MASTERTHESIS

The effects of dating site advertisements on the quantity of other partners and the commitment to a love relationship.

An experimental research using a revised version of the Investment Model

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Abstract

Although love relationships have hopeful prospects for health and life satisfaction, the number of divorces and singles is still increasing (to 3.4 million singles in the Netherlands in 2030). Therefore, it is important to investigate possible factors that may explain the commitment to a relationship. In this study a model was used explaining commitment namely the revised version of the Investment Model (IVM). The additive construct in this model is *quantity of other partners*, because it seems likely that this construct also influences commitment due to the growing number of dating sites advertisements. In previous research the influence of dating site advertisements on quantity of other partners and commitment was not found. The current study had the aim of finding this association, making a few methodical changes. The first aim of the current study entails the investigation of the influence of movies about dating sites on the quantity of other partners. The second aim of the study is to investigate the influence of the quantity of other partners on commitment and the constructs that have an effect on the commitment to a relationship. Participants (N=62), involved in a romantic relationship, were randomly assigned to three experimental conditions (negative / positive movie about dating sites and control condition) and completed a response latency task about commitment and relationship satisfaction (IVM) and questionnaires concerning the revised version of the IVM scale, the BCSS (self-esteem and esteem about other persons), the MMIS (media influence), and exposure to dating sites. Results showed that quality and quantity of other partners did not have influence on commitment. Also, the manipulation movies did not have an effect on the quantity of other partners. However, surprisingly all movies made the participants feel less satisfied about their relationship. Further research should include difference in age of the participants, divers relationship satisfaction levels, a change in the hierarchy of the displayed tests, other implicit measures, education level and the control variables esteem and sort of love relationship.

Samenvatting

Alhoewel liefdesrelaties veel voordelen voor de gezondheid en de algemene tevredenheid in het leven hebben, blijft het aantal scheidingen en singles stijgen in Nederland (tot 3.4 miljoen singles in 2030). Hierdoor is het belangrijk om te onderzoeken wat de mogelijke verklarende factoren zijn van de 'commitment' in een relatie. In het huidige onderzoek is een model gebruikt welke deze commitment verklaard, de herziene versie van het Investment Model (IVM). Het toegevoegde construct in de herziene versie is de *kwantiteit van andere partners*. De hoeveelheid andere potentiële partners lijkt namelijk invloed te hebben op commitment door de sterke groei van het aantal dating sites de laatste jaren. Voorgaand onderzoek vond geen invloed van dating site reclames op de kwantiteit van een andere partner en commitment. De huidige studie had het doel om deze associatie wel te vinden door een aantal methodologische veranderingen. Het eerste doel van deze studie is om te onderzoeken wat de invloed is van dating site filmpjes op het aantal subjectieve potentiële partners. Het tweede doel is om te onderzoeken wat de invloed is van de hoeveelheid andere potentiële partners op commitment en op de andere constructen van de IVM. De participanten (N=62) met een liefdesrelatie werden willekeurig toegewezen aan drie experimentele condities (een negatief, positief filmpje over dating sites en controle conditie). Tevens werd commitment en relatietevredenheid (IVM) beoordeeld met een 'response latency' taak en werden er een aantal vragenlijsten uitgevoerd, namelijk de gereviseerde versie van de IVM, de BCSS (zelfvertrouwen en vertrouwen in andere mensen), de MMIS (media invloed), en de mate van blootstelling aan dating sites. De resultaten lieten zien dat de kwaliteit en kwantiteit van andere partners geen invloed hebben op commitment. Eveneens, de filmpjes hadden geen effect op de subjectieve gedachten over potentiële andere partners. Opvallenderwijs verminderde bij alle participanten de relatietevredenheid door de filmpjes. Belangwekkend zou zijn als toekomstig onderzoek extra aandacht geeft aan de volgende aspecten; verschillende leeftijden, verschillende niveaus van relatie tevredenheid, een gewijzigde volgorde van de testen, een andere meetmethode voor de impliciete variabelen, opleidingsniveau en de controle variabelen zelfvertrouwen en het soort liefdesrelatie.

Introduction

Falling in love, dating and getting married: It may be a fairytale, but for many people it turns out to be only a dream that was not meant to be true.

It is not a surprise that the number of divorces has increased in the last few decades. In the Netherlands the number of divorces in 2007 was nearly 32.000 and the total number of broken relationships per year was 100.000 (Centraal Bureau voor de Statistiek, 2008). This makes the resulting number of singles in the Netherlands more than 2.4 million. Under expected circumstances, this number will increase in the future years to 3.4 million in 2030 (Centraal Bureau voor de Statistiek, 2003). The high level of singles is worrisome because non-married people experience less life satisfaction and a declined health condition (Zimmerman & Easterlin, 2006). Indeed, several studies show that married people are healthier than unmarried people (Goldman, 1993; Goldman, Korenman & Weinstein, 1995). One of the possible explanations could be the protective mechanism of marriage, like emotional support (Brockman & Klein, 2004). Another explanation is the difference in behaviour between married individuals and people who are single. For example, married people engage less in risky behaviour (Wilson & Oswald, 2005). Finally, having a relationship reduces the chance of social isolation. It has been shown that social isolation is a major risk for morbidity (Kiecolt-Glaser & Newton, 2001). Besides this, Zimmerman and Easterlin found that marriage has a positive effect on overall life satisfaction. Given these benefits of a love relationship and the high divorce rates (32.000 in the Netherlands in one year) the question arises: What kind of factors make people want to leave a relationship or stay in it?

An often used model to investigate the constructs that contribute to the commitment of a relationship is the Investment Model (IVM), designed by Rusbult (1983). It describes three constructs that determine the commitment to a relationship, i.e. the intent to stay in a relationship (Rusbult, Martz & Agnew, 1988). The first factor, *relationship satisfaction,* increases commitment. It refers to the positive versus negative affect experienced in a relationship. Relationship satisfaction is influenced by the extent to which a partner fulfils the individual's most important needs, e.g. emotional and sexual needs. The second factor, *investment size,* refers to the magnitude and importance of the resources that are attached to a relationship. These are resources that would decline in value or be lost if the relationship was to end (Becker, 1960; Rubin &

Brockner, 1975; Staw, 1981; Tropper, 1972). Indirect investments can be mutual friends, personal identity, children, or shared material possessions, whereas direct investments can be disclosing thoughts and feelings to each other or investing time and effort in the relationship. Invested resources presumably enhance commitment because the act of investment increases the costs of ending a relationship, serving as a powerful psychological inducement to persist. High investments thus increase commitment, regardless of the quality of one's alternatives and whether or not one is satisfied. The third factor, *quality of alternatives,* refers to the perceived desirability of the best available alternative to a relationship. The quality of alternatives is based on the extent to which the individual's most important needs could effectively be fulfilled 'outside' of the current relationship. Rusbult, Martz and Agnew mentioned that the alternatives are both alternative partners and other alternative involvement with friends and family members. Alternatives of high quality decrease commitment, so people who have enticing alternatives luring them away from their present partners are less likely to stay in their existing relationships.

Altogether, the IVM suggests that people will wish to stay with their present partners when they are satisfied, when it would cost too much to break the relationship, or when there is no other desirable place for them to go. Hence, the interactions between these three constructs influence the choice whether or not to maintain a relationship. Interestingly, there seems to be an additional possibility to the IVM, because the quality of alternatives does not directly measure the number of potential other partners. The *quantity of other partners* seems a plausible additional construct, given the fact that the number of dating advertisements on television and the Internet had grown the last few years (ANP, 2007). As a matter of fact, a preliminary survey of the current study has shown that the participant group (N = 62) estimates 30% of the population to be a potential partner for them, even when they are currently in a romantic relationship. This number of potential other partners was called the *quantity of other partners*. It is likely to influence commitment to a relationship, while the prospect of having another partner can cause doubts about their current relationship and could harm faithfulness in relationship (Jemmott, Ashby & Lindenfeld, 2006).

Other studies also acknowledge the influence of the quantity of other partners on romantic relationships (South & Lloyd, 1995; Trent & South, 2003). The study of South and Lloyd (1995) was based on the theory of Becker (1981). Becker argued that married people have a subjective view of the amount of other potential partners, that is,

they think that there are more potential other partners. This is, because they have better information about the possibilities and they know the flaws in their current relationship and partner. South and Lloyd examined this theory by exploring the connection between the actual quantity other partners and marital dissolution. In this study the quantity of other partners was obtained by measuring sex ratio and matching people with comparable personal and contextual characteristics. They found that approximately one third of the divorces are preceded by infidelity, which can be associated with the actual quantity of other partners. So, persons remain open to alternative relationships while they are in a romantic relationship, even while married. In contrast with South and Lloyd, Trent and South (2003) found that the *actual* quantity of other partners did not affect marital relations. It was supposed, however, that the *subjective* quantity of other partners could affect these evaluations, which can lead to infidelity (Jemmott, Ashby & Lindenfeld, 2006). Given the fact that relationships can be influenced by a subjective quantity of other partners, Booij and van Someren (2009) investigated this association more specifically. First of all, their aim was to explore if the factor quantity of other partners is already present in the IVM. Their second aim was to see if dating sites influence the subjective quantity of other partners and if this quantity has a contribution to commitment and its determining factors.

The first aim was examined using a methodical investigation of the Investment Model Scale. Unexpectedly, it has been found that the subscale measuring the quality of alternatives of this questionnaire already implicitly included three distinctive subscales; namely 1) the quality of other partners, e.g., the presence of attractive features in another potential partner and the extent to which the individual's most important needs could effectively be fulfilled by the other potential partner. 2) The quality and quantity of alternatives and 3) the quantity of other partners. "Alternatives" are defined as: family and friends, other activities, and no partner at all. "Other partners" indicates a romantic relationship with another person. Although the subscales were already present, they were not given separate attention in the original IVM questionnaire. Therefore, Booij and van Someren created a revised version of the IVM scale, which included these constructs. Using factor analyses they showed that these three constructs contributed to commitment.

In order to investigate the second aim the influence of dating sites on the subjective quantity of other partners, dating site advertisements were used as an experimental tool, i.e. positive and negative written stories about dating sites. The

commitment level and the influencing constructs were measured with the revised version of the IVM Scale (Booij & van Someren, 2009). Although the expected associations were not found, it seems premature to reject the hypotheses. Two methodological issues could have been the cause for the unrevealed associations in the Booij and van Someren study. First, a possible issue is the presentation of their dating site advertisements used as experimental conditions. Written stories were used to influence the subjective quantity of other partners. Research, however, shows that video messages are more successful in persuasion than written messages (Osterhouse & Brock, 1970). This because video manipulations distract more from evaluating messages critically with counterarguments than written messages (Osterhouse & Brock, 1970; Chaiken & Eagly, 1976). This distractibility causes more persuasion because one cannot think about counterarguments. Therefore, the current study will use video messages instead of written messages. In addition, persuasion can be enhanced by the communicator's credibility, including communicator expertise, the number of arguments and message length (Kiesler & Mathog, 1968; Chaiken in Zanna, Olson, & Herman, 1987). These characteristics are more easily encapsulated in a video message than in written messages. That is why a specialized investigator was asked to present and communicate the propaganda video messages as credibly as possible in the current study.

A second possible explanation for the missing association in the study of Booij and van Someren (2009) was the explicit nature of the measurement. There are several studies (Greenwald, McGhee & Schwartz, 1998; Scinta & Gable, 2007) explaining that if attitudes towards romantic relationships are made explicitly, they are biased or self-protective. Therefore it seems possible that the supposed propositions can be found when using implicit means of measurements. However, there is a difference between commitment and relationship satisfaction, which can influence the measurements. Commitment is a construct with a cognitive component (Etcheverry & Le, 2005; Gawronski & Bodenhausen, 2005). This makes it hard to measure implicit commitment exclusively, because there is a cognitive decision to make when evaluating the questions. Relationship satisfaction, however, is a subjective affective component construct (Hendrick & Hendrick, in Sternberg & Hojjat, 1997) and therefore more easy to measure implicitly.

Conclusions and hypotheses

Drawing on the considerations outlined above, the current study has the aim to investigate the influence of the quantity of other partners on commitment and the other named constructs that determine commitment (relationship satisfaction, investment size, quality of other partners and quantity and quality of alternatives). This purpose is reached by using dating site propaganda movies and a control condition with no movie as an experimental tool instead of written stories. Commitment and relationship satisfaction will not only be measured with explicit measurements, but also with implicit measurements in order to enhance the possibility to find a link between quantity of other partners and commitment.

The first aim of the current study entails the investigation of the influence of movies about dating sites on the quantity of other partners (see (A) in Figure 1). Therefore, two video manipulation messages were used to influence the participant's thoughts about the quantity of other partners. One includes a positive story about dating sites and one includes a negative story about dating sites. The participants in the control condition will not see any movie.

Following the above mentioned expectations the first hypothesis will be: *The group exposed to the positive dating site movie is expected to report a higher level of quantity of other partners than the group exposed to the control condition, which again will have a higher level of quantity of other partners than the group exposed to the negative dating site story*. This is hypothesized because it seems reasonable that when participants hear positive stories about dating with other people via dating sites they will evaluate the amount of potential other partners to be larger. The opposite is likely to be true for negative stories.

