status)
4.1.1 Momo is easier to meet new friends and date.	14.28	53.57	**32.14**	0.322	0.418	0.225
4.1.2 Momo is a flirting application.	25.00	39.29	**35.72**	0.195	0.358	0.033
4.1.3 Momo is a tool to pass time rather than as a serious tool for dating.	13.79	17.24	68.79	0.168	**0.037**	0.274
4.1.4 Momo is interesting because users can meet with someone nearby him/her immediately.	29.28	25.00	35.89	0.524	0.286	0.569

(Continued)

Table 4.1 (Continued): Likert merger scale results and Chi-square testing data of

people who are using Momo's attitude toward Momo App

4.1.5 Momo has the hook-up reputation because it is easier recognize nearby strangers.	21.43	32.14	**46.43**	0.127	0.374	0.001
4.1.6 I think Momo is a good way to look for a partner, more convenient than dating websites, such as Shijijiayuan, Baihe, etc.	**35.71**	46.43	17.86	0.725	0.339	0.033
4.1.7 I use Momo because I heard it is a flirting app.	**50.00**	14.29	35.17	0.258	0.402	0.022

(Continued)

Table 4.1 (Continued): Likert merger scale results and Chi-square testing data of

people who are using Momo's attitude toward Momo App

4.1.8 I think people who are in the relationship should not continue to use Momo or other similar social media.	**37.03**	40.74	22.22	0.059	0.811	0.424
4.1.9 Momo is for those people who are desperate for love.	35.71	32.14	32.14	0.659	0.918	0.403
4.1.10 I won't let my BF/GF/spouse know I use Momo.	42.86	25.00	32.15	0.286	0.884	0.506
4.1.11 I won't use Momo after I have a serious/meaningful relationship.	**32.14**	39.29	28.58	0.689	0.587	0.032

This is the attitude of people who are using Momo toward Momo application.

From these data, we can see that the attitude of people who are using Momo toward

Momo application is with slightly positive in negative. Slightly more people agree

and consider that using Momo easier for people to make friends and dating (32.14%),

also agreed that Momo is a flirting app (35.72%); people are more likely to agree with

and think that using Momo app just for pass the time (68.79%). Slightly more people

do not agree with Momo is a good way to look for a partner (35.71%). However, most

people don't agree when people have a fixed relationship should not continue to use

the Momo app (37.03%), also don't think that when they have a long-term relationship

should give up using Momo (32.14%).

Moreover, from the data of Chi-square test, we can see that, among these three

variables (status the gender, age and relationship status), gender and age don't have

too strong relationship with the attitude toward Momo application, but the item 4.1.3

($\chi^2 = 0.037$) indicated that the age has strong relationship with the attitude of thinking

Momo is a tool to kill time.

Table 4.2: Likert merger scale results and Chi-square test result of the attitude of

people who are using Momo toward dating in Momo

The attitude towards dating in Momo (10)	Strongly disagree & Disagree (%)	Undecided (%)	Strongly agree & Agree (%)	χ^2 (Gender)	χ^2 (Age)	χ^2 (Relation Status)
4.2.1 Dating in Momo is for "fun" and "play".	11.11	25.93	**62.96**	0.301	0.051	0.016

(Continued)

Table 4.2 (Continued): Likert merger scale results and Chi-square test result of the

attitude of people who are using Momo toward dating in Momo

4.2.2 I use Momo to flirt and find casual sex.	**57.14**	21.43	21.43	**0.033**	0.685	0.380
4.2.3 Most people use Momo only want to "hook up" or have casual/sexual relationships.	21.95	48.15	**29.62**	0.306	0.122	0.002
4.2.4 I feel disrespected, uncomfortable or harassed during using Momo.	**39.28**	32.14	28.57	0.860	0.665	0.682
4.2.5 I enjoy using Momo and look forward to search nearby person.	**42.85**	28.57	28.57	**0.026**	0.642	0.420
4.2.6 I feel more comfortable chatting on Momo than in a face-to-face setting.	21.43	42.86	**35.71**	0.095	0.129	0.613

(Continued)

Table 4.2 (Continued): Likert merger scale results and Chi-square test result of the

attitude of people who are using Momo toward dating in Momo

4.2.7 I've had meaningful/serious conversations with my Momo friends.	21.43	39.29	**39.28**	0.268	0.281	0.169
4.2.8 I usually initiate conversation with my nearby friends.	**35.71**	39.29	25.00	0.332	0.333	0.601
4.2.9 I usually keep conversation cordial on Momo.	14.28	28.57	**57.14**	0.442	0.937	0.198
4.2.10 I would go on a date with my Momo friend.	32.14	32.14	35.72	0.238	0.013	0.045

This is the attitude of people who are using Momo toward dating. Except all

undecided data, we can see that a large part of the people feel that dating in Momo is

for "fun" and "play" (62.96%), more people agree with most people use Momo to flirt

and look for the one night stand (29.62%). In addition, a majority of users said that

they kept a cordial conversation in Momo (57.14%), had a serious conversation with

Momo friends (39.28%). The item 4.2.5, most people don't agree with "enjoying

using Momo app" (42.85%), most people feel more comfortable than face-to-face

chatting (42.71%). From the item 4.2.10, fewer people who willing to date with

Momo friends (35.72%).

The items 4.2.2 and 4.2.5 of gender Chi-square values indicated that male use

Momo to flirt and find casual sex (χ^2 = 0.033), and they enjoy using Momo and look

forward to searching a nearby person (χ^2 = 0.026).

Table 4.3: Likert merger scale results and Chi-square test result of the attitude of

people who are using Momo toward long-term relationship

Attitude towards long-term relation-ship (7)	Strongly disagree & Disagree (%)	Undecided (%)	Strongly agree & Agree (%)	χ^2 (Gender)	χ^2 (Age)	χ^2 (Relation Status)
4.3.1 I use it to find serious /long-term relationships.	**53.57**	39.29	7.14	0.237	0.238	0.216
4.3.2 The profile and avatar truer, the making friends easier.	25.00	32.14	**42.85**	0.664	0.772	0.104
4.3.3 It is possibleapp-ea red the long termrela-tionsh ip in Momo.	**28.57**	42.86	**28.57**	0.076	0.597	0.118

(Continued)

Table 4.3 (Continued): Likert merger scale results and Chi-square test result of the

attitude of people who are using Momo toward long-term

relationship

4.3.4 If possible, I will try to build a long-term romantic relationship through Momo?	**32.14**	39.29	28.57	0.226	0.193	0.418
4.3.5 I think disclosing personal information is essential for building meaningful relationships.	17.85	28.57	**53.58**	0.352	0.028	0.029
4.3.6 I once met my boyfriend/girlfriend/ significant other on Momo.	**50.00**	21.43	28.57	0.340	0.339	0.547
4.3.7 I know someone who has been in a long-term relationship or marriage with someone they met through Momo.	17.85	46.43	**35.71**	0.199	0.776	0.102

48

This is the attitude of people who are using Momo toward a long-term

relationship. Except all undecided data, we can see that it is difficult to establish a

long-term relationship in Momo. Very few people will look Momo as a dating tool to

look for the partner (7.14%); a majority of people don't agree they use Momo to look

for a serious long-term relationship (53.57%). Most people are unwilling (53.57%)

establish a long-term relationship through Momo. 50% of people have not

encountered a boyfriend, girlfriend or an important person.

Table 4.4: Likert merger scale results and Chi-square test results of the attitude of

people who are using Momo toward the impact on long-term relationship

Impact on long-term relationship (4)	Strongly disagree & Disagree (%)	Undecided (%)	Strongly agree & Agree (%)	χ^2 (Gender)	χ^2 (Age)	χ^2 (Relation Status)
4.4.1 If I know my boyfriend/girlfriend/ spouse use Momo, I would feel uncomfortable or unhappy.	**46.43**	21.43	32.15	0.212	0.472	0.077

(Continued)

Table 4.4 (Continued): Likert merger scale results and Chi-square test results of the

attitude of people who are using Momo toward the impact on

long-term relationship

4.4.2 Momo is the "marriage killer", it has a negative impact on the long-term relationship.	**42.86**	35.71	21.43	0.064	0.449	0.396
4.4.3 Using Momo would accelerate the rate of breaking up or relationship breakdown.	**42.86**	28.57	28.03	0.499	0.250	0.224
4.4.4 I think one of the important reason of people unfaithful is using Momo because people can recognize strangers easier.	**46.43**	32.14	21.43	0.112	0.427	0.484

This is the attitude of people who are using Momo toward the Momo impact on a long-term relationship. Except all undecided data, we can see that a large part of people who are using Momo have a positive attitude towards using Momo influence on the long-term relationship. 46.43% of people said that they won't feel uncomfortable and unhappy, if their boyfriend, girlfriend or spouses use Momo application. 42.86% of people do not agree with that Momo has a negative impact on the relationship in marriage; 42.86% of people don't agree with Momo app will increase the odds of breaking up in a relationship. It can be known, the attitude of Momo users toward the Momo impact on the long-term relationship is positive.

