

'Seduce me or lose me!' The Communication of Dating in the Digital Age

We discuss how the uses and practices of Tinder alter the communication of romantic love and why this communication is vulnerable to failure. We argue that communicative practices on dating apps are especially prone to dysfunctional seduction and thereby redefine the users' notions of romantic encounters. Through a mixed method approach of collaborative autoethnography and interviews we identify different communicative levels involved in the seductive process. On each level, intrinsic tipping points potentiate the failure of the

romantic encounter. We show how a society constructs (mediatized) ideas of romantic love and relationships – and simultaneously undermines them.

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