The second aim of the current study is to investigate the influence of the quantity of other partners on commitment and the constructs that have an effect on the commitment to a relationship (see Figure 1; B). Depending on the already provided information it seems likely that quantity of other partners has a special contribution to the Investment Model. Therefore the second hypothesis entails: *Quantity of other partners will have influence on commitment.*

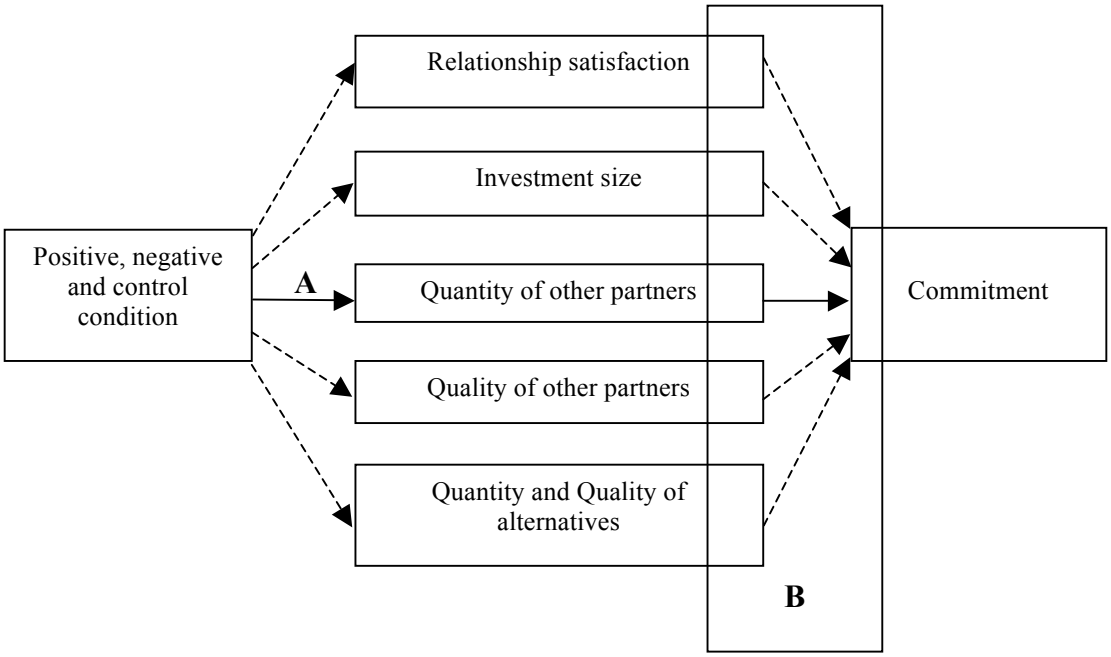

Figure 1 Representation of the hypotheses from the revised version of the Investment Model from Rusbult (1983)

To find more specific results, the sub-hypotheses will be; (a) *Quantity of other partners will have an influence on relationship satisfaction.* While it is reasonable to assume that if there are more potential partners, there will be a decline in relationship satisfaction in their own relationship. Indeed, the flaws in their relationship and partner are known, but not the flaws of other relationships and potential partners (Becker, 1981). Secondly, (b) *Quantity of other partners will have an influence on quality of other partners.* Because, the amount of other potential partners probably has an association with the attractive features of another potential partner and the participant needs in a relationship. Third, (c) *Quantity of other partners will not have influence on quality and quality of alternatives.* Hence, it can be expected that friends and family do not influence the subjective amount of potential partners. (d) *Quantity of other partners will not have influence on investment size.* For how much one invests in a relationship is presumably not associated with the quantity of other potential partners.

Finally, beyond the primary scope of this research, special attention is given to relationship satisfaction. It will be investigated if the propaganda movies will cause a change in relationship satisfaction, i.e. a difference between the actual relationship satisfaction before seeing the manipulation movie and the relationship satisfaction after seeing this movie. Previous studies discussed the influence of media on people's perception about romantic relationships (Galician, 2004). This influence however, is not the same for everyone: Kant and Verbruggen (2007) found that media has less

influence on people with high relationship satisfaction compared to people with a lower rate of relationship satisfaction. Therefore, it seems likely to find that the influence of the dating site movies in the current study will depend on the relationship satisfaction measured prior to the manipulation by the movies. This is why the final hypothesis will be: *People experiencing less relationship satisfaction prior to the manipulation of the movies, are more influenced by the movies in their relationship satisfaction than people experiencing more relationship satisfaction*.

Method

Participants

Sixty two (71% female and 29% male) persons, aged 18 – 44 (*M* = 23, 2 years, *SD* = 3, 7), who were involved in a romantic relationship participated in the study. Almost everybody (except one) of the participants had a high education level. Half of the participants were having a courtship and a large amount was married (31%). A percentage of 14.5 were living together and 5% was engaged. Most of the participants had a relationship of one up to six years (see Table 1 for further features of the participants).

Table 1

Amount of participants per nature and duration of their current relationship

Nature of current relationship	
Courtship	50.0%
Living together	14.5%
Engaged	4.8%
Married	30.6%
Duration of current relationship	
1 - 3 months	4.8%
3 - 6 months	1.6%
6 - 12 months	11.3%
1 - 3 years	35.5%
3 - 6 years	41.9%
7 - 12 years	3.2%
Longer than 12 years	1.6%

Materials

Manipulation movies

The participants of the positive and the negative manipulation movie conditions both contained 23 participants; the control condition contained 16 participants. The duration of the negative movie and positive movie was respectively 5 minutes and 35 seconds and 4 minutes and 27 seconds. Beforehand the two stories were written with a comparable structure (See Appendix 1 for the stories). These stories were presented and communicated by a scientific investigator of the University of Utrecht, specialized in

sexuality and relationships. The most important messages in the movies were highlighted by graphs and written sentences. The two different movies were recorded with a professional camera set at the University of Utrecht. For a full understanding, the movies can be found at http://estherwillemijn.nl/Masterthesis.wmv.

Software

The program E-prime has been used to design and integrate the different parts of the test, except for the manipulation movies. Therefore, the complete test was presented to the participants by a computer.

Measurements

In order to explicitly and implicitly measure commitment and relationship satisfaction, both response latency tasks (comparable with the evaluation decision task (Fazio, in Hendrick & Clark, 1990; Fazio, Jackson, Dunton & Williams, 1995)) and questionnaires were used. The explicit measurement, the IVM scale, was translated in Dutch and formed a base for the implicit measurements of commitment and relationship satisfaction. The relationship satisfaction questions were transformed into sentences stems. The commitment sentence stems and completion words were adopted from the study of Etcheverry and Le (2005), as a way of verification.

Explicit measure of the constructs of the revised IVM

The original version of the IVM Scale contained a 28 item counting questionnaire with a 5-point Likert scale, the revised version by Booij and van Someren, however, contained 35 items. This is because they created three new subscales with respect to the original quality of alternatives subscale; 'quality and quantity of alternatives', 'quality of other partners', and 'quantity of other partners'.

First of all, the *quality and quantity of alternatives* subscale contains seven items. For example, one of the questions is; *"My needs for intimacy and companionship could easily be fulfilled by friends"* and *"How many alternative activities (sports, hobby's, friends, e.g.) can replace your relationship?"* The score of the subscale ranges from 7 up to 35. Originally, Cronbach's alpha of the quality and quantity of alternatives subscale was .68 (Booij & van Someren, 2009). Cronbach's alpha in the current study was .71. The subscale *quality of other partners* contains four items and one of the questions of this questionnaire is; *"Do you find it appealing to have a relationship with another person?"* Participants could score from 4 up to 20 on this subscale. In the

original study the Cronbach's alpha of the quality of other partners subscale was .71, but the Cronbach's alpha in the current study was .67.

The third subscale, *quantity of other partners* contains three items. An example question is; *"Are there many people in your surroundings (other than your partner) who you could date?"* The score of the subscale ranges from 3 up to 15. Originally, the Cronbach's alpha of the quantity of alternatives subscale was .60, Cronbach's alpha in the current study was .74. The subscale *investment size,* concerning the amount of investments, has six items, with scores ranging from 6 up to 30. For example: *"How much did you invest in your relationship (time, money, energy)?".* Cronbach's alpha in the current study was .59, while in the previous study Cronbach's alpha was .82. The fifth subscale *commitment* contains eight items, on which the participant could score 8 to 40, e.g., *"I want our relationship to last for a very long time". Originally,* Cronbach's alpha was .91. In the current study, Cronbach's alpha was .68. Finally, *relationship satisfaction* was the sixth subscale, which contains five items. The question: *"I feel satisfied with our relationship"* was asked for example. The score of the subscale ranges from 5 to 25. This study found a Cronbach's alpha of .71, whereas the previous study had a Cronbach's alpha of .92.

The complete questionnaire can be found in Appendix 2.

The Visual Analogue Scale for relationship satisfaction (VAS scale)

In order to quantify and also verify if an already existing relationship satisfaction was influenced by the manipulation an additional measure was added. The Visual Analogue Scale (VAS) is an instrument that aims to measure a characteristic or attitude that is believed to range across a continuum of values and cannot easily be directly measured. As such an assessment is highly subjective; these scales are of most value when looking at change within individuals (Wewers & Lowe, 1990), like in this study. The two scores measured before and after the manipulation videos, were compared to see if there was an influence of the movies on the amount of relationship satisfaction. The scale had a rating of -50 to 50, with -50 representing *not at all satisfied* to 50 representing *very satisfied*. The reliability (Cronbach's alpha) for the VAS scale was .95.

Implicit measurement of commitment and relationship satisfaction

Each sentence stem, deriving from the IVM scale, was presented to the participants twice, with the sentence completion word differing, as antonyms, in the two presentations. The total number of sentence stems concerning commitment is 28

deriving from 14 unique stems. An example of a commitment sentence stem was *"I want my relationship to…"* with the completion words *"end"* or *"continue"*. Originally Cronbach's alpha was .89. In the current study, alpha was .51. The total number of sentence stems concerning relationship satisfaction was 24 deriving from 12 unique stems. An example of a relationship satisfaction sentence stem was *"I regret my relationship…"* with the completion words *"often"* or *"never"*. Cronbach's alpha was .74. In addition, filler sentence stems were adopted from the Etcheverry and Le study (2005) to obscure the purpose of the response latency task as well as provide measures of baseline levels of response speed for participants (Fazio, 1990, in Hendrick & Clark). These filler sentences made no references to the participants' romantic relationships or their romantic partners. An example of a filler sentence stem is *"When I read a book, I feel…"* with the completion words *"bored"* or *"excited"*. The total number of filler sentence stems was 60 deriving from 30 unique stems. The list of items, which were used, can be found in Appendix 3.

The Multidimensional Media Influence Scale (MMIS)

Media influence was measured as a control variable for the third hypothesis. Namely, it could be possible that an association between quantity of other partners and relationship satisfaction was not due to the influence of the movies but to media influence. A revised version of Booij and Someren (2009) of the Multidimensional Media Influence Scale (MMIS; Cusumano & Thompson, 2001) was used. It contains six items to test both overall media influence and specifically media influence on dating behaviour. Participants responded using a 5-point Likert scale. One statement reads as follows: "*When I see a commercial about dating sites, I begin to doubt about my relationship."* The six items were subdivided in the original factors; internalization (three items), awareness (one item) and media pressure (two items). The subscale scores were calculated by the sum of numbers of the responses. Booij and van Someren did not mention a Cronbach's alpha per subscale, only of the total questionnaire, namely .61. The reliability for this study was .65. The Cronbach's alpha found in the current study for internalization was .53, and for media pressure .77. Awareness was not calculated because it contains only one item. The questionnaire can be found in Appendix 4.

Exposure to dating sites

It is possible that when participants already had a large exposure to dating sites, this exposure influenced their opinion about their quantity of other partners instead of the

manipulation movies. So, although this control variable was used to control in every association, it was especially used in order to control for the hypothesized association between the manipulation movies and quantity of other partners. For the purpose of the study, it was measured in what way and in which amount the participants were influenced by the exposure to dating sites. Booij and Van Someren (2009) constructed six items. An example of one of the questions is: *"Would you try to find a partner via dating sites?"*. The total score was conducted by the sum of the numbers of the responses. Originally, Cronbach's alpha was .70. In the current study, Cronbach's alpha was .42 after deleting the question *"Are you a member of a dating site at the moment?"* This questionnaire can also be found in Appendix 4.

The Brief Core Schema Scales (BCSS)

The questionnaire about self-esteem, the Brief Core Schema Scales (BCSS; Fowler, et al. 2006) lists beliefs that people can hold about themselves and other people. This control variable was used with every hypothesis. Special attention, though, has been given to the variable relationship satisfaction in the last hypothesis, since self-esteem is correlated with relationship satisfaction e.g., people report more relationship satisfaction when their self-esteem is higher (Susan, Clyde & Nancy, 1988; Murray, Holmes & Griffin, 1996). Therefore, it is imaginable that relationship satisfaction was influenced by self-esteem instead of the quantity of alternatives. The BCSS contains 24 statements about the self and others. For every statement, the participant chose to what extent he or she thinks it is true on a 4-point Likert scale and a yes/no question. In the current study, however, these answer possibilities were transformed in a 5-point Likert scale, using Dutch translations of the original questions. That is, because scales of five to seven are more accurate than smaller or larger scales (Weisberg, Krosnick & Bowden, 1996). Little difference in reliability between 5 or 7-point scales was found (Alwin & Krosnick, 1991; Dawes, 2008). Four subscale scores were calculated by the sum of the numbers of the responses. These subscales were negative-self (six items), positive-self (six items), negative-others (six items) and positive-others (six items), with scores ranging from 6 up to 30. Originally, Cronbach's alpha was .78 and .86, respectively for the positive- and negative-self statements and .88 for both the positive- and the negative-others statements. In the current study, Cronbach's alpha's were .75 (others) and .72 (self). For this last questionnaire see Appendix 4.

Procedure

After permission from the participant to participate in the study concerning relationships, the participant was seated in a private room with a personal laptop. The participants were randomly assigned to the three manipulation conditions. An *informed consent* was read and signed by every participant before starting the tasks (see Appendix 5). This informed consent included a description of the different components of the test. The participants received a sticker on their left and one on their right hand, respectively green with "YES" and red with "NO" written on it. They were told to use it for the accuracy of the response latency task after the short movie.

First, the first question with the Visual Analogue Scale for relationship satisfaction was displayed on the screen. The participants were asked to click with the mouse on the VAS scale to rate their relationship satisfaction. After this, the participants in the experimental conditions watched the manipulation movies with a headphone, whereupon they started with the implicit measurement of commitment and relationship satisfaction. Participants in the control condition were immediately directed to this implicit measure.

During the implicit measurement of commitment and relationship satisfaction, i.e. the response latency task, the participants were instructed to place their fingers on the 'A' and 'L' keys. These were respectively green with 'YES' and red with 'NO'. The sentence then appeared on the screen. These sentence stems were missing the last word of the sentence and appeared on the screen for 4 s. before a single word completing the sentence appeared (e.g., *"I see myself as…*< pause, with fixation point '+' >*…faithful"*). After reading the sentence completion word, participants indicated if the statement was true or false by pressing the 'YES' key on the keyboard for true or the 'NO' key for false. Participants were instructed to answer all questions as accurately and quickly as possible (i.e., not sacrifice accuracy for speed but also not sacrifice speed for accuracy). Response times were measured from the onset of the completion word until the participants pressed the 'YES' (true) or 'NO' key (false). Once the participant responded, the next sentence stem was presented. Presentation order of all sentences was randomized. Five sentences with completion words were displayed before the "real" test begun. In this way participants could practice the task, minimizing the possibility of making mistakes during the "real" test.