4.2.2 The summary findings of people who have used Momo

This part mainly summarizes the data of those people who have used Momo. This type of people is who have used Momo, but they finally give up using it, due to various reasons.
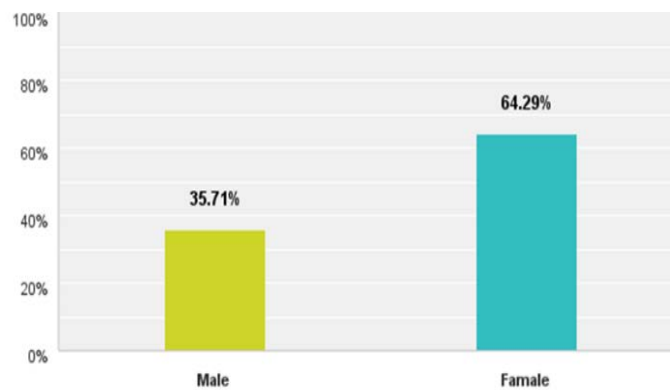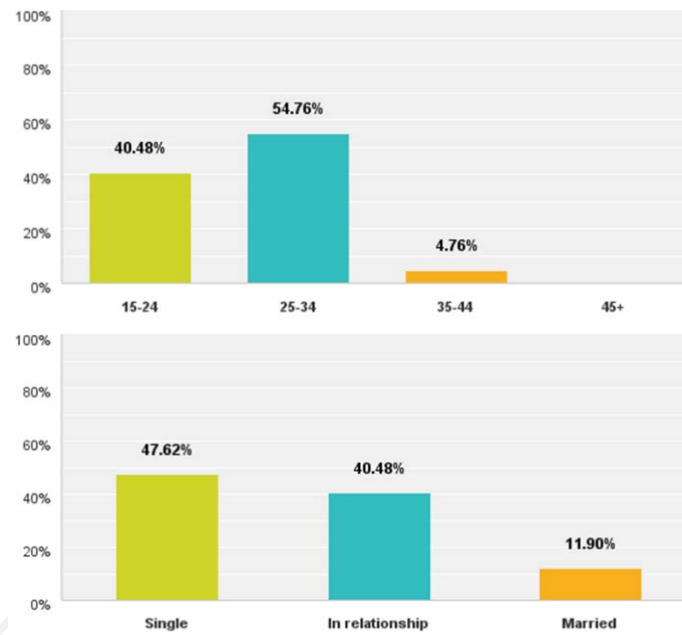
Figure 4.4: The gender, age, and relationship distribution of people who have used
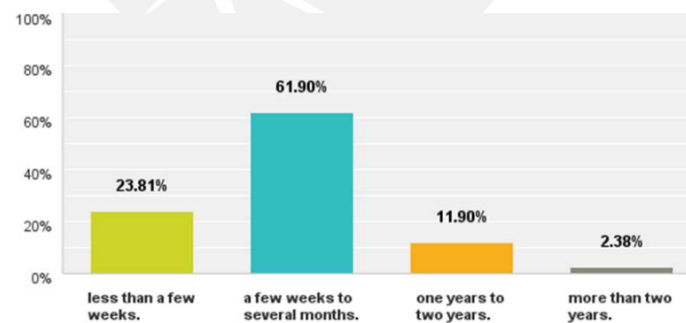
Momo

Figure 4.5: The duration of people used Momo

From Figure 4.4, we can see that the people who gave up using Momo are

mostly female (64.29%). 15-34 years old people account for the most part (40.48%,

54.76%). Singles (47.62%) and people in a relationship (40.68%) are significant. The

rate of the female giving up use Momo is nearly twofold to male. 61.90% used Momo

for a few weeks to several months.
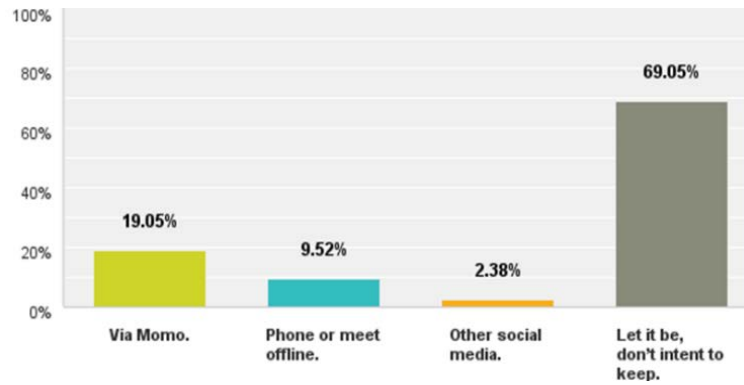
Figure 4.6: The attitude of people toward keeping in touch on Momo

From Figure 4.6, we can see that most people chose "let it be" (58.62%). It

means that they don't want to keep these relationships.

Answer Choices	Responses	
The bad reputation. (1)	14.29%	6
Boyfriend/girlfriend/spouse don't like. (2)	9.52%	4
I feel uncomfortable when I chat with some people in Momo. (3)	38.10%	16
I don't interested in its function. (4)	45.24%	19
People with the purpose of impurity, like selling, flirting , etc. (5)	47.62%	20
There are lots of similar application, I prefer to use others. (6)	33.33%	14
Other objective reasons like change the phone , lost account. (7)	7.14%	3
Total Respondents: 42		

Figure 4.7: The reason of people gave up using Momo

From Figure 4.7, factors of causing people to give up using Momo, we found

that most reasons are subjective reasons. The majority of people choose the factor of

"people with the purpose of impurity, like selling, flirting, etc." (47.62%); Then is "I

don't interest in its function it accounts for"(45.24%); the third one is "I feel

uncomfortable when I chat with someone in Momo" (38.10%).

Table 4.5: Likert merger scale results, Chi-square testing result of the attitude of

people who have used Momo toward Momo App

The attitude towards Momo App (9)	Strongly disagree & Disagree (%)	Undecided (%)	Strongly agree & Agree (%)	χ^2 (Gender)	χ^2 (Age)	χ^2 (Relation Status)
4.5.1 Momo is easier to meet new friends and date.	33.34	42.86	23.81	0.757	0.310	0.302
4.5.2 Momo is a flirting application.	9.52	38.10	**52.39**	0.194	0.170	0.426
4.5.3 Momo is a tool to pass time rather than as a serious tool for dating.	16.66	19.05	**64.29**	0.258	0.363	0.786
4.5.4 Momo has the hook-up reputation because it is easier recognize nearby strangers.	17.94	23.08	**58.98**	0.071	0.906	0.208
4.5.5 If my friends know I use Momo, I feel a bit ashamed.	**46.34**	19.51	34.15	0.206	0.517	0.076

(Continued)

Table 4.5 (Continued): Likert merger scale results, Chi-square testing result of the

attitude of people who have used Momo toward Momo App

4.5.6 I use Momo because I heard it is a flirting app.	**55.00**	12.50	32.50	0.544	0.351	0.530
4.5.7 I think Momo is a good way to look for a partner, more convenient than dating websites, such as Shijijiayuan, Baihe, etc.	**50.00**	30.00	20.00	0.491	0.241	0.230
4.5.8 Momo is interesting because users can meet with someone nearby him/her immediately.	15.00	25.00	**60.00**	0.141	0.395	0.944
4.5.9 I think people who are in the relationship should not continue to use Momo or other similar social media.	30.00	30.00	**40.00**	0.096	0.764	0.071

This is the attitude of people who have used Momo toward the Momo

application. Except all undecided data, we can see that compared with those people

who are still using Momo, the attitude of people who have used Momo app is quite

negative. Most people think Momo is a tool to pass the time, rather than a serious

dating application (64.29%). 33.34% of the people don't agree with "Momo is easier

for making friends and dating", also do not agree that Momo is a good way to find a

partner (50%). 40% of people agree that people in a relationship or had married

should not use Momo or other similar application.

Table 4.6: Likert merger scale results, and Chi-square test results of the attitude of

people who are using Momo toward dating in Momo

The attitude towards dating in Momo (8)	Strongly disagree & Disagree %	Undecided %	Strongly agree & Agree %	χ^2 (Gender)	χ^2 (Age)	χ^2 (Relation Status)
4.6.1 Dating in Momo is for "fun" and "play".	7.14	21.43	**71.43**	0.756	0.118	0.088
4.6.2 Most people use Momo only want to "hook up" or have casual/sexual relationships.	10.00	25.00	**65.00**	0.500	0.726	0.067

(Continued)

Table 4.6 (Continued): Likert merger scale results, and Chi-square test results of the

attitude of people who are using Momo toward dating in Momo

4.6.3 I use Momo to flirt and find casual sex.	**64.10**	20.51	28.2	0.141	0.898	0.046
4.6.4 I feel disrespected, uncomfortable or harassed during using Momo.	14.64	36.59	**48.78**	**0.005**	0.096	0.926
4.6.5 I feel more comfortable chatting on Momo than in a face-to-face setting.	**39.03**	26.83	34.15	0.195	0.655	0.183
4.6.6 I've had meaningful/serious conversations with my Momo friends.	**45.00**	15.00	40.00	0.134	0.016	0.255
4.6.7 I usually keep conversation cordial on Momo.	15.00	37.50	**47.50**	0.730	0.016	0.042
4.6.8 I once went to date with my Momo friend.	**77.50**	2.50	20.00	0.749	0.480	0.244

This is the attitude of people who have used Momo toward the dating in Momo.

