Trolling on Tinder® (and other dating apps): Examining the role of the Dark Tetrad and impulsivity

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Abstract
No longer conceptualised as only for the “desperate”, online dating offers many benefits over face-to-face dating. Accompanying the benefits of online dating is the potential for new, distinct forms of antisocial behaviour online, such as trolling. The current study (N = 357) sought to explore the antisocial behaviour of trolling on Location-Based Real-Time Dating applications (i.e., LBRTD apps) in an online sample of Australians sourced from the community. Specifically, we examined the role of participant’s sex and of the personality traits of narcissism, Machiavellianism, psychopathy, sadism, and impulsivity in predicting perpetration of trolling behaviours on LBRTD apps. Although there were no sex differences, the traits of psychopathy, sadism, and dysfunctional impulsivity were significantly associated with trolling behaviours. Subsequent moderation analysis revealed that dysfunctional impulsivity predicts perpetration of trolling, but only if the individual has medium or high levels of trait psychopathy. Results of the current study aid in further conceptualising the personality of the Internet “troll”. Future research should further explore antisocial online behaviours, such as other hostile behaviour that occurs on LBRTD apps.

1. Introduction

Online dating is now a popular and socially acceptable way to meet romantic partners (Clemens, Atkin, & Krishnan, 2015). Benefits of online dating are substantial; for example, providing the ability to connect with a wider network of potential suitors (Finkel, Eastwick, Karney, Reis, & Sprecher, 2012) and the opportunity to find a partner who shares similar sexual orientations or religious affiliations (Clemens et al., 2015). Online dating also offers individuals with higher levels of dating and social anxiety the opportunity to engage in social interactions with less discomfort (Aretz, Demuth, Schmidt, & Vierlein, 2010). In addition to traditional online dating sites (e.g., RSVP.com.au®, Match.com®), more recently, mobile phone dating applications “or apps” (e.g., Tinder®, Bumble®) have gained popularity.

Termed Location-Based Real-Time Dating (LBRTD; Stempfhuber & Liegl, 2016) apps, these mobile phone apps focus on enabling local, immediate social (and in some cases, sexual) encounters (Blackwell, Birnholtz, & Abbott, 2014). LBRTD apps differ considerably from traditional online dating sites, which commonly implicitly or explicitly encourage (often through advertising and sometimes through the effort required to create a profile) longer term courtship and online communication (Blackwell et al., 2014). User numbers of traditional online dating sites remain higher than users of LBRTD apps (31% compared to 6% worldwide, respectively; McGrath, 2015); however, LBRTD apps are becoming increasingly popular, especially among younger adults, with 22% of younger adults using these apps (versus 5% reported in 2013; Pew Research Center, 2016). Tinder®, perhaps the most well-known LBRTD app, boasts an impressive 100 million downloads and 10 million active daily users (Smith, 2016). LBRTD apps provide a novel and unique method of establishing interpersonal relationships online and a new frontier for online relationships research. This increase in popularity of using these apps, however, is accompanied by the potential using these apps for antisocial purposes. As such, the aim of the current study was to explore, for the first time, the occurrence of antisocial behaviour on LBRTD apps and the predictors of these behaviours. Specifically, the current study sought to explore the online antisocial behaviour of “trolling”.

Internet communication has positive outcomes for interpersonal interactions (e.g., Antoci, Sabatini, & Sodini, 2015) and psychological wellbeing (e.g., Grieve, Indian, Witteveen, Tolan, & Marrington, 2013). Despite this, researchers have identified various social issues that appear more prevalent with Internet communication compared to traditional face-to-face communications (Appel, Gerlach, & Crusius, 2016), with particular attention given to new and diverse antisocial behaviours.
which have emerged online (e.g., Craker & March, 2016). Such antisocial behaviours include sending hate mail, sending threats, spreading rumours, and harassment (Dehue, 2013). A particular online antisocial behaviour that has become increasingly more common in recent years is the behaviour of trolling (Buckels, Trapnell, & Paulhus, 2014).

In general, trolling can be defined as communication online with the intention of being provocative, offensive, or menacing (Bishop, 2014), in an attempt to trigger conflict and cause victims distress for the trolls own amusement (Buckels, Trapnell, & Paulhus, 2014). Four elements are considered common in trolling behaviour: Deception, aggression, disruption, and success (Hardaker, 2010). Individuals intend to deceive their victims by using a fake identity, being malicious and provocative, taunting, and disruptive with the aim of achieving attention, thus resulting in trolling success (Hardaker, 2010). Most importantly, research has shown that the negative psychological outcomes of being harassed online are similar to the psychological outcomes of harassment in person (Feinstein, Bhatia, & Davila, 2013). As such, it is imperative to continue exploring predictors of trolling behaviours in different online domains. In particular, individual differences are useful in predicting these behaviours online (Buckels et al., 2014; Craker & March, 2016).

1.1. Predictors of trolling behaviours: sex and dark personality traits

Relative to women, men report more frequent engagement in Internet trolling behaviours and higher levels of trolling enjoyment (Buckels et al., 2014) - findings which have more recently been replicated specifically for the social networking site Facebook® (Craker & March, 2016). Researchers have also considered the role “dark” personality traits play in predicting online behaviours. For example, narcissism has been linked to increased self-promotion (Carpenter, 2012), and Machiavellianism has been linked to relational aggression in women (Abell & Brewer, 2014). These dark traits have also been explored in relation to perpetration of trolling behaviours (e.g., Buckels et al., 2014; Craker & March, 2016). Specifically, the Dark Tetrad traits (e.g., narcissism, Machiavellianism, psychopathy, and sadism; Chabrol, Leeuwen, Rodgers, & Sejourne, 2009) explain an additional 12.5% more variance than age and sex (Craker & March, 2016). To date, despite the popularity of online dating sites and the continuously growing popularity of LBRTD apps, trolling on these LBRTD apps are yet to be considered. As the Dark Tetrad traits have been associated with trolling behaviours on other online forums, the current study explores the utility of these traits predicting perpetration of trolling behaviours on LBRTD apps.