After the response latency task the questionnaires were displayed on the screen. First the IVM Scale, then the Brief Core Schema Scales (BCSS), the Multidimensional

Media Influence Scale (MMIS), the exposure to dating sites questionnaire and the second Visual Analogue Scale question for relationship satisfaction. Finally, demographic questions about themselves and their relationship were asked. After finishing the task they were asked if there were comments or questions about the test.
A *debriefing* was administered to explain the details of the study (Appendix 5).

Design

An experimental between-subject design was used with three conditions: control, a positive propaganda movie and a negative propaganda movie. Participants were randomly assigned to the conditions.

The dependent variables were explicit commitment and relationship satisfaction (the revised version of the IVM scale and VAS scale), implicit commitment and relationship satisfaction (response latency task), investment size, quality and quantity of alternatives, quality of other partners, quantity of other partners (all deriving from the revised version of the IVM scale), and influence of the manipulation movies (the difference between the first measure of the VAS scale and the second measure of the VAS scale). The independent variables were the three manipulation conditions (a positive and negative movie and no movie), quantity of other partners (revised version of the IVM) and the first measure of relationship satisfaction by the VAS scale. Control variables were media influence (MMIS), exposure to dating sites, self-esteem and other-esteem (BCSS), gender, age, education level, left- or right handed, sex preference in relationships, duration of the relationship and kind of relationship.

Statistical analyses

The data were collected with a program of E-prime (EdataAid) and transmitted to Statistical Package for the Social Sciences (SPSS, version 16.0).
In order to perform analyses for the implicit measure of commitment and relationship satisfaction, the total corrected RT score is calculated by the formula: RT per item per subject / (RT per item per subject + mean RT filler items). Then, a weighted corrected score per participant was calculated. For the positive condition: 1 x (corrected mean RT per question/participant' RT of that question). For the negative condition: -1 x (corrected mean RT per question/participant' RT of that question). The mean of these scores where used in the analyses.

All data were analyzed in SPSS. First, Cronbach's alpha was obtained to measure the reliability of the questionnaires. Secondly, preliminary analyses were

conducted. Correlations were performed to see whether the expected associations between the six different constructs of the revised version of the IVM (implicit and explicit commitment and relationship satisfaction, investment size, quality and quantity of alternatives, quality of other partners, and quantity of other partners) were as expected. Next, Pearson product-moment correlations were performed in order to check if the control variables had associations with the dependent variables. After that, standard multiple regressions were conducted with the statistically significant correlating control variables and dependent variables. There was controlled for the remaining significant control variables in the following associations. Preliminary analyses for the correlations, regression analyses, one-way ANCOVA's, one-way ANOVA were conducted to ensure no violations of the assumptions of normality, linearity, homoscedasticity, equality of variance and homogeneity of variances.

The first hypothesis is examined using a one-way between-groups analysis of covariance (ANCOVA) to be able to control for the control variables. The independent variable was the manipulation conditions, e.g., positive and negative manipulation movies and the control condition with no movie. The dependent variable was the quantity of alternatives. To obtain a more precise result, an ANCOVA was performed also for the conditions, and for quality and quantity of alternatives with the control variables. Finally an ANOVA was conducted for the conditions and the quality of other partners, because no control variable had a significant influence on quality of other partners.

The second hypothesis and its sub-hypotheses were examined by hierarchical multiple regressions when there were significant influences of control variables. Pearson product-moment correlations were used when the control variables had no significant influences. Therefore the influence of quantity of other partners on the constructs commitment, relationship satisfaction, investment size and quality and quantity of alternatives was examined using regression analyses. In addition, correlations were conducted in order to explore the association between quantity of other partners and implicit commitment, implicit relationship satisfaction and quality of alternatives.

The last hypothesis was examined, using Pearson product-moment correlations between the measure of relationship satisfaction prior to the movies (the VAS-scale) and the influence of the movies. After this, a one-way between-groups ANOVA was used to look more specifically at the difference of the effect between the conditions.

Results

Preliminary analyses

Investigation of the revised version of the Investment Model (IVM)

The correlations between the six different constructs of the revised version of the IVM can be found in Table 2. First of all, like expected, almost all constructs correlated significantly with commitment. Participants with more relationship satisfaction (r = .59), less quality and quantity of alternatives (r = -.56) or higher investment size (r = .39), were more committed to their relationship. However, quality and quantity of other partners did not correlate with commitment, which was not in correspondence with the revised version of the IVM (Booij & van Someren, 2009). This means there is strangely enough no relationship between quality and quantity of other partners and commitment. Secondly, the correlations between the underlying constructs of commitment were not significant, except for a positive correlation between quantity of other partners and quality of other partners (r = .46) and a negative correlation between the quality and quantity of alternatives and investment size (r = -.44). So, as expected, when participants had a larger subjective amount of potential other partner, the quality of these other potential partners was also higher. However, in opposite direction of what was expected; the more investment put into a relationship, the larger the subjective amount and quality of alternatives to that relationship. The expected positive association between relationship satisfaction and investment size as well as the negative associations between relationship satisfaction and quality and quantity of alternatives, quantity of other partners and quality of other partners were not found. In addition there was no correlation between the implicit and explicit measurement of commitment, like expected. However, there was also no connection between the implicit and explicit measurement of relationship satisfaction, unlike expected.

Thus, the most important associations of the original IVM were found in the current study, with one contradictory finding of a negative association between investment size and quality and quantity of alternatives. Interestingly, the additive associations of the revised version of the IVM have not been found in the current study and there were no connections found between implicit and explicit commitment and between implicit and explicit relationship satisfaction.

Table 2

Pearson product-Moment correlations between the dependent variables and quantity of other partners

Dependent variables	1.	2.	3.	4.	5.	6.	7.	8.
1. Explicit commitment	-							
2. Explicit relationship satisfaction	.59**	-						
3. Quality of other partners	.00	.12	-					
4. Quantity of other partners	-.01	.01	.46*	-				
5. Quality & quantity of alternatives	-.56**	-.15	.11	-.01	-			
6. Investment size	.39**	.16	.04	-.06	-.44**	-		
7. Implicit commitment	-.19	-.17	.15	.12	.18	-.07	-	
8. Implicit relationship satisfaction	-.02	.15	-.04	.09	.11	-.16	.21	-

* $p < .05$ (2-tailed).

** $p < .001$ (2-tailed).

Examining associations between control variables and the dependent variables

To disclaim potential alternative explanations for the results, the connections between the control variables and the dependent variables, which had a significant correlation, were examined. The results of the multiple regressions can be found in Table 3. Several associations were found to be as expected. First of all, participants with high self-esteem (M = 47, SD = 4.39) were more satisfied about their relationships and participants with a high level of esteem about other persons in general (other esteem) (M = 46, SD = 4.39) had a larger amount and a better quality of alternatives. In addition, four associations about the sort and duration of the relationship were startling. First, participants with a serious relationship (married, 31%) were more committed to their relationships, but surprisingly, also less satisfied (living together, 15%). Also participants with a longer duration of their relationship (three to six years, 42%) had less potential other partners. Secondly, in contrast but not surprising, participants with a less serious relationship (courtship, 50%) had a smaller investment size. Their relationship satisfaction level was not aberrant compared to the other participants. Thirdly, an association that seemed not likely to be found was uncovered in the current study: Participants with a high esteem about other people put less investments in their relationship. So, in the current study, participants with a long or

serious relationship were more committed to their relationship, but less satisfied. Even more, they seemed to be less aware of the quantity of other partners. Finally, and very important, participants with a high score on the internalization construct of the MMIS (M = 4, SD = 1.77), i.e. a large extent of comparing features of your own life with the features displayed in the media, had also a high amount of other potential partners.

Table 3

Standard multiple regressions between correlating control variables and dependent variables

Variables	Beta	Sig.	Unique variance
Commitment and			
Married	.34	.01**	12%
Other esteem	-.23	.05	5%
Relationship satisfaction and			
Living together	-.33	.00**	11%
Self-esteem	.39	.01**	15%
Investment size and			
Duration of the relationship 6-12 months	-.19	.07	3%
Duration of the relationship 3-6 yrs	.01	.95	0%
Courtship	-.32	.02*	5%
Married	.26	.06	4%
Other esteem	-.27	.01*	7%
Quality and quantity of alternatives and			
Duration of the relationship 3-6 months	-.07	.59	0%
Duration of the relationship 7-12 yrs	-.16	.16	2%
Dating	.41	.01**	8%
Married	-.01	.94	0%
Other esteem	.33	.00**	10%
MMIS internalization	.21	.07	4%
Quantity of other partners and			
Duration of the relationship 3-6 yrs	-.27	.03*	7%
MMIS awareness	-.27	.03*	7%

Influence of the manipulation movies and			
Education level VWO	.21	.14	4%
Heterosexual	.15	.42	1%
Bisexual	-.31	.09	5%
Duration of the relationship 6-12 months	.25	.07	5%

* p < .05.

** p < .01.

The influence of the manipulation movies on the quantity of other partners

After adjusting for the significant control variables in the multiple regression analyses, there remained no significant differences between the three conditions on quantity of other partners, $F(2,35) = .155$, $p > .05$. Also, no differences were found between the conditions on quality of other partners ($F(2,59) = 1.38$, $p > .05$) and quality and quantity of alternatives ($F(2,57) = .97$, $p > .05$). This means that the participants did not differ in the amount and quality of subjective other potential partners or the amount and quality of subjective alternative involvements to a relationship when they were in different conditions, i.e. watching a negative movie about dating sites, a positive movie or no movie.

The influence of quantity of other partners on the other constructs of the revised version of the IVM

For every regression analysis, the control variables were entered in step 1 and the quantity of other partners in step 2. The results of the regression analyses are shown in Table 4. For a complete view of the results, the correlations of these analyses can be found in Table 2 (which were calculated earlier for a different purpose).

Explicit and implicit commitment were not significantly associated with quantity of other partners. The same associations were found for relationship satisfaction, i.e. quantity of other partners had no connection with both explicit and implicit relationship satisfaction. Therefore, it can be stated that participants with a larger subjective amount of other potential partner, were nor less satisfied about or more nor less committed to their relationships than participants with a lower subjective amount of potential other partners. As expected, because of the difficulty to measure this cognitive construct implicitly, this result did not differ between the explicit and implicit measure of commitment. Surprisingly, it also did not differ

between the explicit and the implicit measure of relationship satisfaction. In addition, no associations were found between the quantity of other partners and investment size, and the quality and quantity of alternatives. In other words, when the subjective amount of potential other partners differed for participants in the current study; there was no difference in the size of investment in their relationship or the amount and quality of alternative involvements.

Also worth mentioning, quality of other partners was the only dependent variable associated with quantity of other partners. This means that when participants had a larger subjective amount of other potential partners, the participant was also more aware of attractive features in this other potential partner. Moreover, the participant thinks that the potential partner can fulfil ones individual's most important needs. In short, quantity of other partners had no influence on the other constructs of the revised version of the IVM except for quality of other partners (participants with a high subjective amount of potential other partners, had also a high subjective quality of these partners).

Table 4

Results of the hierarchical regressions analyses of hypothesis 2 and its sub-hypotheses

Dependent variable	Variance explained in step 1	Variance explained in step 2	F step 2	Sig. step 2	R squared change	F change	Sig. F change
Commitment	13%	13%	4.64	.01**	.00	.11	.74
Relationship satisfaction	25%	26%	6.72	.00**	.01	.80	.38
Investment size	40%	40%	12.73	.00**	.00	.05	.82
Quality and quantity of alternatives	36%	36%	11.07	.00**	.00	.15	.70

* $p < .05$.

** $p < .01$.

The influence of relationship satisfaction on the effect of the manipulation movies and the influence of the manipulation movies on relationship satisfaction

There was a medium positive correlation between the relationship satisfaction at start and the effect of the manipulation movies on relationship satisfaction, $r = .27$, $N = 62$, $p < .05$. So, in contrast with the hypothesis, a high level of relationship satisfaction before the manipulation was associated with a higher influence of the conditions on relationship satisfaction.

To be more specific about the effect of the movies on relationship satisfaction, the following statistically significant differences were found between the three conditions ($F(2, 59) = 4.79$, $p < .05$). The mean score for the positive condition ($M = -1$, $SD = 3.34$) was significantly different from the negative condition ($M = -4.09$, $SD = 5.43$). So, the positive movie about dating sites had a smaller influence on relationship satisfaction than the negative movie about dating sites. The negative condition was also significantly different from the control condition ($M = -.44$, $SD = 2.63$). The control condition, i.e. participants who did not see a movie, had a smaller influence on relationship satisfaction than the negative movie about dating sites. The positive condition was not significantly different from the control condition. However, more surprisingly, all three movies made people feel less satisfied about their relationship. This effect was the largest for the negative movie, medium for the positive movie and the smallest for participants who did not see a movie.

Conclusions and discussion

The present study is an important and encouraging step towards understanding the nature and influence of the perception of subjective quantity of other partners in a love relationship. Every hypothese and additional interesting findings about control variables will be discussed.

First of all, like in the previous studies of Booij and van Someren (2009) and Rusbult, Martz and Agnew (1988), the most important associations in the original IVM were found to be present in the current study. However, what was remarkable are the differences found between the Booij and van Someren study (2009) and the current study, concerning the revised version of the IVM. Namely, the most important constructs of the revised version of the IVM, i.e. quality and quantity of other partners, did not have influence on commitment. It is plausible, that the correlations are distorted because of relative lack of population variability in the attitudes being assessed (Greenwald, McGhee & Schwartz 1998). In the current study, there is within the participant group a great amount of positive attitudes about their relationship. This makes it more likely to find no correlations. Noteworthy, this should be taken into account for all correlations in the current study. Also, the differences can be due to the substantial smaller participant group, used in the current study. Furthermore, differences concerning features of the participant groups can be found. For example, the current study had a comparable percentage of participants with a serious relationship (i.e. married of living together), while, surprisingly, the mean of the age of the participant group was substantially lower (M=30.5 for Booij and van Someren and M=23.2 for the current study). In addition the current study had a lower percentage of men. Both studies, though, had a notably high average of the education level of the participants. Therefore, it seems pertinent to further examine the power of the revised version of the IVM. To investigate these results specifically, future researchers should pay attention to features of the participants, like age and education level, while using a large participant group. In this way, it can be examined if it were indeed these characteristics that caused the differences between the two studies.