We can see that this part of people have a quite negative attitude toward the dating in

Momo. A lot of people think that dating in Momo is for "play" and "fun" (71.43%),

and think that most of the people use Momo to flirt and look for the one-night stand

(65%). Most people express that they use Momo is for flirting and look for the brief

sexual relations (64.10%). When they chatted with strangers in Momo, in the process

of conversation and contact, most of them feel disrespected and uncomfortable even

feel be harassed (48.78%). A majority of people would not feel more comfortable in

Momo than face to face conversations (77.5%).

The item 4.2.4 indicated that most female feels disrespected, uncomfortable or

harassed during using Momo ($\chi^2 = 0.005$).

Table 4.7: Likert merger scale results and Chi-square test results of the attitude of

people who are using Momo toward long-term relationship

Attitude towards long-term relation-ship (7)	Strongly disagree & Disagree %	Undecided %	Strongly agree & Agree %	χ^2 (Gender)	χ^2 (Age)	χ^2 (Relation Status)
4.7.1 I use it to find serious/ long-term relationships.	**77.50**	12.50	10.00	0.166	0.246	0.032

(Continued)

Table 4.7 (Continued): Likert merger scale results and Chi-square test results of the

attitude of people who are using Momo toward long-term

relationship

4.7.2 The profile and avatar truer, the making friends easier.	**33.33**	47.62	19.05	0.122	0.132	0.110
4.7.3 It is possible appeared the long term relationship in Momo.	**34.15**	53.66	12.2	0.151	0.732	0.202
4.7.4 If possible, I will try to build a long-term romantic relationship through Momo?	**60.00**	22.50	17.50	0.337	0.516	0.301
4.7.5 I think disclosing personal information is essential for building meaningful relationships.	25.64	23.08	**51.28**	0.087	0.763	0.323
4.7.6 I once met my boyfriend/ girlfriend/ signi-ficant other on Momo.	**65.86**	12.20	21.95	0.134	0.463	0.404

(Continued)

Table 4.7 (Continued): Likert merger scale results and Chi-square test results of the

attitude of people who are using Momo toward long-term

relationship

4.7.7 I know someone who got a long-term relationship or marriage with someone through Momo.	35.00	40.00	25.00	0.770	0.576	0.243

Except all undecided data, we can see that the attitude of people who have used

Momo toward the establishment of a long-term relationship in Momo is very negative.

A large part of people disagree they used Momo for finding a partner (77.5%), most

people don't agree that long-term relationships will appear in Momo (34.15%). Most

of them believe and resolutely won't try to build a romantic relationship through

Momo (60%).

Table 4.8: Likert merger scale results and Chi-square test results of the attitude of

people who are using Momo toward the impact on long-term relationship

Impact on long-term relationship (4)	Strongly disagree & Disagree %	Undecided %	Strongly agree & Agree %	χ² (Gender)	χ² (Age)	χ² (Relation Status)
4.8.1 If I know my boyfriend/girlfriend/ spouse use Momo, I would feel uncomfortable or unhappy.	27.50	10.00	**62.50**	0.610	0.519	0.654
4.8.2 Momo is the "marriage killer", it has a negative impact on the long-term relationship.	30.00	27.50	**42.5**	0.113	0.020	0.037
4.8.3 Using Momo would accelerate the rate of breaking up or relationship breakdown.	27.50	30.00	**42.5**	**0.026**	0.096	0.004

(Continued)

Table 4.8 (Continued): Likert merger scale results and Chi-square test results of the

attitude of people who are using Momo toward the impact on

long-term relationship

4.8.4 I think one of the important reason of people unfaithful is using Momo because people can recognize strangers easier.	**45.00**	32.50	22.50	0.629	0.276	0.286

This is the attitude of people who have used Momo toward the Momo impact on

the long-term relationship. Except all undecided data, we can see that people who

have used Momo have a negative attitude toward the Momo impact on the long-term

relationship. They think that using Momo will have a destructive impact on the

developed or stable relationships, there is a negative impact. 62.5% of the people

think if their boyfriend, girlfriend or spouses use Momo, they will feel uncomfortable

unhappy, the rate is very high. In other words, these people do not allow their partner

use Momo, and they will feel jealous because of this kind of social media. In addition,

more people think using Momo will bring negative effect in marriage (42.5%), will

increase the lovers break up probability (42.5%). Thus, it may be known, this part of

people's attitude toward the impact of Momo on long-term relationships is very

negative.

4.2.3 The summary findings of people who have never used Momo

This part mainly summarizes the data of those people who never used Momo app.

This type of people never used Momo and don't use Momo due to a lot of reasons, but

they knew Momo, they still have certain knowledge about Momo application and

have certain thought on Momo app.
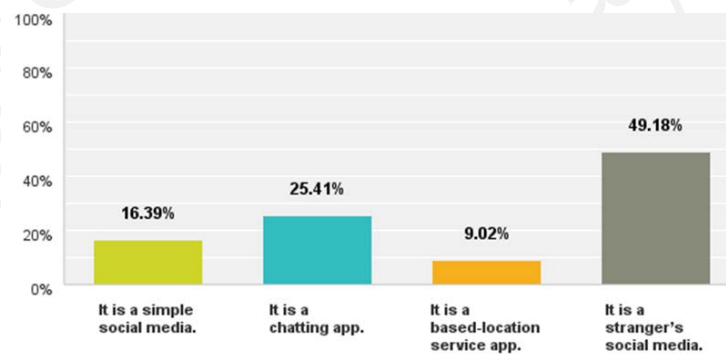
Figure 4.8: The knowledge toward Momo

From above figure of basic knowledge of understanding Momo, The vast

majority people who never used Momo know that Momo is a social media based on

strangers' contact. There are a few people clear that it is an instant messaging

application based on location service. But such this judgment for people who never

used Momo is basically correct.
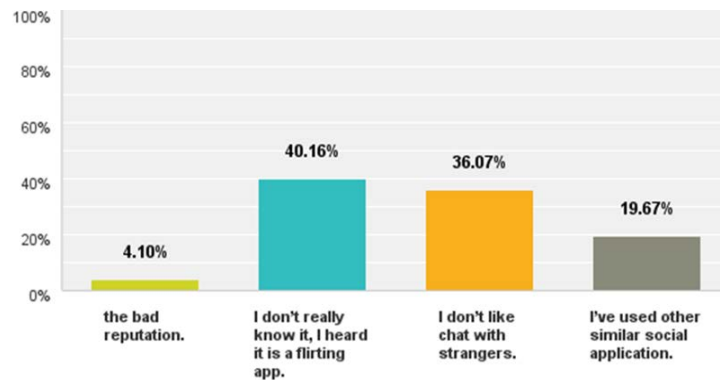
Figure 4.9: The reason of people doesn't use Momo

From above figure we can know that, the reason of people don't use Momo has

two factors, one is they don't really know about Momo application (40.16%) but have

a bad impression ("flirting app") about Momo; another high rate reason is that most

people don't like chat with strangers (36.07%).
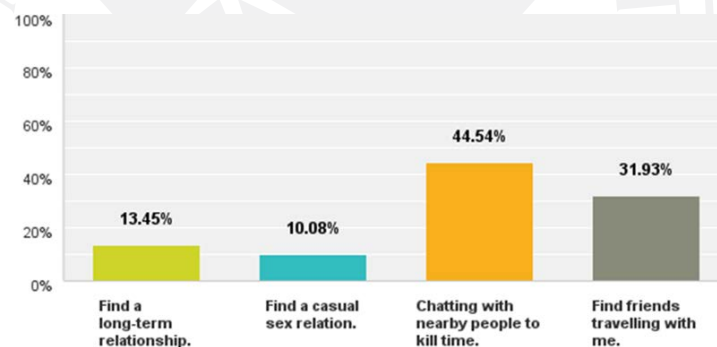
Figure 4.10: The possible purpose of people use Momo
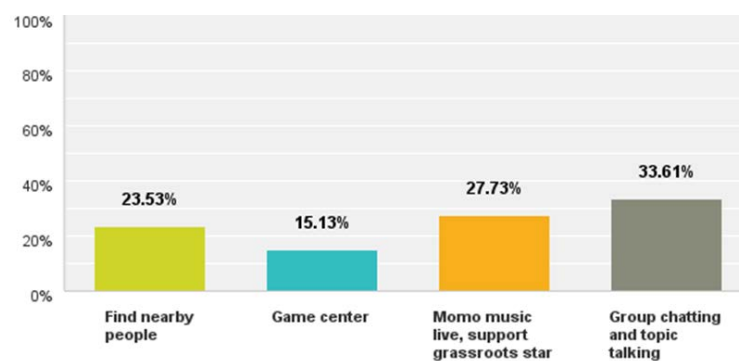
Figure 4.11: The function of people would be interested
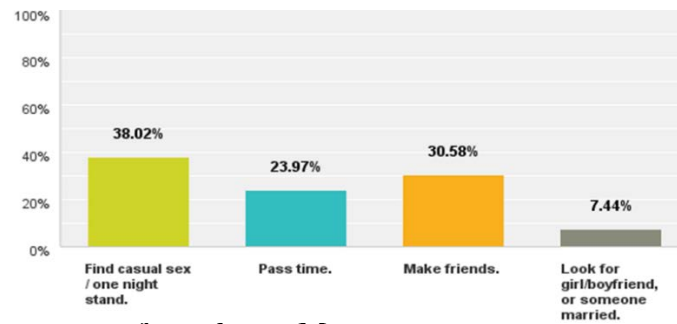
Figure 4.12: The purpose of people use Momo

