Cultural Differences in Self-Representation of Israeli and U.S. Men – the Users of Fiix Mobile Dating Application

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The following study focused on the topic of self-presentation on the on-line expanse among men using dating apps for the purpose of searching a potential spouse. The topic was examined in an inter-cultural perspective comparing between the patterns of self-presentation of Israeli men versus Americans. The focus of the study was the question of differences in the self-presentation patterns of two groups of men while emphasizing the way they reflect inter-cultural differences in an attractive masculine pattern to create an initial pair attraction.

For the study, use was made of a random sample of 230 male profiles of the dating application FIIX users, out of which 115 profiles of the Israeli users and an identical quantity of profiles of American users. The profiles sampled were of men aged 25-55 who used the dating applet for a search of a spouse. The sample was manually filtrated so that among the profiles, both of Israeli and American users, white men were selected, and among the Israeli users, only Jewish men were selected.

The study findings indicated several differenced in the self-presentation of the Israeli men compared to the Americans, which may teach about attractive masculine models to create an initial pair attraction in both cultures. The masculinity attractive model for creating initial pair attraction in the case of Israeli men was characterized by high familyism, relatively low individualism, a relatively high level of hegemonic masculinity to hyper-masculinity (machoism) and low-context communication style. At the same time, Israeli men showed a relatively high orientation toward a long-term relationship to establish a family, low autonomous self-centered focus with a low use of personality traits in the verbal self-representation, a high tendency to enhance physicality in visual self-representation along with low tendency to use emotional words/expression in verbal self-presentation, high preference to the use of visual self-presentation and a low tendency to a narrative description in the verbal self-presentation. On the other hand, the masculinity attractive model for creating initial pair attraction in the case of American men was characterized by relatively low familyism, a relatively high extent of individualism, a relatively low level of hegemonic masculinity to hyper-masculinity (machoism) and a high-context communication style. At the same time the American men showed orientation to pair relationships of various types including friendship relations, high focus on the autonomous self with high use of personality traits in the verbal self-presentation, relatively low tendency to emphasizing muscular physique in visual self-presentation along with a relatively high use of emotional words/expression in the verbal self-presentation, a relatively low preference to the use of visual self-presentation and a high tendency to narrative description in their verbal self-presentation.

The study findings add to the body knowledge about the inter-cultural differences in the self-presentation patterns in the online expanse and particularly in the on-line dating field. Furthermore, the study finding contribute to the gender study field and particularly to the study of masculinity as a social-cultural structuring.