Second of all, implicit measures of commitment and relationship satisfaction were used in order to enhance the chance of finding an influence of quantity of other partners on these two constructs of the IVM. Surprisingly, unlike the explicit measures, the additional implicit measures of commitment and relationship

satisfaction did not have influence on any variable. Even more important, given the results of the correlations, the implicit measurement did not measure the same construct as the explicit measurement. However, since explicitly made attitudes towards romantic relationships are biased and self protective (Greenwald, McGhee & Schwartz, 1998; Scinta & Gable, 2007), it is still possible that implicit measurements are more adequate measurements of commitment and in any case relationship satisfaction than the explicit measurement of the IVM scale. Although the measurement was implicit, it is possible that respondents might purposefully distort their answers for social desirability or image-management reasons (Brunel, Tietje & Greenwald, 2004).

Third, surprisingly the manipulation movies about dating sites did not create a difference in the subjective amount of potential partners. Even though these movies seemed to be a better manipulation tool than the written stories in the previous study, the findings demonstrate that there was still no manipulation effect to be found. It is possible that a few factors resulted in not finding this manipulation. First, the information about dating sites alone could not have been convincing enough for influencing quantity of other partners. An addition of concrete calculation of sex ratio or singles in the direct surrounding could be adequate. Second, it can be recommended in future studies to present the VAS scale directly after the movie instead of after the questionnaires. In this way, the time for the participants to think about their relationship is reduced, a factor that can possibly diminish the effect of the manipulation of the movies in the current study (Scinta & Gable, 2007).

Fourth, further intriguing outcomes were discovered beyond the primary scope of this study, through the examination of the third hypothesis. Namely, participants seemed to be more influenced by the movies when they were more satisfied with their relationship. This finding is in contrast with earlier research (Booij & van Someren, 2009), because prior it was found that people are more influenced by media when they are less satisfied with their relationship. Specifically and even more surprising was the rating of the actual relationship satisfaction (before the participants saw the manipulation movie) decreased for all participants after the positive movie, as well as the negative movie and even in the control condition. One should expect that if people think that there are more other potential partners, they would be less satisfied with their current relationship. Likewise, if people think that there are less other potential

partners, they would be more satisfied with their current relationship. Several reasons could be due to these results. First, again like mentioned above, it is possible that the amount of thinking about their relationship or the questionnaires could have influenced the findings, instead of the manipulation movies. This is because of the disposition of the VAS-scale. Secondly, like before, these differences can be due to the smaller participant group in the current study. Third, some features of the participant group of the current study were different from those of the participant group of the study of Booij and van Someren. The participants in the current study were younger than the participants in the prior study, what could have influenced the results differently. Also, it seems possible that the effect could have been distorted because considerably more satisfied people participated in the study than less satisfied participants. However, the same division was true for the study of Booij and van Someren. Interestingly thus, is to replicate this hypothesis with a group ranging from very unsatisfied to very satisfied, while further examining these effects of age and relationship satisfaction.

Finally, several findings, which are worthy of note, concerned the influence of the control variables. First of all, in correspondence with the intention to look at self-esteem as a control variable with relationship satisfaction; participants with a high self-esteem reported more relationship satisfaction. Like mentioned before, this is probably due to overall positive illusions of people with high self-esteem, about themselves, others and their relationships (Susan, Clyde & Nancy, 1988; Murray, Holmes & Griffin, 1996). Their relationships are more stable, secure and they feel more satisfied (DeHart, Pelham & Murray, 2004). Murray, Holmes and Griffin (1996) stated, that people with low self-esteem find it hard to think positively about their relationship. This can be explained according the dependency regulation model: People regulate attachment to close others in a self-protective way, only allowing themselves to become dependent upon partners when the risk of rejection is perceived to be minimal (Berscheid & Fei, 1977; Bowlby, 1982; Holmes & Rempel, 1989; Murray, Holmes & Griffin, 2000). So, if people trust the other person and think positively about themselves they feel secure, especially in love relationship. This could result in more relationship satisfaction. Therefore, it seems to be useful to control for this variable in other research using relationship satisfaction. Secondly, the current study found an association between high esteem about other persons and

quality and quantity of alternatives. This seems reasonable, because if someone thinks positively about another person, one will spend more time with that person and appreciate him or her more. Additionally, the participants with a high esteem about other persons put less investments in their relationship. This also seems reasonable, because when someone thinks positive about other persons and has a large amount of alternative involvements, a relationship seems less necessary. Therefore it is also less needful to put much investment into a relationship. Fourth, it was interesting, but also argumentative to find that participants who were in a courtship, i.e. probably a less serious relationship and shorter in duration, put fewer investments in their relationship. The finding that married participants were more committed to their relationship, was also self-evident. However, intriguing and remarkable was the finding that participants who were living together, and therefore were in a serious relationship, were less satisfied with their relationship than married participants or participants who were in a courtship. This could be due to the non-committal character of the relationship of people who live together. Additionally, people who live together can also hold a realistic view about the relationship. Like mentioned in the introduction, persons have a positive bias to their relationship, but this bias turns into a more realistic view over time (Susan, Clyde, & Nancy, 1988; Murray, Holmes, & Griffin, 1996). Because married people are more committed to their relationship, they may also be more satisfied than people who are living together (Rusbult, 1983). Therefore, it is within reason that participants who are living together are in a longer relationship, and have a realistic and less positive view about their relationship, but they also are less committed to their relationship and therefore less satisfied. Interesting though is to examine more specifically these associations about sort and duration of relationships for further research.

In short, further research is needed to check and investigate the found associations. A few possible changes are recommended for following studies. First of all, a larger and more diverse participant group could be used and relationship attitudes, especially relationship satisfaction, of the participants could be more various. Secondly, the subject of the manipulation movies can be changed and for methodological reasons the second VAS-scale measurement can be presented directly after the manipulation movie (for the positive and negative condition) or after the first VAS-scale (for the control condition). In addition, it is worthwhile to explore more

specifically the found influences of the control variables to get a clearer insight in the influencing features of participants on the constructs of the IVM.

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Appendix 1

Negative story

Voor sommige mensen lijkt internet daten een ideale uitkomst maar vaak leidt het tot een enorme teleurstelling. Tegenwoordig hoor je steeds meer negatieve verhalen over internet dating. Het contact via zo'n site is echt niet zo veilig en effectief als dat ze zeggen op de websites. Veel onderzoeken tonen aan dat internet daten tot negatieve resultaten leiden. Ongeveer **50%** vindt online dating tegenvallen (Jerin & Dolinsky, 2001). Mvlife noemt een aantal oorzaken hiervan; singles kiezen de verkeerde datingsites, gedragen zich er niet netjes of hebben verkeerde verwachtingen. Zo blijkt dat **meer dan 50%** van de bezoekers liegt in zijn of haar profiel (Whitty, 2007). Velen gebruiken foto's van jaren geleden, details over een eventuele relatie of kinderen, gewicht, leeftijd en interesses zijn ook gebieden waarover veel gelogen wordt. Bijna **20%** van de daters is zelfs getrouwd!

In veel gevallen heb je dus niet de persoon voor je die je denkt dat je voor je hebt. Daarnaast blijkt dat 80% niet de intentie heeft om een relatie aan te gaan via de website. Ze maken gewoon voor de lol een profiel aan en doen er vervolgens niets mee. **80%** is dus helemaal niet op zoek naar een partner (Brym & Lenton, 2001). Van de overige **20%** is het dan nog sterk de vraag of ze de waarheid spreken over zichzelf.

De kans op het vinden van een date via een dating site is dus **erg klein**. Als er wél een date plaatsvindt is deze in bijna de helft van de gevallen zelfs vervelend (Brym & Lenton, 2001).

Als we alles op een rijtje zetten krijgen we dus het volgende overzicht.
80% van de bezoekers heeft niet de intentie om een relatie aan te gaan. Er blijft dan 20% over die op zoek is naar een date Van deze 20% liegt meer dan 50% over zijn of haar profiel, waardoor er 10 % overblijft om eventueel mee te daten. Lang niet iedereen van deze groep heeft natuurlijk een date, maar van het kleine percentage dat er één heeft, heeft bijna de helft een slechte ervaring. Zo houd je slechts een fractie over van het totale aantal bezoekers van een dating site en is de kans op een succesverhaal bijna nul!
De conclusie is dus dat het **lijkt** alsof er veel mogelijke partners te vinden zijn op het internet, maar dat dit absoluut **niet het geval** is!

References:

Brym, R. J., & Lenton, R. L. (2001). *Love Online: A Report on Digital Dating in Canada.* Toronto: MSN.CA

Jerin, R., & Dolinsky, B. (2001). You've got e-mail! You don't want it: Cyber-victimization and on-line dating. *Journal of Criminal Justice and Popular Culture, 9,* 15-21.

Whitty, M. T. (2007). Revealing the 'real' me, searching for the 'actual' you: Presentations of self on an internet dating site. *Computers in Human Behavior, 24,* 1707-1723.

Positive story

In Nederland zijn er op dit moment **2,2 miljoen** singles, waarvan bijna de helft actief op zoek is naar een partner. Er bestaan bijna **200 datingsites** met ontelbaar veel leden en deze sites worden ontzettend vaak bezocht. Relatieplanet heeft een gemiddeld aantal bezoekers van **880.000** per maand gevolgd door Lexa met **750.000** per maand. Op deze websites zijn natuurlijk een heleboel succes verhalen te vinden, maar ook uit wetenschappelijk onderzoek, zoals van Hintum & Latten, 2007; Brym & Lenton, 2001; Jerin & Dolinsky, 2001 en Whitty, 2007 blijkt dat er veel voordelen zitten aan het zoeken naar een potentiële partner via het internet.

De meeste dating sites bevatten profielen van een grote verscheidenheid aan mensen en veel sites zijn gericht op een specifieke doelgroep. Zo zijn er sites voor een brede doelgroep, zoals relatieplanet.nl, Parship.nl en lexa.nl. Maar er zijn ook sites voor alleen hoog opgeleiden of mensen met overgewicht, gothics en farmdate.nl voor 'agrarische dates' (Hintum & Latten, 2007).

Veel mensen die zich inschrijven op een dating site zijn ook nog eens erg geschikt als partner. Zo blijken ze minstens zo sociaal en zelfverzekerd als anderen (Brym & Lenton, 2001). Ze bezoeken vaak familie, zijn vaak lid van clubs en ondernemen veel activiteiten met vrienden. Ook hebben ze vaak goede intenties. 78% wil iemand ontmoeten en 58% wil een lange relatie opbouwen!

Veel kans dus op het vinden van een geschikt persoon via een dating site en dan blijkt dat er ook nog eens veel en effectief gedate wordt! Minstens 50% heeft in ieder geval één date. Hiervan houdt 60% er een lange termijn vriendschap aan over, 27% een partner en 3% trouwt.

Omgerekend in de leden van alleen al relatieplanet.nl hebben **440.000** mensen een date. Hiervan houden **264.000** mensen er een lange termijn vriendschap aan over, bijna **119.000** een vaste partner en **13,5 duizend** mensen trouwt (Brym & Lenton)! Kortom het bezoeken van een dating site biedt ontzettend veel kans op een geschikte partner!

References:

Van Hintum, M., & Latten, J. (2007). *Liefde à la carte.* Amterdam: Uitgeverij Archipel.

Brym, R.J., & Lenton, R.L. (2001). *Love Online: A Report on Digital Dating in Canada.* Toronto: MSN.CA

Jerin, R., & Dolinsky, B. (2001). You've got e-mail! You don't want it: Cyber-victimization and on-line dating. *Journal of Criminal Justice and Popular Culture, 9,* 15-21.

Whitty, M.T. (2007). Revealing the 'real' me, searching for the 'actual' you: Presentations of self on an internet dating site. *Computers in Human Behavior, 24,* 1707-1723.

Appendix 2

Revised version of the Investment Model Scale

Commitment					
Hoe waarschijnlijk is het dat je relatie eindigt in de nabije toekomst?	1.zeer onwaarschijnlijk	2.een beetje onwaarschijnlijk	3.niet onwaarschijnlijk en niet waarschijnlijk	4.een beetje waarschijnlijk	5.zeer waarschijnlijk
Hoe lang hoop je dat deze relatie (vanaf nu) zal duren?	1.een maand of minder	2. 1 tot 6 maanden	3. 1 tot 3 jaar	4. 3 tot 10 jaar	5. 10 jaar of meer
In hoeverre voel je je emotioneel gehecht aan je partner?	1.in het geheel niet	2.een beetje	3.niet gehecht maar ook niet ongehecht	4.best wel	5.in het geheel wel
In hoeverre zou je ook door willen gaan met je huidige relatie wanneer de relatie er slecht voor staat?	1.in het geheel niet	2.waarschijnlijk niet	3.misschien	4.waarschijnlijk wel	5.in het geheel wel
In welke mate voel je je 'verbonden' aan je relatie, ook als je eens wat minder tevreden bent met je partner?	1.zeer zwak	2.een beetje	3.niet zwak en niet sterk	4.best sterk	5.zeer sterk
Hoe vaak fantaseer je over hoe het zou zijn zonder je relatie met je partner? (b.v., hoe vaak denk je 'ik wou dat ik geen relatie zou hebben')?	1.nooit	2.heel soms	3.soms	4.vaak	5.zeer vaak
Is het mogelijk dat je verliefd wordt op een andere persoon (dan je partner) in het komende jaar?	1.helemaal niet mogelijk	2.waarschijnlijk niet mogelijk	3.niet heel mogelijk of onmogelijk	4.waarschijnlijk mogelijk	5.zeer goed mogelijk
Hoe waarschijnlijk is het dat je met iemand anders (dan je huidige partner) een kortstondige relatie zult hebben in het komende jaar?	1.zeer onwaarschijnlijk	2.een beetje onwaarschijnlijk	3.niet onwaarschijnlijk en niet waarschijnlijk	4.een beetje waarschijnlijk	5.zeer waarschijnlijk
Satisfactie					
Hoe verhoudt je relatie zich tot een ideale relatie?	1.verre van ideaal	2.niet ideaal	3.neutraal	4.best ideaal	5.ideaal
Hoeveel geluk en voldoening krijg je uit je relatie?	1.zeer weinig	2.een beetje	3.niet weinig en niet veel	4.best veel	5.zeer veel
Hoe is uw relatie vergeleken met de relaties van anderen?	1.veel slechter	2.een beetje slechter	3.hetzelfde	4.een beetje beter	5.veel beter
Hoe negatief of positief sta je, over het geheel genomen, tegenover je relatie?	1.zeer negatief	2.een beetje negatief	3.neutraal	4.een beetje positief	5.zeer positief
Hoe tevreden ben je, over het geheel genomen, met je relatie?	1.heel ontevreden	2.een beetje ontevreden	3.niet tevreden en niet ontevreden	4.een beetje tevreden	5.heel tevreden