From Figure 4.10 and 4.11, we can see that there is two main purposes can

become the reason people to use Momo: Chatting with nearby people to kill the time

(44.54%); Finding people can travel together (31.93%). In addition, group chatting

and topic talking function will more attract people use it (33.61%). The Figure 4.12

shows that 38.02% of people think users in Momo to find casual sex and a one-night

stand.

Table 4.9: Likert merger scale results and Chi-square test results of the attitude of

people who are using Momo toward Momo App

The attitude towards Momo App (9)	Strongly disagree & Disagree %	Undecided %	Strongly agree & Agree %	χ^2 (Gender)	χ^2 (Age)	χ^2 (Relation Status)
4.9.1 Momo is easier to meet new friends and date.	14.28	64.71	21.01	**0.037**	0.630	0.563
4.9.2 Momo is a flirting application.	5.04	58.82	**36.13**	**0.002**	0.298	0.270

(Continued)

Table 4.9 (Continued): Likert merger scale results and Chi-square test results of the

attitude of people who are using Momo toward Momo App

4.9.3 Momo is a tool to pass time rather than as a serious tool for dating.	8.40	44.54	**47.06**	0.824	0.709	0.071
4.9.4 Momo is interesting because users can meet with someone nearby him/her immediately.	13.68	50.43	**35.89**	0.780	0.630	0.156
4.9.5 I think Momo is a good way to look for a partner, more convenient than dating websites, such as Shijijiayuan, Baihe, etc.	**31.93**	60.50	7.56	0.787	0.028	0.780

Table 4.9 (Continued): Likert merger scale results and Chi-square test results of the

attitude of people who are using Momo toward Momo App

4.9.6 Momo has a hook-up reputation because it is easier recognizing nearby strangers.	7.56	40.34	**52.1**	0.273	0.244	0.102
4.9.7 Momo is for those people who are desperate for love.	**52.55**	40.68	6.77	0.036	0.409	0.344
4.9.8 If my friends use Momo, I feel a bit despise and amazed on him/her.	**58.47**	27.12	14.41	0.570	0.379	0.119
4.9.9 I think people who are in a relationship should not continue to use Momo or other similar social media.	15.97	34.45	**49.58**	0.198	0.474	0.261

This is the attitude of people who never used Momo toward the Momo App.

Based on above data; we can see that the attitude of people who have never used

Momo toward Momo application is the neutral trend to negative. More people agreed

with "Momo is a flirting app" (36.13%). The stigma is because it is easier to meet

strangers (52.1%). Slightly more people agree with Momo is easier to make friends

and date (21.01%), but the vast majority don't agree with Momo is a good way to find

a partner (31.93%). Most people agree and think that those people who have already

in a fixed relationship should not use Momo (49.58%).

The Chi –Square result indicated that gender has a strong relationship with the

items 4.9.1 (χ^2 = 0.037) and 4.9.2 (χ^2 = 0.002).

Table 4.10: Likert merger scale results, and Chi-square test results of the attitude of

people who are using Momo toward dating in Momo

The attitude towards dating in Momo (2)	Strongly disagree & Disagree %	Undecided %	Strongly agree & Agree %	χ^2 (Gender)	χ^2 (Age)	χ^2 (Relation Status)
4.10.1 Dating in Momo is for "fun" and "play".	5.88	34.45	**59.66**	0.268	0.432	0.779
4.10.2 Most people use Momo only want to "hook up" or have casual/sexual relationships.	5.04	49.58	**45.2**	**0.005**	0.064	0.283

This is the attitude of people who never used Momo toward the Momo dating.

Based on above data, we can see that this part of people's attitude toward Momo

application is negative. 59.66% of people agree and think that dating in Momo is for

"fun" and "play", a large part of people thinks people who use Momo are just for

flirting and looking for short-term sexual relationships (45.2%). It shows that these

people who never used Momo have more or less negative attitude toward the dating in

Momo. From the Chi-square result, it can be found that gender has a strong

relationship with the attitude of item 4.10.2 ($\chi^2 = 0.005$).

Table 4.11: Likert merger scale results and Chi-square test results of the attitude of

people who are using Momo toward long-term relationship

Attitude toward long-term relationship (5)	Strongly disagree & Disagree %	Undecided %	Strongly agree & Agree %	χ^2 (Gender)	χ^2 (Age)	χ^2 (Relation Status)
4.11.1 It is possible appeared the long term relationship in Momo.	22.03	52.54	25.43	0.427	0.477	0.023

(Continued)

Table 4.11 (Continued): Likert merger scale results and Chi-square test results of the

attitude of people who are using Momo toward long-term

relationship

4.11.2 If possible, I will try to build a long-term romantic relationship through Momo?	**49.58**	31.93	18.49	0.202	0.369	0.679
4.11.3 I think that disclosing personal information is essential for building meaningful relationships.	22.69	30.25	**47.06**	0.383	0.269	0.143
4.11.4 The profile and avatar truer, the making friends easier.	35.29	42.02	22.69	**0.026**	0.999	0.476
4.11.5 I know someone who has been in a long-term relationship or marriage with someone they met through Momo.	25.21	56.30	18.49	0.630	0.525	0.423

This is the attitude of people who never used Momo toward the long-term relationship. Based on above data, we can see that the people who never used Momo have the negative attitude toward the establishment of long-term emotional relationship in Momo. Slightly more people agreed and believe that it is possible appeared long-term relationships in Momo (25.43%), a majority of people reluctant to establish a long-term relationship through Momo (49.85%).

Table 4.12: Likert merger scale results and Chi-square test results of the attitude of people who are using Momo toward the impact on long-term relationship

Impact on long-term relationship (4)	Strongly disagree & Disagree %	Undecided %	Strongly agree & Agree %	χ^2 (Gender)	χ^2 (Age)	χ^2 (Relation Status)
4.12.1 Momo is the "marriage killer", it has a negative impact on the long-term relationship.	13.67	54.70	**31.63**	0.717	0.716	0.571
4.12.2 If I know my boyfriend/girlfriend/ spouse use Momo, I would feel uncomfortable or unhappy.	20.17	24.37	**75.64**	0.266	0.980	0.262

(Continued)

Table 4.12 (Continued): Likert merger scale results and Chi-square test results of the

attitude of people who are using Momo toward the impact on

long-term relationship

| 4.12.3 Using Momo would accelerate the rate of breaking up or relationship breakdown. | 15.26 | 38.98 | **45.77** | 0.203 | 0.981 | 0.004 |
| 4.12.4 I think one of the important reasons of people unfaithful is using Momo because people can recognize strangers easier. | 29.41 | 51.26 | 19.33 | 0.210 | 0.937 | 0.089 |

This is the attitude of people who have never used Momo toward the impact on a

long-term relationship. Based on above data, we can see that the people who have

never used Momo have quite cleared a negative attitude. Most of them agree and

think that using Momo has a negative effect on marriage relationship (31.63%), and

think that using Momo will increase the rate of breaking up in the relationship

(45.77%). Moreover, a considerable part of people the consent and think if their

boyfriend, girlfriend or partner use Momo, they will feel uncomfortable and unhappy

(75.64%).

4.3: Summary findings of three kinds of people groups

Table 4.13: The attitude of three kinds of people groups

People groups	Attitude towards Momo App	Attitude towards dating in Momo	Attitude toward long-term relationship	Attitude toward impact on long-term relationship
Youths who are using Momo	Slightly positive in negative	Positive	Negative	Positive
Youths who have used Momo	Quite negative	Quite negative	Quite negative	Quite negative
Youths who have never used Momo	Neutral tend to negative	Negative	Negative	Quite negative

CHAPTER 5

ANALYSIS

5.1 Introduction

This chapter focuses on the summarize analysis of all findings. Presents the

summary and discussion about the findings found from this research along with the

theoretical explanation. This chapter revealing and stating the quantitative findings

from the people who are using Momo, people who have used Momo and who never

used Momo.