Although trolling behaviours and online dating are yet to be explored, other negative aspects of online dating have received some research attention, such as online dating romance scams (e.g., Buchanan & Whitty, 2014) and potential sexual health risks when using these services primarily for sexual purposes (e.g., Couch & Lammputtong, 2008). Importantly, the threat of being trolled on LBRTD apps is a common concern (Weiss, 2015). Considering that roughly 57% of women and 21% of men who have used online dating sites and LBRTD apps report being harassed, and that LBRTD apps produce higher rates of harassment in comparison to online dating sites (Burgess, 2016), research examining the factors underpinning these anti-social behaviours is warranted. As such, the current study aimed to explore, in addition to sex, the utility of dark personality traits in predicting trolling behaviours on LBRTD apps.

1.2. Is the Dark Tetrad enough?

In an effort to provide a more comprehensive analysis of predictors of trolling behaviours, individual impulsivity was also incorporated. Impulsivity has been further conceptualised as both functional (adaptive) and dysfunctional (maladaptive) impulsivity (Dickman, 1990). Unlike functional impulsivity, which is associated with positive outcomes, dysfunctional impulsivity has been described as acting impulsively and carelessly without thinking about the consequences (Dickman, 1990) and has been likened to the concept of psychopathic impulsiveness (Zadra vec, Bucik, & SoCan, 2005). Indeed, there is a significant association between trait psychopathy and maladaptive impulsivity (Woodworth & Porter, 2002), and between dysfunctional impulsivity and antisocial behaviours (Chabrol et al., 2009). As a result of the significant association between psychopathy and dysfunctional impulsivity, and previous research establishing psychopathy as an important predictor of online trolling behaviour (e.g., Buckels et al., 2014; Craker & March, 2016), we expected dysfunctional impulsivity to mediate possible relations between Dark Tetrad traits (particularly psychopathy) and trolling behaviours on LBRTD apps. Establishing dysfunctional impulsivity as a proximal mediator will further conceptualise trolling as a fast and careless behaviour (as suggested by Craker & March, 2016). In sum, in the current study it was predicted that gender (specifically male) and higher levels of Dark Tetrad traits would predict higher engagement in LBRTD app trolling behaviours, with dysfunctional impulsivity explaining further variance.

2. Method

2.1. Participants and procedure

Participants were recruited through advertisements on social media and email distribution, which included a URL link directing potential participants to the online survey hosted by surveymonkey.com. Participants were 357 adults (71% women; 29% men) aged 18–60 years of age ($M_{age} = 22.50, SD_{age} = 6.55$). The majority of the sample identified as having a heterosexual orientation (81%), followed by a bisexual orientation (10%), homosexual orientation (6%), and other orientation (3%). Selection criteria were that participants were adults and have previously used a LBRTD app. Tinder was the most frequently used app, with 92% of participants (90% men; 92% women) reporting currently using/ having used the app.

2.2. Measures

Individual levels of narcissism, Machiavellianism, and psychopathy were measured with the Short Dark Triad Scale (Jones & Paulhus, 2014), a 27-item measure with 9-items specific to each trait. The narcissism subscale ($\alpha = 0.80$) contains items such as “I insist on getting the respect I deserve”; the Machiavellianism subscale ($\alpha = 0.77$) contains items such as “I like to use clever manipulation to get my way”; and the psychopathy scale ($\alpha = 0.73$) contains items “people who mess with me always regret it”. Participants responded to each item on a five-point Likert scale ($1 = \text{Strongly Disagree}; 5 = \text{Strongly Agree}$), and responses were summed for an overall score for each trait.

The Short Sadistic Impulse Scale (O’Meara, Davies, & Hammond, 2011) is a 10-item measure of trait sadism. Participants rated their agreement (1 = Strongly Disagree; 5 = Strongly Agree) to statements such as “People would like hurting others is they gave it a go”. Items are summed for an overall score of individual sadism ($\alpha = 0.84$).

The Dickman Impulsivity Inventory (Dickman, 1990) is a 23-item measure designed to assess impulsiveness and includes two subscales: Dysfunctional impulsivity and functional impulsivity. Dysfunctional impulsivity ($\alpha = 0.82$) is measured with 12-items and includes statements such as “I frequently make appointments without thinking about whether I will be able to keep them”. Responses are dichotomous (True/False) and are then summed for a total score for each type of impulsivity. Only the dysfunctional impulsivity total score was included.

A modified version of Global Assessment of Internet Trolling (GAIT; Buckels et al., 2014) was used to measure individual trolling behaviours on LBRTD apps. For the purpose of the current study, the wording of the 4-item GAIT was modified to reflect trolling on LBRTD apps, rather than internet trolling in general. For example, “I have sent people to shock websites for the lulz” was modified to “I have sent people on the App shock comments for the lulz” (i.e., for the laughs). “I like to troll people in forums or the comments section of websites” was modified to “I like to troll people on the app”,
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