Investment size					
Hoeveel heb je van jezelf in deze relatie gestopt (geheimen die je elkaar verteld hebt, gezamenlijke herinneringen, persoonlijke dingen)?	1.zeer weinig	2.een beetje	3.niet weinig en niet veel	4.best veel	5.zeer veel
Hoeveel heb je in de relatie geïnvesteerd (tijd, geld, energie)?	1.zeer weinig	2.een beetje	3.niet weinig en niet veel	4.best veel	5.zeer veel
Hoeveel activiteiten zou je min of meer moeten opgeven (of helemaal opnieuw moeten beginnen) als de relatie verbroken wordt (b.v. gezamenlijke vrienden, gezamenlijke sport-activieiten, etc.)?	1.zeer weinig activiteiten	2.een aantal activiteiten	3.niet weinig en niet veel activiteiten	4.best veel activiteiten	5.zeer veel activiteiten
Hoeveel heb je emotioneel in jullie relatie geïnvesteerd?	1.zeer weinig	2.een beetje	3.niet weinig en niet veel	4.best veel	5.zeer veel
Hoeveel heb je opgeofferd voor deze relatie (b.v. minder tijd besteden aan goede vrienden, hobbies, sport, studie of werk)?	1.niets opgeofferd	2.weinig opgeofferd	3.niet veel en niet weinig opgeofferd	4.best veel opgeofferd	5.zeer veel opgeofferd
Hoeveel bezittingen (b.v. meubels, muziekapparatuur, of -benodigheden, keukenspullen, etc.) zijn van jullie beide?	1.zeer weinig	2.een beetje	3.niet weinig en niet veel	4.best veel	5.zeer veel
Qualitiy and quantity of alternatives					
Hoe aantrekkelijk is het voor je om helemaal geen relatie te hebben?	1.zeer onaantrekkelijk	2.een beetje onaantrekkelijk	3.niet onaantrekkelijk en niet aantrekkelijk	4.een beetje aantrekkelijk	5.zeer aantrekkelijk
Hoe was het om geen relatie te hebben, voordat je deze relatie kreeg?	1.zeer vervelend	2.een beetje vervelend	3.neutraal	4.een beetje fijn	5.zeer fijn
Hoe aantrekkelijk is het om helemaal geen relatie te hebben vergeleken met de relatie die je nu hebt?	1.zeer onaantrekkelijk	2.een beetje onaantrekkelijk	3.niet onaantrekkelijk en niet aantrekkelijk	4.een beetje aantrekkelijk	5.zeer aantrekkelijk
In hoeverre zouden je behoeften aan intimiteit en kameraadschap kunnen worden vervangen door vrienden?	1.in het geheel niet	2.waarschijnlijk niet	3.misschien	4.waarschijnlijk wel	5.in het geheel wel
Als je geen relatie zou hebben, in welke mate zou het makkelijk zijn om een gelijke voldoening te halen uit andere activiteiten (bezigheden, sport, vrienden, e.d.)?	1.zeer moeilijk	2.een beetje moeilijk	3.niet moeilijk en niet makkelijk	4.een beetje makkelijk	5.zeer makkelijk
Hoeveel alternatieven (bezigheden, sport, vrienden, e.d.) heb je die je relatie zouden kunnen vervangen?	1.zeer weinig	2.een aantal	3.niet weinig en niet veel	4.best veel	5.zeer veel
Een partner is niet noodzakelijk voor mij want ik heb genoeg andere bezigheden.	1.zeer mee oneens	2.een beetje mee oneens	3.niet mee oneens en niet mee eens	4.een beetje mee eens	5.zeer mee eens

Quality of other partners					
Hoe aantrekkelijk is het voor je om een relatie te hebben met een ander?	1.zeer onaantrekkelijk	2.een beetje onaantrekkelijk	3.niet onaantrekkelijk en niet aantrekkelijk	4.een beetje aantrekkelijk	5.zeer aantrekkelijk
Een mogelijke andere partner voldoet meer aan mijn idealen voor een goede relatie.	1.zeer mee oneens	2.een beetje mee oneens	3.niet mee oneens en niet mee eens	4.een beetje mee eens	5.zeer mee eens
Hoe aantrekkelijk is het om een relatie met iemand anders te hebben vergeleken met de relatie die je nu hebt?	1.zeer onaantrekkelijk	2.een beetje onaantrekkelijk	3.niet onaantrekkelijk en niet aantrekkelijk	4.een beetje aantrekkelijk	5.zeer aantrekkelijk
In hoeverre zouden je behoeften aan intimiteit en kameraadschap kunnen worden vervangen door een andere partner?	1.in het geheel niet	2.waarschijnlijk niet	3.misschien	4.waarschijnlijk wel	5.in het geheel wel
Quantity of other partners					
In hoeverre zijn er andere mensen (dan je partner) met wie je eventueel een relatie zou *kunnen* beginnen?	1.zeer weinig	2.een beetje	3.niet weinig en niet veel	4.best veel	5.zeer veel
In hoeverre zijn er andere mensen (dan je partner) met wie je eventueel een relatie zou *willen* beginnen?	1.zeer weinig	2.een beetje	3.niet weinig en niet veel	4.best veel	5.zeer veel
Zijn er veel mensen in je nabije omgeving die misschien wel open staan voor een relatie met jou?	1.zeer weinig	2.een beetje	3.niet weinig en niet veel	4.best veel	5.zeer veel

Appendix 3

Implicit measurement of the revised version of the Investment Model Scale

Implicit measure commitment

Sentence stem	Completion word
Ik wil dat mijn relatie…	voorduurt.
Ik wil dat mijn relatie…	eindigt.
In het komende jaar is de kans dat ik met een ander zal daten…	groot.
In het komende jaar is de kans dat ik met een ander zal daten…	klein.
Ik zie mijzelf als…	ontrouw.
Ik zie mijzelf als…	trouw
Hopelijk duurt mijn relatie...	kort.
Hopelijk duurt mijn relatie...	lang.
Als mijn partner lijdt dan voel ik mij…	onbezorgd.
Als mijn partner lijdt dan voel ik mij…	bezorgd.
Als mijn relatie niet goed loopt, dan voel ik mij…	onaangedaan.
Als mijn relatie niet goed loopt, dan voel ik mij…	aangedaan.
De emotionele hechting aan mijn partner is…	klein.
De emotionele hechting aan mijn partner is…	groot.
Ik zie mijn relatie als…	korte-termijn.
Ik zie mijn relatie als…	lange-termijn.
Als ik plannen maak voor mijn toekomstige leven, is mijn partner hierbij…	afwezig.
Als ik plannen maak voor mijn toekomstige leven, is mijn partner hierbij…	aanwezig.
Mijn intentie ten opzichte van mijn relatie is om te…	vertrekken.
Mijn intentie ten opzichte van mijn relatie is om te…	blijven.
Ik vind het voortduren van mijn relatie…	onbelangrijk.
Ik vind het voortduren van mijn relatie…	belangrijk.
Als ik wat minder tevreden ben met mijn partner, voel ik mij t.o.v. mijn relatie…	afstandelijk.
Als ik wat minder tevreden ben met mijn partner, voel ik mij t.o.v. mijn relatie…	verbonden.
De band die ik met mijn partner heb is…	zwak.
De band die ik met mijn partner heb is…	sterk.
Ik ben bereid om voor mijn partner op te geven …	weinig.
Ik ben bereid om voor mijn partner op te geven …	alles.

Implicit measure relationship satisfaction

Sentence stem	Completion word
Over mijn relatie ben ik…	ontevreden
Over mijn relatie ben ik…	tevreden
Mijn relatie brengt mij …	ongeluk
Mijn relatie brengt mij …	geluk
Uit mijn relatie haal ik …	niets
Uit mijn relatie haal ik …	voldoening
Mijn relatie is vergeleken met die van anderen …	slechter

Mijn relatie is vergeleken met die van anderen …	beter
In het algemeen beschouw ik mijn relatie als …	negatief
In het algemeen beschouw ik mijn relatie als …	positief
Mijn relatie is bijna …	imperfect
Mijn relatie is bijna …	perfect
Ik kus mijn partner …	zelden
Ik kus mijn partner …	zelden
Dat mijn partner of ik de ruimte verlaat na een ruzie gebeurt…	vaak
Dat mijn partner of ik de ruimte verlaat na een ruzie gebeurt…	zelden
De gedachte dat het slecht gaat tussen mij en mijn partner heb ik …	vaak
De gedachte dat het slecht gaat tussen mij en mijn partner heb ik …	zelden
Ik vertel mijn partner…	weinig
Ik vertel mijn partner…	alles
Spijt van mijn relatie heb ik …	soms
Spijt van mijn relatie heb ik …	nooit
Ik en mijn partner ruzieën…	vaak
Ik en mijn partner ruzieën …	zelden
Irritaties tussen mij en mijn partner ontstaan …	vaak
Irritaties tussen mij en mijn partner ontstaan …	zelden

Implicit measure filler items

Filler item	**Completion word**
Als ik denk aan thuis, voel ik mij…	ongelukkig.
Als ik denk aan thuis, voel ik mij…	gelukkig.
Op school presteerde/presteer ik…	slecht.
Op school presteerde/presteer ik…	goed.
Reizen in Amerika lijkt mij…	saai.
Reizen in Amerika lijkt mij…	leuk.
De meeste mensen zouden mij beschrijven als…	pessimist.
De meeste mensen zouden mij beschrijven als…	optimist.
Het is belangrijk voor me dat anderen mij zien als…	instabiel
Het is belangrijk voor me dat anderen mij zien als…	stabiel
Als ik naar een restaurant ga zit ik het liefste…	buiten.
Als ik naar een restaurant ga zit ik het liefste…	binnen.
Als ik een boek lees voel ik mij…	verveeld.
Als ik een boek lees voel ik mij…	blij.
Goed gebruik maken van mijn vrije tijd is voor mij…	onbelangrijk.
Goed gebruik maken van mijn vrije tijd is voor mij…	belangrijk.
In het verkeer ben ik…	roekeloos.
In het verkeer ben ik…	voorzichtig.
In een vliegtuig voel ik mij…	bezorgd.
In een vliegtuig voel ik mij…	onbezorgd.
In een kamer met veel mensen voel ik mij…	ongemakkelijk.
In een kamer met veel mensen voel ik mij…	comfortabel.
s Morgens eet ik…	niets.

s Morgens eet ik…	ontbijt.
Als ik moet inleveren voor een deadline doe ik het…	later.
Als ik moet inleveren voor een deadline doe ik het…	meteen.
Ik zou mijzelf beschrijven als…	kort.
Ik zou mijzelf beschrijven als…	lang.
Carrière maken vind ik…	onbelangrijk.
Carrière maken vind ik…	belangrijk.
Ik zou mijzelf beschrijven als…	onvriendelijk.
Ik zou mijzelf beschrijven als…	vriendelijk.
Ik ben het meest alert in de…	ochtend.
Ik ben het meest alert in de…	avond.
s Morgens opstaan gaat bij mij…	langzaam.
s Morgens opstaan gaat bij mij…	snel.
Vergeleken met andere mensen loop ik…	langzaam.
Vergeleken met andere mensen loop ik…	snel.
Mijn favoriete maaltijd van de dag is het…	ontbijt.
Mijn favoriete maaltijd van de dag is het…	avondeten.
Ik maak makkelijk…	vijanden.
Ik maak makkelijk…	vrienden.
Mjn favoriete smaak ijs is…	vanille.
Mjn favoriete smaak ijs is…	chocola.
Mijn vrienden zouden mij beschrijven als…	gestrest.
Mijn vrienden zouden mij beschrijven als…	relaxt.
Ik vind romantische films meestal…	saai.
Ik vind romantische films meestal…	leuk.
Geschiedenis vind ik…	saai.
Geschiedenis vind ik…	interessant.
Ik vind het nederlandse rechtssysteem…	slecht.
Ik vind het nederlandse rechtssysteem…	goed.
Mijn vrienden zouden mij beschrijven als…	rationeel.
Mijn vrienden zouden mij beschrijven als…	emotioneel.
Rekening houden met het milieu vind ik..	onbelangrijk.
Rekening houden met het milieu vind ik..	belangrijk.
Anderen zie ik over het algemeen als…	goed.
Anderen zie ik over het algemeen als…	slecht.
Mijn algemene prestatie zie ik als…	goed.
Mijn algemene prestatie zie ik als…	slecht.