5.2 Findings analysis and Discussion

5.2.1 86.21% of youth are the main users of Momo application.

Those people who are using Momo currently and have used Momo are

concentrating on 15-24 and 25-34 years old. They have high distribution in both

groups. It means that Momo's main users are young people; youth is the majority of

users. According to the Criminal Law of the People's Republic of China, the second

paragraph of article 236 (npc.gov.cn, 1997), the age consent of Chinese Mainland is

14 years old (for female). Now the main users are youth, such application is indeed

more likely to be accepted and used by young people, if Momo really is used to flirt

and find one-night stand by these young people. Then in Chinese society, people's

first sex activity may be the increasingly younger age trend, and this may lead to and

produce more other new social problems.

5.2.2 Most people have negative attitude toward Momo app, and they think

that Momo is a flirting app

People who are using Momo, have used Momo and have never used Momo all

tend to have different levels of negative attitude toward Momo application. And

35.72% of people who are using Momo, 52.39% of people who have used Momo, and

36.13% of people who have never used Momo have thought that Momo is a flirting

app. The attitude of people who are using Momo is with a little positive in the

negative. Although people think that Momo is a flirting app, slightly more people

agree and consider that using Momo easier for people to make friends and dating

(32.14%), but 35.71% of people don't think that Momo is a good way to find a partner,

most people hesitate and uncertain. However, in the items 4.1.10 and 4.1.11, most

people don't agree with that people have a fixed relationship should not continue to

use the Momo app (37.03%), also don't think that when they have a long-term

relationship should give up using Momo (32.14%). In other words, most of the people

who are using Momo currently don't feel Momo is not good. Their attitude doesn't

cause a particularly large negative impact on using Momo. Hence, the attitude of

people who are using Momo is with a little positive in the negative.

People who have used Momo have a quite strong negative attitude toward Momo. The chart 4.6 reflected that most people use Momo for a few weeks to a few months, and then give up. To sum up, we can find that the people who once have used Momo but eventually abandoned to use it, have the negative attitude from beginning to the end toward Momo app. When they chatted with strangers in Momo, in the process of conversation and contact, most of them feel disrespected and uncomfortable even feel be harassed (48.78%). Most people disagree that they use Momo is not for flirting and look for the brief sexual relations (64.10%). A majority of people would not feel more comfortable in Momo than face to face conversations (77.5%). Thus, it can be seen that these people who have used Momo have very negative attitudes toward the dating in Momo, they are not optimistic about this form of dating, and think that these dates are for flirting and looking for one night stands.

The attitudes of people who have never used Momo toward Momo application is relatively neutral and tend to negative. All data from which we can see, most people choose "undecided", it is accounted for the majority, because they have not used Momo, it is difficult to judge only rely on some information heard from outside voice about Momo application. It is perhaps because of this reason, people's attitude are

really fuzzy, are relative neutrality. But we still can see the data that some people have

a negative attitude towards the App. From the chart 10.4, we can know that the main

reason of people doesn't use Momo is they have a bad impression ("flirting app")

about Momo. In China context, people always avoid some topics related to sex, the

one-night stand or something like that. So when Momo application was looked as

"flirting app", the main values in society would avoid it automatically. In addition,

Chinese people are used to the acquaintances of the interpersonal circle, and Tencent's

WeChat and QQ application have already cultivated the habits of acquaintances social

contact for people. Therefore, most people have the negative attitude toward Momo.

5.2.3 Momo is a tool to kill time for Chinese youth.

68.79% of people who are using Momo, 64.29% of people who have used

Momo, and 47.06% of people who have never used Momo are agreed that Momo is a

tool to kill time rather than is a serious tool for dating. From the chart 4.11, we can see

that if people want to use Momo perhaps to chat with nearby people to kill the time,

this reason has a high percentage (44.54%). From these data, it can be seen that most

people use Momo to kill time.

5.2.4 Most people have the negative attitude toward Momo dating; however, dating in Momo is not easy.

People who are using Momo, have used Momo, and have never used Momo all strong agree that dating in Momo are for "fun" and "play" (62.96%, 71.43%, 59.66%), most of them think that most Momo users only want to "hook up" or have casual/sexual relationships (29.62%, 65%, 45.2%).

From the attitude of people who using Momo and have used Momo toward dating in Momo, we can find that it is difficult to achieve the offline dating through Momo app. Table 4.1 and 4.2 can be seen: First, it is not particularly large that people have a direct and simple purpose for casual sex, only accounting for 21.43%; and most people do not feel they are enjoy using Momo, and not really looking forward to search people nearby (42.85%); in addition, when they treat dating with Momo friends on offline, the proportion of people who agreed on appointment (35.72%), do not agree with appointments (32.14%) and uncertainty (32.14%) are close. And slightly more people feel they feel more comfortable chatting on Momo than face to face (35.71%). On the one hand, people seem to like chatting in Momo and expect to date, but one the other hand, they seem to avoid something, such as Momo's stigma and the leakage of privacy. The result indicated that everyone is as far as possible to

remain negative on the surface, but in fact, it is slightly positive.

People who have used Momo have the very strong negative attitude. Their attitude is very clear. They think Momo is a flirting app and most of them have a bad experience in Momo. They do not agree that Momo is a good way to find a partner (50%). It is related to their bad experience in Momo so that they feel making friends and dating in Momo are actually difficult. Most people agree that the stigma came from its function feature which is easy to get to know a stranger, provide convenience for people look for a one night stand. 77.5% of people never went to date with their Momo friends. Thus, although the existence of flirting and inviting one-night stand in Momo, but most people seem don't meet Momo friends easily, therefore, whether general dating or one night stand, it seem not easy to date in Momo.

People's attitude toward Momo dating is negative. Based on the data of chart 4.13, most people who don't use Momo think that Momo users use Momo to look for casual sex and the one-night stand. A large part of people agree and think that dating in Momo is for "fun" and "play", and they think people who use Momo are just for flirting and looking for short-term sexual relationships. It shows that these people who never used Momo have the negative attitude toward the dating in Momo. Although they never used Momo, but some voice from society more or less influence their

judgment on the attitude toward Momo dating. They think that the people who use

Momo with the purpose of flirting, just want to look for the one night stand through

Momo.

5.2.5 Male use Momo for flirting and one night stand.

Based on the data of chart 4.13, most people who don't use Momo think that

Momo users use Momo to look for casual sex and a one-night stand. 59.66% of

people agree and think that dating in Momo is for "fun" and "play", a large part of

people think people who use Momo are just for flirting and looking for short-term

sexual relationships (45.2%). It shows that these people who never used Momo have

more or less negative attitude toward the dating in Momo. They think that the people

who use Momo with the purpose of flirting, just want to look for the one night stand

through Momo. Thus, whether used or unused Momo, the feeling, and impression of

Momo is a flirting application, it also suggests that the name of "Flirting app" is not

unfounded, but does have a basis.

The attitude of people who are using Momo toward Momo application is with a

little positive in the negative. Most of them think that Momo is "flirting app"; think

that Momo is not a good way to find a partner (35.71%). This result shows that this

kind of people's attitude tends to negative. But they did not think Momo is absolutely

bad. They think Momo is easier to make friends and date (32.14%), they don't think

that people in a relationship shouldn't use Momo (37.03%) and slightly more people

express that they would go on a date with Momo friend (35.72%). From this point,

they seem to have a little positive attitude toward Momo.

From the data of descriptive statistic, 57.14% of them don't think they use

Momo for flirting people. Just 24.13% admit that they use it for flirting. But from the

finding results, male users (75.85%) more than female, the Chi-square values of item

4.2.2 ($\chi^2 = 0.033$) and 4.2.5 ($\chi^2 = 0.026$) indicated that the purpose of man using

Momo is to flirt and look for casual sex, Therefore, we can know that most male use

Momo for flirting or looking for the casual sex. Therefore, we are not difficult to

understand, in fact, those positive aspects of Momo users' attitude are because Momo

can satisfy their purpose of which flirting and dating with their Momo heterosexual

friends, and finding the one-night stand.

5.2.6 Women have a more negative attitude toward Momo and Momo

dating.

The chart 4.5 shows that more female users (64.29%) easier give up using

Momo. Most people give up use Momo because Momo with the purpose of impurity,

like selling and flirting (47.62%), for women, maybe it is the main reason to make

them feel uncomfortable when they chatting in Momo (38.10%). Then, they don't

interest in its function (45.24%). Most people think that there are a lot of things in

Momo. They may think that this application has complicated functions and with

complex using environment. Lead to bring some bad usage experience for them.

