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Value and Values in Mobile Dating Apps

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Meghan Voll

Value and Values in Mobile Dating Applications

Today, an app exists for everything, from delivering relevant news headlines, to finding you your most compatible partner. Mobile dating applications are platforms that act as intermediaries, instituting our world and realities, according to certain ways of being. In common to these platforms is their notions of value, such as accessibility, ease of use, and privacy. Widely popular intermediaries like these structure public discourse, conflating private interests with public ones.

My research considers “value” and “values” in the mobile dating industry, via applications like Tinder and Hinge. I examine how public values like accessibility and privacy merge to support private economic interests. By emphasizing importance on public values but distorting their application to benefit private or corporate interests, confuses and reshapes public understandings of these values. Doing so has certain implications for a democratic society, but also, notions of visibility, where some content is made visible, while others rendered invisible.