Appendix 4

Control variable questionnaires
BCSS

Negatieve zelf

Ik ben niet geliefd (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Ik ben waardeloos (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Ik ben zwak (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Ik ben kwetsbaar (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Ik ben slecht (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Ik ben een mislukkeling (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal

Positieve zelf

Ik ben gerespecteerd (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Ik ben waardevol (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Ik ben getalenteerd (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Ik ben succesvol (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Ik ben goed (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Ik ben interessant (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal

Negatieve anderen

Anderen zijn vijandig (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Anderen zijn hard (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Anderen zijn niet vergevingsgezind (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Anderen zijn slecht (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Anderen zijn onoprecht (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal

		beetje			
Anderen zijn gemeen (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Positieve anderen					
Anderen zijn eerlijk (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Anderen zijn goed (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Anderen zijn te vertrouwen (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Anderen accepteren snel (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Anderen zijn steunend (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal
Anderen zijn oprecht (in het algemeen)	1.ik geloof dit niet	2.ik geloof dit een beetje	3.ik geloof dit best wel	4.ik geloof dit heel erg	5.ik geloof dit helemaal

Exposure to dating sites

Stimulus					
Heb je ooit een datingsite bezocht?	1.nooit	2.soms	3.vaak		
Ben je momenteel lid van een datingsite?	1.ja	2.lid geweest	3.nee		
Hoe vaak heb je tijdens je huidige relatie gereageerd op een datingreclame (via bellen, smsen, e-mail of chat?)	1.nooit	2. 1 keer	3. 1 tot 3 keer	4. meer dan 3 keer	
Hoe vaak heb je in je hele leven gereageerd op een datingreclame (via bellen, smsen, e-mail of chat?)	1.nooit	2. 1 keer	3. 1 tot 3 keer	4. meer dan 3 keer	
Denk je dat een datingsite een goede manier is om een partner te vinden?	1.ja, heel erg	2.ja, een beetje	3.nee, niet echt	4.nee, helemaal niet	
Zou je proberen via datingsites een partner te vinden?	1.nooit	2.waarschijnlijk niet	3.waarschijnlijk wel	4.zeker weten	
Hoe vaak zie je een reclame voor een datingsite?	1.nooit	2.bijna nooit	3.soms	4.vaak	5.zeer vaak

MMIS

Stimulus					
Internalization					
Ik wil net zo'n gelukkige relatie als de mensen in TV−reclames hebben.	1.geheel mee oneens	2.beetje mee oneens	3.niet mee oneens en niet mee eens	4.beetje mee eens	5.geheel mee eens
Ik vergelijk mezelf met televisiebekendheden.	1.geheel	2.beetje	3.niet mee	4.beetje	5.geheel

	mee oneens	mee oneens	oneens en niet mee eens	mee eens	mee eens
Ik wil lijken op mensen van de TV.	1.geheel mee oneens	2.beetje mee oneens	3.niet mee oneens en niet mee eens	4.beetje mee eens	5.geheel mee eens
<u>Awareness</u>					
Mensen die een relatie hebben zien er gelukkiger uit dan mensen zonder een relatie.	1.geheel mee oneens	2.beetje mee oneens	3.niet mee oneens en niet mee eens	4.beetje mee eens	5.geheel mee eens
<u>Media pressure</u>					
Door het zien van datingreclames op TV zou ik een partner willen gaan zoeken (via zo'n dating site).	1.geheel mee oneens	2.beetje mee oneens	3.niet mee oneens en niet mee eens	4.beetje mee eens	5.geheel mee eens
Het zien van dating sitereclames doet mij twijfelen aan mijn relatie.	1.geheel mee oneens	2.beetje mee oneens	3.niet mee oneens en niet mee eens	4.beetje mee eens	5.geheel mee eens

Algemene demografische gegevens							
Ben je een man of een vrouw?	1.Man	2.Vrouw					
Wat is je leeftijd?	"open"						
Wat is je hoogstgenoten opleiding?	1.Lagere school	2.VMBO	3.Havo	4.VWO	5.MBO	6.HBO	7.WO
Ben je links- of rechtshandig?	1.Links	2.Rechts					

Demografische gegevens over de relatie					
Hoe zou je jezelf het beste omschrijven?	1.Hetero-seksueel	2.Homo-seksueel	3.Biseksueel		
Hoe lang heb je een relatie?	1. 0 tot 1 maand	2. 1 tot 3 maanden	3. 3 tot 6 maanden	4. 6 tot 12 maanden	5. 1 tot 3 jaar
	6. 3 tot 6 jaar	7. 7 tot 12 jaar		8. Meer dan 12 jaar	
Wat beschrijft het beste je huidige relatie?	1.Daten	2.Verkering	3.Knipperlicht-relatie	4. Samen-wonend	5.Verloofd
	6. Getrouwd				
Heb je een monogame of een polygame relatie	1.Monogaam	2.Polygaam			
Heb je eerdere relaties gehad van langer dan 1 maand?	1. 0 relaties	2. 1 tot 3 relaties	3. 4 tot 6 relaties	4. meer dan 6 relaties	

Appendix 5

Informed consent & Debriefing

NB. Tussen haakjes en schuingedrukt is alleen toegevoegd bij de condities met een positief of negatief filmpje.

Beste deelnemer,

Hartelijk dank dat u aan ons onderzoek wilt deelnemen.
Wij zijn studenten psychologie aan de Universiteit van Utrecht. We zijn bezig met een onderzoek voor ons masterdiploma. Dit onderzoek gaat over relaties en tevredenheid. Hierbij richten wij ons op personen tussen de 18 en 35 jaar. Als u niet tot deze doelgroep behoort, kunt u helaas niet aan dit onderzoek deelnemen.

Wat kunt u verwachten?
Allereerst wordt u gevraagd naar uw relatietevredenheid *(en krijgt u een filmpje te zien)*. Vervolgens gaat u een taak uitvoeren, waarin u zo snel mogelijk op woorden moet reageren. Vervolgens worden er nog enkele vragenlijsten afgenomen. Het onderzoek zal ongeveer 45 minuten gaan duren en na afloop worden eventuele vragen beantwoord.

We willen graag benadrukken dat alle gegevens die in dit onderzoek verzameld worden, vertrouwelijk en anoniem zullen worden behandeld.

Mocht u nog vragen hebben over dit onderzoek, neemt u dan contact op met één van de onderzoekers:

Annelore Horn A.Horn@students.uu.nl
Esther van der Klok-Niemeijer E.W.Niemeijer@students.uu.nl

Alvast onze hartelijke dank voor uw deelname.

Proefpersoon: ……Conditie:…….

Informed Consent

Ik verklaar dat ik tussen de 18 en de 35 jaar oud ben en dat ik toestemming verleen om deel te nemen aan dit onderzoek. Ik bevestig dat ik voldoende ben geïnformeerd en dat mijn deelname aan deze studie vrijwillig is. Ik ben me ervan bewust dat ik op ieder moment mijn deelname kan beëindigen. Tevens weet ik en vertrouw ik er op dat alle datagegevens vertrouwelijk en anoniem behandeld zullen worden. Ik begrijp dat ik *(een filmpje ga bekijken)*, een taak uitvoer en een aantal vragenlijsten ga invullen en ik weet dat ik na afloop van het onderzoek verdere uitleg zal krijgen over het onderzoek. Ik begrijp dat deelname aan dit onderzoek geen nadelige gevolgen voor mij zal hebben.
Ik heb voldoende informatie gekregen over het doel van het onderzoek en al mijn vragen en opmerkingen zijn beantwoord.

_____

_____

Handtekening participant Datum

Debriefing

Beste deelnemer,

Allereerst onze hartelijke dank voor uw medewerking aan dit onderzoek. U heeft deelgenomen aan een onderzoek over de invloed van de aanwezigheid van andere mogelijke partners op de tevredenheid over een relatie.

Eerder onderzoek verwachtte dat de tevredenheid over een relatie onder andere bepaald kan worden door de hoeveelheid andere mogelijke partners die iemand denkt te hebben. Als een vrouw bijvoorbeeld het idee heeft dat er veel anderen zijn die haar leuk vinden en waarmee zij een relatie kan beginnen, zal zij minder tevreden zijn over haar huidige relatie. Dit verband is getest middels een meting op bewust niveau, namelijk vragenlijsten. Helaas werd het verband niet aangetoond in deze studie.

Het doel van ons onderzoek is dat we kijken naar een soortgelijk verband, maar met een meting op onbewust niveau. Eén groep lieten we een positief filmpje zien over dating sites, zodat iemand verwacht dat er veel mogelijke andere partners zijn. De tweede groep kreeg een negatief filmpje over dating sites, zodat iemand verwacht dat er weinig mogelijke andere partners zijn. De derde groep kreeg geen filmpje, zodat deze niet beïnvloed werd. ***Belangrijk*** *is dat u weet dat de filmpjes niet naar waarheid zijn. Het negatieve filmpje is veel te negatief en het positieve filmpje is veel te positief, de waarheid ligt in het midden.*

In de taak die u uitgevoerd heeft werd er gevraagd een reactie te geven op zinnen die te maken hadden met tevredenheid. Uw reactietijd werd hierbij gemeten, waardoor er berekend kan worden hoe tevreden u onbewust bent over uw relatie.
De vragenlijsten zijn gebruikt om te kijken naar bijvoorbeeld enkele aspecten van uw relatie, hoe sterk u beïnvloedt wordt door media en algemene kenmerken.

Wij hopen u hierbij voldoende te hebben ingelicht. Mocht u nog vragen hebben, dan willen wij deze graag voor u beantwoorden.

Belangrijk: *Wij willen u verzoeken om zo weinig mogelijk over de inhoud van dit onderzoek aan anderen te vertellen, omdat wij wellicht uw collega's of vrienden zullen vragen deel te nemen. Dit zou namelijk een vertekening van de resultaten op kunnen leveren, en daarmee deze gegevens voor ons onderzoek negatief kunnen beïnvloeden.*

Nogmaals vriendelijk dank voor uw deelname!

Hartelijke groeten,

Annelore Horn en Esther van der Klok-Niemeijer - *onderzoekers*
Supervisie: Drs. Lisalotte Verspui, Afdeling Klinische & Gezondheidspsychologie, Universiteit Utrecht

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1. Datareduction and the making of variables

1.1 Recoding

1.1.1 Rusbult questionnaire:

Subscale commitment

- Hoe waarschijnlijk is het dat je relatie eindigt in de nabije toekomst?
- Hoe vaak fantaseer je over hoe het zou zijn zonder je relatie met je partner? (b.v., hoe vaak denk je 'ik wou dat ik geen relatie zou hebben')?
- Is het mogelijk dat je verliefd wordt op een andere persoon (dan je partner) in het komende jaar?
- Hoe waarschijnlijk is het dat je met iemand anders (dan je huidige partner) een kortstondige relatie zult hebben in het komende jaar?

```
RECODE Hoewaarschijnlijkishetdatjerelatieeindigtindenabijetoekomst (1=5) (2=4) (3=3) (4=2) (5=1)
INTO OHoewaarschijnlijkishetdatjerelatieeindigtindenabijetoekomst.
EXECUTE.
```

```
RECODE Hoevaakfantaseerjeoverhoehetzouzijnzonderjerelatiemetjepartner (1=5) (2=4) (3=3) (4=2)
(5=1) INTO OHoevaakfantaseerjeoverhoehetzouzijnzonderjerelatiemetjepartner.
EXECUTE.
```

```
RECODE Ishetmogelijkdatjeverliefdwordtopeenanderepersoon (1=5) (2=4) (3=3) (4=2) (5=1) INTO
OIshetmogelijkdatjeverliefdwordtopeenanderepersoon.
EXECUTE.
```

```
RECODE Hoewaarschijnlijkishetdatjemetiemandanders (1=5) (2=4) (3=3) (4=2) (5=1) INTO
OHoewaarschijnlijkishetdatjemetiemandanders.
EXECUTE.
```

Subscale relationship satisfaction

No recode

Subscale quality and quantity of alternatives

No recode

Subscale quality of other partners

No recode

Subscale quantity of other partners

No recode

1.1.2 BCSS

Negative self

- Ik ben niet geliefd
- Ik ben waardeloos
- Ik ben zwak
- Ik ben kwetsbaar
- Ik ben slecht
- Ik ben een mislukkeling

Negative others

- Anderen zijn vijandig
- Anderen zijn hard
- Anderen zijn niet vergevingsgezind
- Anderen zijn slecht
- Anderen zijn onoprecht
- Anderen zijn gemeen

```
RECODE ikbennietgeliefd (1=5) (2=4) (3=3) (4=2) (5=1) INTO Oikbennietgeliefd.
EXECUTE.
```

```
RECODE ikbenwaardeloos (1=5) (2=4) (3=3) (4=2) (5=1) INTO Oikbenwaardeloos.
EXECUTE.
```

```
RECODE ikbenzwak  (1=5) (2=4) (3=3) (4=2) (5=1) INTO Oikbenzwak.
EXECUTE.
```

```
RECODE ikbenkwetsbaar (1=5) (2=4) (3=3) (4=2) (5=1) INTO Oikbenkwetsbaar.
EXECUTE.
```

```
RECODE ikbenslecht (1=5) (2=4) (3=3) (4=2) (5=1) INTO Oikbenslecht.
EXECUTE.
```

```
RECODE ikbeneenmislukkeling (1=5) (2=4) (3=3) (4=2) (5=1) INTO Oikbeneenmislukkeling.
EXECUTE.
```

```
RECODE    andereninhetalgemeenzijnvijandig (1=5) (2=4) (3=3) (4=2) (5=1) INTO
Oandereninhetalgemeenzijnvijandig.
EXECUTE.
```

```
RECODE andereninhetalgemeenzijnhard (1=5) (2=4) (3=3) (4=2) (5=1) INTO
Oandereninhetalgemeenzijnhard.
EXECUTE.
```

```
RECODE andereninhetalgemeenzijnnietvergevingsgezind (1=5) (2=4) (3=3) (4=2) (5=1) INTO
Oandereninhetalgemeenzijnnietvergevingsgezind.
EXECUTE.
```

```
RECODE andereninhetalgemeenzijnslecht (1=5) (2=4) (3=3) (4=2) (5=1) INTO
Oandereninhetalgemeenzijnslecht.
EXECUTE.
```

```
RECODE andereninhetalgemeenzijnonoprecht (1=5) (2=4) (3=3) (4=2) (5=1) INTO
Oandereninhetalgemeenzijnonoprecht.
EXECUTE.
```

```
RECODE andereninhetalgemeenzijngemeen (1=5) (2=4) (3=3) (4=2) (5=1) INTO
Oandereninhetalgemeenzijngemeen.
EXECUTE.
```

1.1.3 Exposure to dating site:

- Ben je momenteel lid van een datingsite?
- Denk je dat een datingsite een goede manier is om een partner te vinden?

```
RECODE Benjemomenteellidvaneendatingsite (1=3) (2=2) (3=1) INTO
OBenjemomenteellidvaneendatingsite.
EXECUTE.
```

```
RECODE Denkjedateendatingsiteeengoedemanierisomeenpartnertevinden (4=1) (3=2) (2=3) (1=4)
INTO ODenkjedateendatingsiteeengoedemanierisomeeenpartnertevinden.
EXECUTE.
```

1.1.4 MMIS

Internalization
No recode
Awareness
No recode
Media pressure
No recode

1.2 Removing participants en questions concerning RT

Participants
a. Calculate the mean RT per subject
b. Numbers 20, 21 and 128 were removed. These participants were exceptional slow in reaction time.
Questions
a. Checking strange scores by outliers
b. Two questions were removed:

- Ik kus mijn partner …vaak
- Ik kus mijn partner …zelden

1.3 Calculating the mean RT per question:

In order to perform analyses for the implicit measure of commitment and relationship satisfaction, the total corrected RT score is calculated by the formula: RT per item per subject / (RT per item per subject + mean RT filler items). Then, a weighted corrected score per participant was calculated. For the positive condition: 1 x (corrected mean RT per question/participant' RT of that question). For the negative condition: -1 x (corrected mean RT per question/participant' RT of that question. The mean of these scores where used in the analyses.