These phenomena may lead to directly female users are easier feel uncomfortable in

conversation. In addition, Momo is an instant messaging social media based on

stranger dating, so people's initial interpersonal relationships stage are strange are

from strange. And the strangers can relatively lack a sense of trust. However, female

are more like the acquaintances social contact, hence, this feature of Momo's

functions would make women lose trust and security. Therefore, more women give up

using Momo and have a more negative attitude toward using Momo.

Most people think that there are a lot of things in Momo. Momo app is too

complex; it is possible that complicated functions and complex using environment can

bring some bad usage experience for users. These phenomena may lead the direct user

to feel very uncomfortable in conversation. Then, Momo is an instant messaging

social media based on stranger dating, so people's interpersonal relationships are at

the initial stage of strange in Momo contact, because of the strangers can relatively

lack a sense of trust. The feature of Momo's functions will lead to some dislike sense

from those people who are used to acquaintances social contact, and eventually

leading to this part of the users to give up using Momo.

The item 4.9.1 and 4.9.2, the chi-square of gender is greater and significant.

Female more agree with that Momo is easier to meet new friends and date ($\chi^2 =$

0.037), and Momo is a flirting application ($\chi^2 = 0.002$). That means female have a

very negative attitude toward Momo.

5.2.7 The establishment of long-term relationship in Momo is an almost

impossible thing

A large part people who are using Momo (58.62%) and have used Momo

(69.05%) are don't want to keep in touch with Momo friends. They chose "let it be",

it indicates that they don't want to keep this relationship, the relationship in Momo is

short, and it is difficult to be a long period.

The attitude of people who are using Momo toward long-term relationship

indicated that it is difficult to establish a long-term relationship in Momo. First of all,

very few people will look Momo as a dating tool to look for the partner (7.14%), a

majority of people don't agree and think that they use Momo to look for a serious

long-term relationship (53.57%). Secondly, most people are unwilling or do not

believe that people can find and establish a long-term relationship through Momo app

or dating in Momo, although some users said that they heard someone have got

married or have built a serious relationship through Momo (35.71%), but actually they

don't believe, and they won't look for their partner. Moreover, in the user's real

experience, 50% of people have not encountered a boyfriend, girlfriend or an

important person, only 28.57% have ever met. It can be known, it is difficult to

establish a long-term relationship in Momo, and it is hard to achieve a serious

relationship through dating in Momo.

However, in the item 4.3.1, the uncertainty of the people accounted for 39.29%,

in the item 4.3.3, "it is possible appeared the long term relationship", people agree and

disagree with each half. It is not difficult to find from this point, although they won't

look for or build a long-term relationship in Momo. But in fact, this part of users is

more or less to believe that long-term relationship possibly appeared in Momo, it is

just very difficult.

People who have used Momo toward the establishment of a long-term

relationship in Momo are very negative. From the Table 4.7, we can see that it is very

difficult to establish a long-term emotional relationship in Momo. Firstly, a large part

of people use Momo is not looking for a partner (77.5%), a lot of people have an

uncertain attitude to the possibility of long-term relationships existed in Momo, and

most people don't agree with that long-term relationships will appear in Momo (34.15%). They are more do not believe and resolutely don't try to build a romantic relationship through Momo (60%). Therefore, these people who have used Momo are very negative to treat the long-term relationships establishment.

People who never used Momo have the negative attitude toward the establishment of long-term emotional relationship in Momo. Slightly more people agreed and believe that it is possible appeared long-term relationships in Momo (25.43%), they actually have a few positive attitude about this, but a majority of people reluctant to establish a long-term relationship through Momo (49.85%). That is to say, these people who never used Momo won't choose Momo as a dating tool to look for a partner or to establish a serious relationship through Momo.

In conclusion, most of these three types' people don't have the intentions of establishing a long-term relationship through Momo. Most of them don't believe that it is possible appeared in Momo, and don't want to try to use it to find a partner. It means that even if Chinese youths are facing the Chinese urging style marry, they would not choose to use Momo or other similar instant messaging tools to find someone to marry, the main part of the reason is because Momo is a flirting app.

5.2.8 A majority of people think that using Momo has negative impact on long-term relationship

Most people who are using Momo feel that using Momo doesn't have an influence on the developed relationship, but those people who have used and never used Momo strong belief that using Momo has a negative impact on the relationship.

The attitude of people who are using Momo toward the Momo impact on the long-term relationship is slightly positive. According to the Table 4.4, a large part of people who are using Momo have an optimistic and positive attitude towards using Momo influence on the long-term relationship. 46.43% of people said that they won't feel uncomfortable and unhappy, if their boyfriend, girlfriend or spouses use Momo application. That is to say, they can understand each other about using this kind of applications, and they will not feel jealous of it. 42.86% of people do not agree with that Momo has a negative impact on the relationship in marriage; there are 42.86% of people do not agree with Momo app will increase the odds of breaking up in the relationship. They do not think that Momo app has any direct negative impact on the relationship between lovers or couples. They also do not agree with that an important reason for people unfaithful is using Momo because people are easier to recognize strangers through Momo. It can be known, the attitude of Momo users toward the

Momo impact on the long-term relationship is positive.

From the Table 4.8, we can see that people who have used Momo have a strong negative attitude toward the Momo impact on the long-term relationship. They think that using Momo will have a destructive impact on the developed or stable relationships. However, the reason produces this attitude is Momo is a flirting app. 62.5% of the people think if their boyfriend, girlfriend or spouses use Momo, they will feel uncomfortable unhappy, the rate is very high. In other words, these people do not allow their partner use Momo, and they will feel jealous because of this kind of social media. In addition, more people think using Momo will bring negative effect in marriage (42.5%), will increase the lovers break up probability (42.5%). Thus, it may be known, this part of people's attitude toward the impact of Momo on long-term relationships is very negative. 40% of them agree and think that people in a relationship or had married should not be used Momo or other similar application.

People who have never used Momo have quite cleared a negative attitude toward the influence of Momo on the long-term relationship. Most of them agree and think that using Momo has a negative effect on marriage relationship (31.63%), and think that using Momo will increase the rate of breaking up in the relationship (45.77%). Moreover,   a considerable part of people the consent and think if their boyfriend,

girlfriend or partner use Momo, they will feel uncomfortable and unhappy (75.64%).

It can be seen that these people who have never used Momo feel worries and anxiety

about Momo application. They think that using Momo will have a certain negative

impact on the developed emotional relationship. And this part of people think that the

reasons of using Momo have a negative impact on the developed relationship is

because Momo application has the nature of flirting.
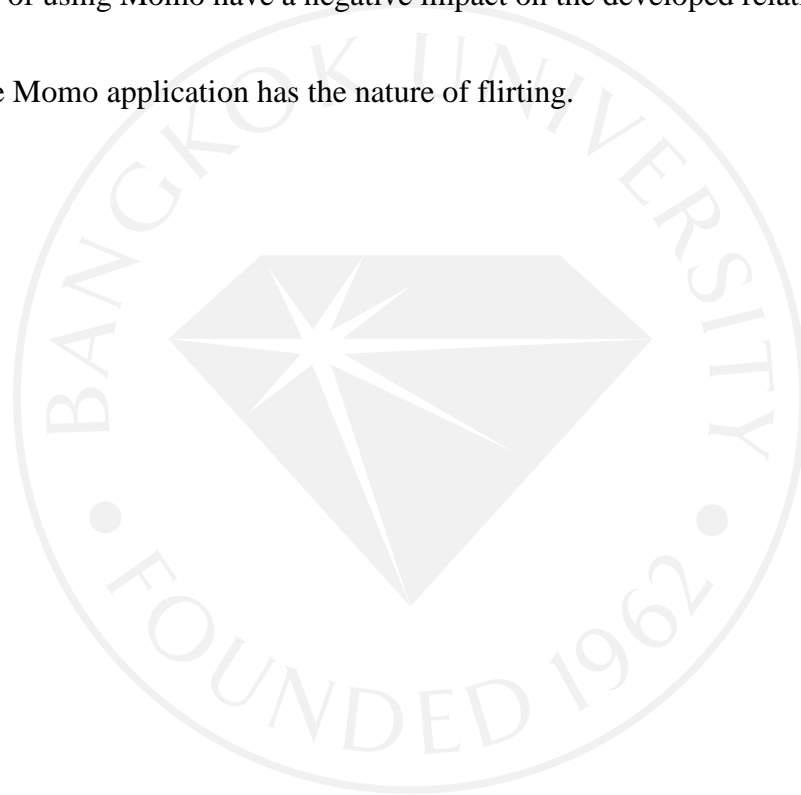
CHAPTER 6

CONCLUSION AND LIMITATIONS

6.1 Introduction

This chapter stated the limitations of the study and offering recommendations for

the further application and recommendations for the future research. As well as

concluding this study.

6.2 Conclusion of the Study

Through the findings and analysis parts of this study, it showed that the main age

group of Momo users is between 15-34 years old, which is means Momo app is

accepted and used widely by Chinese youth groups. This group people accounted for

86.21 percent of the total users' population. Through the survey results show that

whether the people who are using Momo, have used Momo, or have never used

Momo, their attitude toward Momo app and dating are negative. They all think that

Momo is a flirting application. Among them, women have a very negative attitude

toward Momo and dating. The results showed that the name of "flirting app" can

indeed attract young people to use Momo, and some of them may also have more or

less purpose for looking for one-night stands or someone to marry. However, the

dating in Momo is obvious, not easy.