1.4 Correlations

Mean RT of commitment and the filler items.
It correlates very well: .932 with an alpha of 0.01

```
CORRELATIONS
 /VARIABLES=gemcommrt gemfillerrt
 /PRINT=TWOTAIL NOSIG
 /STATISTICS DESCRIPTIVES
 /MISSING=PAIRWISE.
```

2. Preliminary Analyses – Descriptives en outliers

2.1 Calculate the minimum and maximum scores

Leeftijd, duur, rating1, rating2, implcomm en implsatisf.

```
FREQUENCIES VARIABLES=leeftijd duur rating1 rating2 impcomm impsat
  /STATISTICS=MINIMUM MAXIMUM
  /ORDER=ANALYSIS.
```

2.2 Descriptives of nominal variables

```
FREQUENCIES VARIABLES=conditie Geslacht Opleiding lrhandig sexvoork duur soort
monopoly eerdererel
  /ORDER=ANALYSIS.
```

2.3 Descriptives of continue variables

```
FREQUENCIES VARIABLES=leeftijd rating1 rating2 vrijgezel nselfesteem pselfesteem
notheresteem
   potheresteem Selfesteem Otheresteem Rcommitment Rsatisfactie Rinvestment
Rkwalalternatieven
   Rkwantalternatieven Rkwalpartner Rkwantpartner mmisinternalizatie mmisawareness
mmismediapressure
   mmiconditie4 impcomm impsat exposure
  /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN SKEWNESS SESKEW
KURTOSIS SEKURT
  /ORDER=ANALYSIS.
```

It is checked if there is a normal distribution. Relationship satisfaction is less normally distributed, the rest is quite good normally distributed (Normal Q-Q plot).

Checking for outliers:

The histogram shows points, which are distributed unevenly.

The boxplots shows the following outliers:

1. rating 1 (none).
2. rating 2 (14)
3. vrijgezel (122)
4. nselfesteem (14)
5. pselfesteem (none)
6. potheresteem (none)
7. notheresteem (125)
8. esteem (7 and 14)
9. otheresteem (23 and 125)
10. Rcommitment (none)
11. Rsatisfactie (none; 14, 119 and 131)
12. Rinvestment (none)
13. Rkwalalternatieven (extreme; 29, 22 and 131)
14. Rkwantalternatieven (none)
15. Rkwalpartner (none)
16. Rkwanpartner (22 and 131)
17. mmisinternalisatie (6 and 7)
18. mmisawareness (none)
19. mmismediapressure (extreme; 26,132,14,134,6,126,30,22,113,119, and 120)
20. mmiconditie4 (none)
21. impcomm (none)
22. impsat (15,26, and 14)
23. exposure (7, extreme;134)

3 Preliminary analyses – Reliability analyses

3.1 Rusbult questionnaire

3.1.1 Commitment

Cronbachs alpha is .680. After removing an item that scored below .3 in the item-total statistics, it becomes .682. Therefore, we leave this item in the questionnaire.

```
RELIABILITY
  /VARIABLES=Hoelanghoopjedatdezerelatievanafnuzalduren
    Inhoeverrevoeljejeemotioneelgehechtaanjepartner
    Inhoeverrezoujeookdoorwillengaanmetjehuidigerelatiew
    Inwelkematevoeljejeverbondenaanjerelatieookalsje
    Ohoewaarschijnlijkishetdatjerelatieeindigtindenabijeto
    Ohoevaakfantaseerjeoverhoehetzouzijnzonder
    Oishetmogelijkdatjeverliefdwordtopeenander Ohoewaarschijnlijkishetdatjemetiemandanders
  /SCALE('Commitment') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
```

```
/SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,680	,695	8

3.1.2 Relationship satisfaction

Cronbachs alpha is .708. No items below .3.

```
RELIABILITY
  /VARIABLES=Hoeverhoudtjerelatiezichtoteenidealerelatie
    Hoeveelgelukenvoldoeningkrijgjeuitjerelatie Hoeisjerelatievergelekenmetderelatiesvananderen
    Hoenegatiefofpositiefstajeoverhetgeheelgenomentegeno Hoetevredenbenjeoverhetgeheelgenomen
  /SCALE('Satisfactie') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,708	,720	5

3.1.3 Investment size

Cronbachs alpha is .587. After removing "opgeofferd voor je relatie" it becomes .586, so we leave the item in the questionnaire.

```
RELIABILITY
  /VARIABLES=Hoeveelhebjevanjezelfindezerelatiegestoptgeheimendie
    Hoeveelhebjeinderelatiegeïnvesteerdtijdgeldenergie
    Hoeveelactiviteitenzoujeminofmeermoetenopgevenalsdere
    Hoeveelhebjeemotioneelinjullierelatiegeïnvesteerd
    Hoeveelhebjeopgeofferdvoordezerelatieb.v.mindertijdbe
    Hoeveelbezittingenb.v.meubelsmuziekapparatuurofbenodig
  /SCALE('Investment') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,587	,688	6

3.1.4 Quantity and quality of alternatives

Cronbachs alpha is .705. After removing "Hoe was het om geen relatie te hebben…" it becomes .707 therefore we leave it in the questionnaire.

```
RELIABILITY
  /VARIABLES=Hoeaantrekkelijkishetomhelemaalgeenrelatietehebbenverg
    Hoewashetomgeenrelatietehebbenvoordatjedezerelatiek
    Hoeaantrekkelijkishetomeenrelatiemetiemandandersteheb
    Inhoeverrezoudenjebehoeftenaanintimiteitenkameraadschap
    Alsjegeenrelatiezouhebbeninwelkematezouhetmakkelijk
```

```
  Hoeveelalternatievenbezighedensportvriendene.d.hebje
  Eenpartnerisnietnoodzakelijkvoormijwantikhebgenoegand
 /SCALE('Kwankwalalt') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE CORR
 /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,705	,704	7

3.1.5 Quality of other partners

Cronbach's alpha is .669. No items below .3

```
RELIABILITY
 /VARIABLES=Hoeaantrekkelijkishetvoorjeomeenrelatietehebbenmetee
  Eenmogelijkeanderepartnervoldoetmeeraanmijnidealenvoor
  Hoeaantrekkelijkishetomeenrelatiemetiemandandersteheb
  Inhoeverrezoudenjebehoeftenaanintimiteitenkameraadschap
 /SCALE('Kwalanderepartner') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE CORR
 /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,669	,692	4

3.1.6 Quantity of other partners

Cronbachs alpha is .737. No items below .3.

```
RELIABILITY
 /VARIABLES=Inhoeverrezijneranderemensendanjepartnermetwiejeev
  Inhoeverrezijneranderemensendanjepartnermetwiejeev_A
  Zijnerveelmenseninjenabijeomgevingdiemisschienwelopen
 /SCALE('Kwananderepartner') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE CORR
 /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,737	,738	3

3.2. Implicit measurements

3.2.1 Implicit commitment

Cronbach's alpha is .511. A great amount of questions were below .3. After removing the items, the reliability was not much improved.

```
RELIABILITY
```

```
  /VARIABLES=corrA1 corrA2 corrA3 corrA4 corrA5 corrA6 corrA7 corrA8 corrA9 corrA10
corrA11 corrA12
    corrA13 corrA14 corrA15 corrA16 corrA17 corrA18 corrA19 corrA20 corrA21 corrA22 corrA23
corrA24
    corrA25 corrA26 corrA27 corrA28
  /SCALE('commitment reliabilty') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.511	.750	28

3.2.2. Implicit relationship satisfaction

Cronbach's alpha is .744. After removing the items below .3, the reliability was not much improved.

```
RELIABILITY
  /VARIABLES=corrB1 corrB2 corrB3 corrB4 corrB5 corrB6 corrB7 corrB8 corrB9 corrB10 corrB11
corrB12
    corrB15 corrB16 corrB17 corrB18 corrB19 corrB20 corrB21 corrB22 corrB23 corrB24 corrB25
corrB26
  /SCALE('satisfaction reliabilty') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.744	.719	24

3.3 BCSS

3.3.1 Self-esteem

Cronbachs alpha is .722. "Niet geliefd" and "Slecht" are below .3. After removing these items, the alpha is .745, therefore we leave the items in the questionnaire.

```
RELIABILITY
/VARIABLES=Oikbeneenmislukkeling Oikbenkwetsbaar Oikbennietgeliefd Oikbenslecht
    Oikbenwaardeloos Oikbenzwak Ikbengetalenteerd Ikbengoed Ikbeninteressant Ikbensuccesvol
    Ikbenwaardevol Ikwordtgerespecteerd
  /SCALE('selfesteem') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,722	,726	12

3.3.2 Other esteem

Cronbachs alpha is .751. “Anderen slecht”, “Anderen vijandig”, “Anderen niet vergevingsgezind” are below .3. After removing these items, the alpha is .757, so these items stay in the questionnaire.

```
RELIABILITY
  /VARIABLES=Oandereninhetalgemeenzijngemeen Oandereninhetalgemeenzijnhard
    Oandereninhetalgemeenzijnonoprecht Oandereninhetalgemeenzijnslecht
    Oandereninhetalgemeenzijnvijandig Oandereninhetalgemeenzijnnietvergevingsgezind
    AnderenInhetalgemeenzijntevertrouwen Andereninhetalgemeenaccepterenmesnel
    Andereninhetalgemeenzijneerlijk Andereninhetalgemeenzijngoed Andereninhetalgemeenzijnoprecht
    Andereninhetalgemeenzijnsteunend
  /SCALE('otheresteem') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,751	,746	12

3.4 MMIS

3.4.1 MMIS internalisation

Cronbachs alpha is .526. There were no items below .3

```
RELIABILITY
  /VARIABLES=Ikwilnetzo’ngelukkigerelatiealsdemenseninTVreclamesh
    Ikvergelijkmezelfmettelevisiebekendheden IkwillijkenopmensenvandeTV
  /SCALE('MMISinternalisatie') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,526	,523	3

3.4.2 MMIS awareness

Has one item, so no Cronbachs alpha is calculated

3.4.3 MMIS Media pressure

Cronbachs alpha is .765. There were no items below .3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,765	,809	2

```
RELIABILITY
  /VARIABLES=DoorhetzienvandatingreclamesopTVzouikeenpartnerwillen
    Hetzienvandatingsitereclamesdoetmijtwijfelenaanmijnrela
  /SCALE('MMISmediapressure') ALL
  /MODEL=ALPHA
```

```
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL CORR.
```

3.4.4 Totale MMIS

Cronbachs alpha is .650. No items below .3.

```
RELIABILITY
  /VARIABLES=DoorhetzienvandatingreclamesopTVzouikeenpartnerwillen
    Hetzienvandatingsitereclamesdoetmijtwijfelenaanmijnrela
    Ikvergelijkmezelfmettelevisiebekendheden
    IkwillijkenopmensenvandeTV Ikwilnetzo'ngelukkigerelatiealsdemenseninTVreclamesh
    Mensendieeenrelatiehebbenzienergelukkigeruitdanmensen Tvreclamesbeïnvloedenmij (ERUIT?!)
  /SCALE('MMIS') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,650	,674	7

3.5 Exposure to dating sites

Cronbachs alpha is .344. Everything except: "Als je geen partner hebt, zou je dan proberen via datingsites een partner te vinden?" becomes below .3. This question seems relevant for the study, also, Cronbach's alpha did not change remarkably when taking this item out of the questionnaire. Therefore its stays in the questionnaire. "Ben je momenteel lid van een dating site?" has a minus score, so we take this one out of the questionnaire. Cronbachs alpha becomes .421.

Step 1:

```
RELIABILITY
  /VARIABLES=OBenjemomenteellidvaneendatingsite
    ODenkjedateendatingsiteeengoedemanierisomeeenpartnertevinden
    Alsjegeenpartnerhebtzoujedanviadatingsiteseenpartner
    Hebjeooitinhetverledenofhedeneendatingsitebezocht
    Hoevaakhebjeinjehelelevengereageerdopeendatingreclame
    Hoevaakhebjetijdensjehuidigerelatiegereageerdopeendat Hoevaakziejeeenreclamevooreendatingsite
  /SCALE('Exposure') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE CORR
  /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,344	,308	7

Step 2:

```
RELIABILITY
  /VARIABLES=ODenkjedateendatingsiteeengoedemanierisomeeenpartnertevinden
    Alsjegeenpartnerhebtzoujedanviadatingsiteseenpartner
    Hebjeooitinhetverledenofhedeneendatingsitebezocht
    Hoevaakhebjeinjehelelevengereageerdopeendatingreclame
    Hoevaakhebjetijdensjehuidigerelatiegereageerdopeendat Hoevaakziejeeenreclamevooreendatingsite
  /SCALE('Exposure') ALL
```

```
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,421	,526	6

3.6 Betrouwbaarheid VAS

Cronbach's alpha is .952. No items below .3.

```
RELIABILITY
 /VARIABLES=rating1 rating2
 /SCALE('betrouwbaarheid vas voor') ALL
 /MODEL=ALPHA
 /STATISTICS=DESCRIPTIVE SCALE CORR
 /SUMMARY=TOTAL CORR.
```

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.952	.952	2

4 Correlaties IVM

For all correlations this syntax is used:

```
CORRELATIONS
 /VARIABLES=variabele1 variabele 2
 /PRINT=TWOTAIL NOSIG
 /STATISTICS DESCRIPTIVES
 /MISSING=PAIRWISE.
```

4.1 Explicit commitment and

Impl commitment: -.189

Expl satisfactie .588 **

Impl satisf: -.019

Kwal partner: -.002

Kwant en kwal alt: -.556 **

Inv size: .386**

Correlations

		Rcommitment	implcomm
Rcommitment	Pearson Correlation	1,000	-,189
	Sig. (2-tailed)		,151
	N	62,000	59
implcomm	Pearson Correlation	-,189	1,000
	Sig. (2-tailed)	,151	
	N	59	59,000