In addition, the phenomenon of flirting and one night stand in Momo really exist, and the survey results show that most men use Momo app really for flirting and a one-night stand. However, most people express that using Momo app just to pass the time. Also, this study takes a survey to those people who have never used Momo and find if have a reason make them use Momo, this important reason is passed the time. From the findings analysis of this survey, whether the people who are using Momo or have used Momo, their purpose of using Momo is neither to flirt and find a one-night stand nor look for a boyfriend, girlfriend or marriage. Moreover, most people think that it is impossible appeared long-term emotional relationship in Momo, even if it appeared; there are a few of them willing to try to establish the long-term emotional relationship through Momo. That shows that Momo is a tool to pass the time for most young people when they feel boring, rather than is a serious dating software, it means that the majority of Chinese young people do not have the intention to use this type of application to look for someone to marry or build a serious relationship, because the vast majority of people think that this is a "flirting application," it is not a good way to find a mate.

Furthermore, people who have used Momo and have never used Momo believe that using Momo would influence the existing romantic relationship and marriage

relationship; they have a very negative attitude about it. They think that if a person

has already in a relationship or got married; using Momo will damage their

relationship. And think it is a main factor cause derailment, divorce and breaking up.

They think and suggested that if people who have already in a marriage or a

relationship, it is best to give up use Momo and this type of application.

6.3 Limitations of the Study

6.3.1 Limitation in terms of asking items setting of the questionnaire

Due to the size of this study's sample are all Chinese people, which is to select

conveniently the people who are using Momo currently, have used Momo and have

never used but know Momo. So the three sections of the study questionnaire are used

to distinguish these three different groups of people. But the asking items setting

aspect have some problems, firstly, the researcher didn't set the asking items to

distinguish their sexual preference, some users may are homosexual, and their

purpose of using Momo are different, someone just selling products on it. Secondly,

section four with a low reliability compare with the other two questionnaires. The

reasons of lead this problem may because asking items are less, and set more same

asking items of the other two parts, leading to the asking items of the third part lack of

pertinence. Because participants of the third part are all people have never used

Momo, although they know Momo app partly, but they still lack the cognitive

knowledge compare with the other two groups. Therefore, it has partly influence on

the results of this study, because of the setting shortcoming on the third part asking

items.

6.3.2 Limitations in terms of the process of collecting questionnaires.

Due to this survey is through posting an online questionnaire on all the major

Chinese social media of researcher for investigation, social media including the

WeChat, Tencent QQ, Sina Weibo and Momo. Among them, WeChat and QQ are

acquaintances' social media, taking the snowball sampling to collect is faster and with

higher quality. Sina Weibo and Momo are stranger's social media, especially Momo,

which is a location-based application, the searched people are nearby. And researcher

is in Thailand, so people who can participate in this survey are more Chinese travelers

in Thailand, Chinese oversea students and workers live in Thailand. Hence, maybe it

has a negative influence in terms of the results' integrality. But it also has a positive

aspect. Such these people mostly from China various provinces and cities, they can

cover the majority of Chinese regions of Momo users.

6.3.3 Limitations in terms of the using participant degree of Momo user

Momo is called "flirting app" in the Chinese society, the name implies a lot of

things and topics which make people feel sensitive, feel uncomfortable, and do not

want to open, such as the sex and the one-night stand. Due to the characteristics of

Chinese culture, people's concept will make them feel sensitive and vigilant on these

aspects. Although this is an anonymous questionnaire, but when the asking items

asked those Momo users, the target groups, most of them might feel that it is

concerned about the privacy of them, then unwilling to participate, or they would

deliberately to avoid and hide their true attitude in the process of participation. It

really brought some difficulties to this investigation, resulting in few samples in the

part of Momo users. However, the findings of this part of the population are still very

real objective.

6.3.4 Limitation in terms of the survey method.

Due to this survey is the online survey and with a wide range of samples. The

stages of posting and responses collection may lead to people have the doubtful

attitude. Especially in Sina Weibo and Momo app, strangers with a low credibility to

the investigator, and they would doubt the questionnaire is an internet virus. It causing

difficulties in collecting and would miss more effective answers.

6.4 Recommendation for further research

In the future, social media and social applications will still play an important role

in our daily life. Dating apps will continue to provide convenience to singles to look

for their boyfriend, girlfriend, or someone to marry. And it is easier and provides more

opportunities for that bashful boy and girl to find their love. However, it is too easy to

establish a relationship in dating app. When a lady chooses her boyfriend, it just like

selects a cabbage in the supermarket. You will meet a handsome man, or a hot girl, a

17 guy or a 13 boy. You will lose trust to any real person. It is too fast and too easy to

establish a relationship in dating application, and it is also easy to finish a relationship.

Social media dating is a new field; this survey provides some significant and new

information for social media dating. Dating apps have many advantages for people.

On the contrary, some negative impact should be focused.

This study explores the youths' attitude towards social media dating, so as to

further understanding the role of social media in the young people's lives. The survey

found that the purpose of youth groups use Momo application and some dating apps

are to pass the time. Most of them do not believe and are unwilling to adopt such

application to find their boyfriends, girlfriend or marriage partners. This result

provides some suggestions for some similar application development companies.

Secondly, through the survey of the three groups found, these three types of

people all think that Momo application is a flirting app. Although this kind of

application is easily make new friends, based on its convenience features. But in youth groups, the purpose of its exists is to find the one-night stand and look for a brief sexual relationship, which brings more and facilitates more potential social problems, such as illegal sex trade, young sexuality, and sexual violence. The results of this study were to study some social problems provide some reference, and play some role in warning.

Finally, the results of this study show that social media dating have some impact on the youths' relationship. It has a few possibilities to establish a long-term relationship between men and women, even using dating application are likely to rupture the existing dating relationship. This conclusion is also proved to the views put forward by some scholars, that is social media is very easy to build relationships between strangers, but it would be counterproductive to impact on the existing relationship.

Conclusions and issues identified in this study all provide reference and recommendations for future researchers.

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APPENDIX

QUESTIONNAIRE

A Study of Momo and the stigma of "Flirting Application": An Analysis of

Chinese Youths' Attitude towards Online Dating

Section 1: (The situation of three types of people.)

1. Do you currently use Momo?

   Yes, I use currently. (To Section 2)

   No, I don't use currently, but I have used it. (To Section 3)

   No, I have never used Momo, but I know it. (To Section 4)

Section 2: (The situation of people who are using Momo.)

   (Multiple choice):

2. What's your gender?   A. Male   B. Female

3. What's your gender age?

   A. 15-24   B. 25-34   C. 35-44   D. 45+

4. How about your education background?

   A. Below bachelor   B. Bachelor   C. Master   D. Doctor

5. How about your relationship status currently？

   A. Single   B. In relationship   C. Married

6. The time registered

   A. 2011-2012   B. 2013-2014   C. 2015-2016

7. Are you a VIP User?   A. Yes   B. No

8. How often do you use Momo?

   A. Nearly every day

   B. 3-5 days

   C. One week to one month

D. More than one month

9. What time do you usually use Momo?

   A. 7:00-13:00   B. 13:00-19:00   C. 19:00-1:00   D. After 1:00

10. What do you usually do in Momo?

   A. Chatting with nearby people.

   B. Posting and sharing things.

   C. Playing Games.

   D. Joining the Momo Music Live.

11. How often you check notifications of Momo?

   A. Anytime and anywhere.

   B. Always check.

   C. Occasionally check.

   D. A few.

12. How do you evaluate Momo users?

   A. Photos, their looks or physical.

   B. Personal profile.

   C. Personal posts.

   D. Through chatting group to see their speech.

13. Which part of the personal information will you lie?

   A. Photos and avatars.

   B. Age.

   C. Relationship status.

   D. Education background.

   E. Occupational information

14. How do you keep in touch with your Momo friend?

    A. Via Momo.

    B. Phone or meet offline.

    C. Other social media.

    D. Let it be, don't intend to keep.

    (Five-point Likert Scale ranging from "Strongly disagree" to "Strongly agree"):

15. Momo is a flirting application.

16. Momo is a tool to pass time for me, rather than a serious tool for dating.

17. Dating in Momo is for "fun" and "play".

18. I enjoy using Momo and look forward to search nearby person.

19. The profile and avatar truer, the making friends easier.

20. I feel more comfortable chatting on Momo than in a face-to-face setting.

21. I feel disrespected, uncomfortable or harassed during using Momo.

22. It is possible appeared the long term relationship in Momo.

23. If possible, I will try to build a long-term romantic relationship through Momo?

24. I think disclosing personal information is essential for building meaningful relationships.

25. I think Momo is a good way to look for a partner, more convenient than dating websites, such as Shijijiayuan, Baihe, etc.

26. I use Momo to find serious/long-term relationships.

27. I use Momo to flirt and find casual sex.

28. Most people use Momo only want to "hook up" or have casual/sexual relationships.

29. If I know my boyfriend/girlfriend/ spouse use Momo, I would feel uncomfortable or unhappy.

30. I use Momo because I heard it is a flirting app.

31. Momo has a hook-up reputation because it is easier recognizing nearby strangers.

32. I usually initiate conversation with my nearby friends.

33. I've had meaningful/serious conversations with my Momo friends.

34. I usually keep conversation cordial on Momo.

35. I would go on a date with my Momo friend.

36. Momo is interesting because users can meet with someone nearby him/her immediately.

37. I once met my boyfriend/girlfriend/ significant other on Momo.

38. I know someone who has been in a long-term relationship or marriage with someone they met through Momo.

39. I think people who are in a relationship should not continue to use Momo or other similar social media.

40. Momo is for those people who are desperate for love.

41. I won't let my boyfriend/girlfriend/ spouse know I use Momo.

42. Momo is the "marriage killer", it has a negative impact on the long-term relationship.

43. Using Momo would accelerate the rate of breaking up or relationship breakdown.

44. I think one of the important reasons of people unfaithful is using Momo because people can recognize strangers easier.

45. I won't use Momo after I have a serious/meaningful relationship.

Section 3: (The situation of people who have used Momo.)

   (Multiple choice):

46. What's your gender?   A. Male   B. Female

47. What's your gender age?

   A. 15-24   B. 25-34   C. 35-44   D. 45+

48. How about your education background?

   A. Below bachelor   B. Bachelor   C. Master   D. Doctor

49. How about your relationship status currently？

   A. Single   B. In relationship   C. Married

50. When you registered Momo?

   A. 2011-2012   B. 2013-2014   C. 2015-2016

51. How long have you used Momo?

   A. Less than a few weeks

   B. A few weeks to several months

   C. One year to two years

   D. More than two years

52. How often do you use Momo?

   A. Nearly every day

   B. 3-5 days

   C. One week to one month

   D. More than one month

53. What time do you usually use Momo?

   A. 7:00-13:00   B. 13:00-19:00   C. 19:00-1:00   D. After 1:00

54. What do you usually do in Momo?

A. Chatting with nearby people.

B. Posting and sharing things.

C. Playing Games.

D. Joining the Momo Music Live.

55. How often you check notifications of Momo?

A. Anytime and anywhere.

B. Always check.

C. Occasionally check.

D. A few.

56. How do you evaluate Momo users?

A. Photos, their looks or physical.

B. Personal profile.

C. Personal posts.

D. Through chatting group to see their speech.

57. Which part of the personal information will you lay?

A. Photos and avatars.

B. Age.

C. Relationship status.

D. Education background.

E. Occupational information

58. How do you keep in touch with your Momo friend?

A. Via Momo.

B. Phone or meet offline.

C. Other social media.

D. Let it be, don't intend to keep.

59. (Multiple)Why did you give up using Momo?

    A. Bad reputation

    B. Boyfriend/girlfriend/spouse don't like it

    C. Feel uncomfortable when chatting with someone in Momo

    D. Don't interested in its function

    E. Purpose of impurity, such as selling, flirting

    F. Prefer to use another similar app

    G. Other objective reason, such as change phone, lost account

(Five-point Likert Scale ranging from "Strongly disagree" to "Strongly agree"):

60. Momo is easier to meet new friends and date.

61. Momo is a flirting application.

62. Momo is a tool to pass time for me, rather than a serious tool for dating.

63. Dating in Momo is for "fun" and "play".

64. The profile and avatar truer, the making friends easier.

65. I feel more comfortable chatting on Momo than in a face-to-face setting.

66. I feel disrespected, uncomfortable or harassed during using Momo.

67. It is possible appeared the long term relationship in Momo.

68. If possible, I will try to build a long-term romantic relationship through Momo?

69. I think disclosing personal information is essential for building meaningful relationships.

70. I think Momo is a good way to look for a partner, more convenient than dating websites, such as Shijijiayuan, Baihe, etc.

71. I use Momo to find serious/long-term relationships.

72. I use Momo to flirt and find casual sex.

73. Most people use Momo only want to "hook up" or have casual/sexual relationships.

74. If my friends know I use Momo, I feel a bit ashamed.

75. If I know my boyfriend/girlfriend/ spouse use Momo, I would feel uncomfortable or unhappy.

76. I use Momo because I heard it is a flirting app.

77. Momo has a hook-up reputation because it is easier recognizing nearby strangers.

78. I've had meaningful/serious conversations with my Momo friends.

79. I usually keep conversation cordial on Momo.

80. I once met with my Momo friend.

81. I once met my boyfriend/girlfriend/ significant other on Momo.

82. I know someone who has been in a long-term relationship or marriage with someone they met through Momo.

83. I think people who are in a relationship should not continue to use Momo or other similar social media.

84. Momo is interesting because users can meet with someone nearby him/her immediately.

85. Momo is for those people who are desperate for love.

86. Momo is the "marriage killer", it has a negative impact on the long-term relationship.

87. Using Momo would accelerate the rate of breaking up or relationship breakdown.

88. I think one of the important reasons of people unfaithful is using Momo because

people can recognize strangers easier.

Section 4: (The situation of people who have never used Momo.)

(Multiple choice):

89. What's your gender?   A. Male   B. Female

90. What's your gender age?

   A. 15-24   B. 25-34   C. 35-44   D. 45+

91. How about your education background?

   A. Below bachelor   B. Bachelor   C. Master   D. Doctor

92. Relationship Status

   A. Single   B. In relationship   C. Married

93. Why don't you use Momo?

   A. The bad reputation

   B. I don't really know it; I heard it's a flirting app.

   C. I don't like a chat with strangers.

   D. I've used other similar social app.

94. What do you know about Momo?

   A. It is a simple social media.

   B. It is a chatting app.

   C. It is a based location service app.

   D. It is a stranger's social media.

95. What purpose do you think people use Momo App?

   A. Find casual sex/ one-night stand.

   B. Pass time.

   C. Make friends.

D. Look for girl/boyfriend or someone married.

96. If you intend to use Momo, which functions would attract you to use?

   A. Find nearby people.

   B. Game center.

   C. Momo music live, support grassroots star.

   D. Group chatting and topic talking.

97. If I use Momo, It could be because of which reason of following?

   A. Find a long term relationship.

   B. Find a casual sex relation.

   C. Chatting with nearby people to kill time.

   D. Find friends traveling with me.

   (Five-point Likert Scale ranging from "Strongly disagree" to "Strongly agree"):

98. Momo is easier to meet new friends and date.

99. Momo is a flirting application.

100. Momo is a tool to pass the time, rather than a serious tool for dating.

101. Momo is interesting because users can meet with someone nearby him/her immediately.

102. I think Momo is a good way to look for a partner, more convenient than dating websites, such as Shijijiayuan, Baihe, etc.

103. Momo has a hook-up reputation because it is easier recognizing nearby strangers.

104. If my friends use Momo, I feel a bit despise and amazed on him/her.

105. I think people who are in a relationship should not continue to use Momo or other similar social media.

106. Momo is for those people who are desperate for love.

107. Dating in Momo is for "fun" and "play".

108. Most people use Momo only want to "hook up" or have casual/sexual

relationships.

109. It is possible appeared the long term relationship in Momo.

110. If possible, I will try to build a long-term romantic relationship through Momo?

111. I think disclosing personal information is essential for building meaningful

relationships.

112. The profile and avatar truer, the making friends easier.

113. I know someone who has been in a long-term relationship or marriage with

someone they met through Momo.

114. Momo is the "marriage killer", it has a negative impact on the long-term

relationship?

115. If I know my boyfriend/girlfriend/ spouse use Momo, I would feel uncomfortable

or unhappy.

116. Using Momo would accelerate the rate of breaking up or relationship breakdown.

117. I think one of the important reasons of people unfaithful is using Momo because

people can recognize strangers easier.

BIODATA

Ran Li

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Father's Name	Wenhua Li
Date of Birth	17-06-1990
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Marital Status	Single
Religion	None
Nationality	Chinese
Hobbies	Cooking, jogging, Singing
Communication Language	Chinese Mandarin, English, Thai language.
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Educational Qualification

Year	Education
2008	Graduated from the NO.1 High School of Kungang in 2008.
2012	Graduated from the Lijiang College of Guangxi Normal University in 2012, the major is Teaching Chinese as Second Foreign Language.

Experience

Three years' experience in Teaching Chinese as Second Foreign Language

Certification

I, the undersigned certify that to the best of my knowledge and belief, the resume correctly describes my qualification and myself.

Date: June 19, 2016
Place: Tianhua Yuan Community,
Anning, Kunming City, Yunnan
Province, China.

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