Correlations

		Rcommitment	Rsatisfactie
Rcommitment	Pearson Correlation	1,000	,588**
	Sig. (2-tailed)		,000
	N	62,000	62
Rsatisfactie	Pearson Correlation	,588**	1,000
	Sig. (2-tailed)	,000	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Rcommitment	implsatisf
Rcommitment	Pearson Correlation	1,000	-,019
	Sig. (2-tailed)		,887
	N	62,000	59
implsatisf	Pearson Correlation	-,019	1,000
	Sig. (2-tailed)	,887	
	N	59	59,000

Correlations

		Rcommitment	Rkwalpartner
Rcommitment	Pearson Correlation	1,000	-,002
	Sig. (2-tailed)		,988
	N	62,000	62
Rkwalpartner	Pearson Correlation	-,002	1,000
	Sig. (2-tailed)	,988	
	N	62	62,000

Correlations

		Rcommitment	Kwalkwantalt
Rcommitment	Pearson Correlation	1,000	-,556**
	Sig. (2-tailed)		,000
	N	62,000	62
Kwalkwantalt	Pearson Correlation	-,556**	1,000
	Sig. (2-tailed)	,000	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Rcommitment	Rinvestment
Rcommitment	Pearson Correlation	1,000	,386**
	Sig. (2-tailed)		,002
	N	62,000	62
Rinvestment	Pearson Correlation	,386**	1,000
	Sig. (2-tailed)	,002	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

4.2 Explicit relationship satisfaction and

Impl satisf: .145

Impl commitment: -.166

Kwal partner: .117

Kwalkwant alt: -.146

Inv size: .162

Correlations

		Rsatisfactie	implcomm
Rsatisfactie	Pearson Correlation	1,000	-,166
	Sig. (2-tailed)		,209
	N	62,000	59
implcomm	Pearson Correlation	-,166	1,000
	Sig. (2-tailed)	,209	
	N	59	59,000

Correlations

		Rsatisfactie	implsatisf
Rsatisfactie	Pearson Correlation	1,000	,145
	Sig. (2-tailed)		,274
	N	62,000	59
implsatisf	Pearson Correlation	,145	1,000
	Sig. (2-tailed)	,274	
	N	59	59,000

Correlations

		Rsatisfactie	Rkwalpartner
Rsatisfactie	Pearson Correlation	1,000	,117
	Sig. (2-tailed)		,364
	N	62,000	62
Rkwalpartner	Pearson Correlation	,117	1,000
	Sig. (2-tailed)	,364	
	N	62	62,000

Correlations

		Rsatisfactie	Kwalkwantalt
Rsatisfactie	Pearson Correlation	1,000	-,146
	Sig. (2-tailed)		,258
	N	62,000	62
Kwalkwantalt	Pearson Correlation	-,146	1,000
	Sig. (2-tailed)	,258	
	N	62	62,000

Correlations

		Rsatisfactie	Rinvestment
Rsatisfactie	Pearson Correlation	1,000	,162
	Sig. (2-tailed)		,209
	N	62,000	62
Rinvestment	Pearson Correlation	,162	1,000
	Sig. (2-tailed)	,209	
	N	62	62,000

4.3 Implicit relationship satisfaction and

Impl comm: .213

Kwal partner: -.037

Kwalkwant alt: .107

Inv size: -.161

Correlations

		implsatisf	implcomm
implsatisf	Pearson Correlation	1,000	,213
	Sig. (2-tailed)		,106
	N	59,000	59
implcomm	Pearson Correlation	,213	1,000
	Sig. (2-tailed)	,106	
	N	59	59,000

Correlations

		implsatisf	Rkwalpartner
implsatisf	Pearson Correlation	1,000	-,037
	Sig. (2-tailed)		,784
	N	59,000	59
Rkwalpartner	Pearson Correlation	-,037	1,000
	Sig. (2-tailed)	,784	
	N	59	62,000

Correlations

		implsatisf	Rinvestment
implsatisf	Pearson Correlation	1,000	-,161
	Sig. (2-tailed)		,222
	N	59,000	59
Rinvestment	Pearson Correlation	-,161	1,000
	Sig. (2-tailed)	,222	
	N	59	62,000

Correlations

		implsatisf	Kwalkwantalt
implsatisf	Pearson Correlation	1,000	,107
	Sig. (2-tailed)		,420
	N	59,000	59
Kwalkwantalt	Pearson Correlation	,107	1,000
	Sig. (2-tailed)	,420	
	N	59	62,000

4.4 Implicit commitment and

Kwal partner: .149

Kwalkwant alt: .184

Inv size: -.067

Correlations

		implcomm	Kwalkwantalt
implcomm	Pearson Correlation	1,000	,184
	Sig. (2-tailed)		,164
	N	59,000	59
Kwalkwantalt	Pearson Correlation	,184	1,000
	Sig. (2-tailed)	,164	
	N	59	62,000

Correlations

		implcomm	Rkwalpartner
implcomm	Pearson Correlation	1,000	,149
	Sig. (2-tailed)		,259
	N	59,000	59
Rkwalpartner	Pearson Correlation	,149	1,000
	Sig. (2-tailed)	,259	
	N	59	62,000

Correlations

		implcomm	Rinvestment
implcomm	Pearson Correlation	1,000	-,067
	Sig. (2-tailed)		,616
	N	59,000	59
Rinvestment	Pearson Correlation	-,067	1,000
	Sig. (2-tailed)	,616	
	N	59	62,000

4.5 Quality of other partners and

Kwalkwant alt: .113

Inv size: .037

Correlations

		Rkwalpartner	Kwalkwantalt
Rkwalpartner	Pearson Correlation	1,000	,113
	Sig. (2-tailed)		,384
	N	62,000	62
Kwalkwantalt	Pearson Correlation	,113	1,000
	Sig. (2-tailed)	,384	
	N	62	62,000

Correlations

		Rkwalpartner	Rinvestment
Rkwalpartner	Pearson Correlation	1,000	,037
	Sig. (2-tailed)		,774
	N	62,000	62
Rinvestment	Pearson Correlation	,037	1,000
	Sig. (2-tailed)	,774	
	N	62	62,000

4.6 Quantity and quality of alternatives and

Inv size: -.439**

Correlations

		Rinvestment	Kwalkwantalt
Kwalkwantalt	Pearson Correlation	1,000	-,439**
	Sig. (2-tailed)		,000
	N	62,000	62
Rinvestment	Pearson Correlation	-,439**	1,000
	Sig. (2-tailed)	,000	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

4.7 Quantity of other partners and

Rcommitment: -.006
Rsatisfactie: .011
Impl commitment: .117
Impl satisfactie: .086
Rinvestment: -.057
Kwal partner: .462** (.000)
Kwantkwal alt: -.007

Correlations

		Rcommitment	Rkwantpartner
Rcommitment	Pearson Correlation	1,000	-,006
	Sig. (2-tailed)		,965
	N	62,000	62
Rkwantpartner	Pearson Correlation	-,006	1,000
	Sig. (2-tailed)	,965	
	N	62	62,000

Correlations

		Rsatisfactie	Rkwantpartner
Rsatisfactie	Pearson Correlation	1,000	,011
	Sig. (2-tailed)		,933
	N	62,000	62
Rkwantpartner	Pearson Correlation	,011	1,000
	Sig. (2-tailed)	,933	
	N	62	62,000

Correlations

		implcomm	Rkwantpartner
implcomm	Pearson Correlation	1,000	,117
	Sig. (2-tailed)		,378
	N	59,000	59
Rkwantpartner	Pearson Correlation	,117	1,000
	Sig. (2-tailed)	,378	
	N	59	62,000

Correlations

Correlations

		Rinvestment	Rkwantpartner
Rinvestment	Pearson Correlation	1,000	-,057
	Sig. (2-tailed)		,660
	N	62,000	62
Rkwantpartner	Pearson Correlation	-,057	1,000
	Sig. (2-tailed)	,660	
	N	62	62,000

Correlations

		Rkwalpartner	Rkwantpartner
Rkwalpartner	Pearson Correlation	1,000	,462**
	Sig. (2-tailed)		,000
	N	62,000	62
Rkwantpartner	Pearson Correlation	,462**	1,000
	Sig. (2-tailed)	,000	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

		implsatisf	Rkwantpartner
implsatisf	Pearson Correlation	1,000	,086
	Sig. (2-tailed)		,517
	N	59,000	59
Rkwantpartner	Pearson Correlation	,086	1,000
	Sig. (2-tailed)	,517	
	N	59	62,000

Correlations

		Kwalkwantalt	Rkwantpartner
Kwalkwantalt	Pearson Correlation	1,000	-,007
	Sig. (2-tailed)		,954
	N	62,000	62
Rkwantpartner	Pearson Correlation	-,007	1,000
	Sig. (2-tailed)	,954	
	N	62	62,000

5 Correlations with control variables.

Significant correlations:

5.1 Rcommitment and

soortgetrouwd = .366, .003
Otheresteem = -.271, .033

Correlations

		Rcommitment	soortgetrouwd
Rcommitment	Pearson Correlation	1,000	,366**
	Sig. (2-tailed)		,003
	N	62,000	62
soortgetrouwd	Pearson Correlation	,366**	1,000
	Sig. (2-tailed)	,003	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Rcommitment	Otheresteem
Rcommitment	Pearson Correlation	1,000	-,271*
	Sig. (2-tailed)		,033
	N	62,000	62
Otheresteem	Pearson Correlation	-,271*	1,000
	Sig. (2-tailed)	,033	
	N	62	62,000

*. Correlation is significant at the 0.05 level (2-tailed).

5.2 Rsatisfaction and

Soortsamenwonend = -.307, .015
Selfesteem = .375, .003

Correlations

		Rsatisfactie	soortsamenwonend
Rsatisfactie	Pearson Correlation	1,000	-,307*
	Sig. (2-tailed)		,015
	N	62,000	62
soortsamenwonend	Pearson Correlation	-,307*	1,000
	Sig. (2-tailed)	,015	
	N	62	62,000

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Rsatisfactie	Selfesteem
Rsatisfactie	Pearson Correlation	1,000	,375**
	Sig. (2-tailed)		,003
	N	62,000	62
Selfesteem	Pearson Correlation	,375**	1,000
	Sig. (2-tailed)	,003	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

5.3 Investment size and

Duur6tot12mnd = -.382, .002
Duur3tot6jaar = .358, .004
Soortverkering = -.527, .000
Soortgetrouwd = .550, .000
Otheresteem = -.317, .012

Correlations

		Rinvestment	duur6tot12mnd
Rinvestment	Pearson Correlation	1,000	-,382**
	Sig. (2-tailed)		,002
	N	62,000	62
duur6tot12mnd	Pearson Correlation	-,382**	1,000
	Sig. (2-tailed)	,002	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Rinvestment	duur3tot6jaar
Rinvestment	Pearson Correlation	1,000	,358**
	Sig. (2-tailed)		,004
	N	62,000	62
duur3tot6jaar	Pearson Correlation	,358**	1,000
	Sig. (2-tailed)	,004	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Rinvestment	soortverkering
Rinvestment	Pearson Correlation	1,000	-,527**
	Sig. (2-tailed)		,000
	N	62,000	62
soortverkering	Pearson Correlation	-,527**	1,000
	Sig. (2-tailed)	,000	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Rinvestment	soortgetrouwd
Rinvestment	Pearson Correlation	1,000	,550**
	Sig. (2-tailed)		,000
	N	62,000	62
soortgetrouwd	Pearson Correlation	,550**	1,000
	Sig. (2-tailed)	,000	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Rinvestment	Otheresteem
Rinvestment	Pearson Correlation	1,000	-,317*
	Sig. (2-tailed)		,012
	N	62,000	62
Otheresteem	Pearson Correlation	-,317*	1,000
	Sig. (2-tailed)	,012	
	N	62	62,000

*. Correlation is significant at the 0.05 level (2-tailed).

5.4 Quality and quantiy of alternatives and

Duur3tot6jaar = -.255, .045
Duur7tot12jaar = -.262, .040
Soortverkering = .506, .000
Soortgetrouwd = -.446, .000
Otheresteem = .300, .018
Mmisinternalizatie = .260, .041

Correlations

		Kwalkwantalt	duur3tot6jaar
Kwalkwantalt	Pearson Correlation	1,000	-,255*
	Sig. (2-tailed)		,045
	N	62,000	62
duur3tot6jaar	Pearson Correlation	-,255*	1,000
	Sig. (2-tailed)	,045	
	N	62	62,000

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Kwalkwantalt	duur7tot12jaar
Kwalkwantalt	Pearson Correlation	1,000	-,262*
	Sig. (2-tailed)		,040
	N	62,000	62
duur7tot12jaar	Pearson Correlation	-,262*	1,000
	Sig. (2-tailed)	,040	
	N	62	62,000

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Kwalkwantalt	soortverkering
Kwalkwantalt	Pearson Correlation	1,000	,506**
	Sig. (2-tailed)		,000
	N	62,000	62
soortverkering	Pearson Correlation	,506**	1,000
	Sig. (2-tailed)	,000	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Kwalkwantalt	soortgetrouwd
Kwalkwantalt	Pearson Correlation	1,000	-,446**
	Sig. (2-tailed)		,000
	N	62,000	62
soortgetrouwd	Pearson Correlation	-,446**	1,000
	Sig. (2-tailed)	,000	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Kwalkwantalt	Otheresteem
Kwalkwantalt	Pearson Correlation	1,000	,300*
	Sig. (2-tailed)		,018
	N	62,000	62
Otheresteem	Pearson Correlation	,300*	1,000
	Sig. (2-tailed)	,018	
	N	62	62,000

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Kwalkwantalt	mmisinternalizatie
Kwalkwantalt	Pearson Correlation	1,000	,260*
	Sig. (2-tailed)		,041
	N	62,000	62
mmisinternalizatie	Pearson Correlation	,260*	1,000
	Sig. (2-tailed)	,041	
	N	62	62,000

*. Correlation is significant at the 0.05 level (2-tailed).

5.5 Rquality of other partners and

No significant connections.

5.6 Rquantity of other partners and

Duur 3tot6 jaar = -.289, .023
MMISawareness = -.218, .027

Correlations

		Rkwantpartner	duur3tot6jaar
Rkwantpartner	Pearson Correlation	1,000	-,289*
	Sig. (2-tailed)		,023
	N	62,000	62
duur3tot6jaar	Pearson Correlation	-,289*	1,000
	Sig. (2-tailed)	,023	
	N	62	62,000

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Rkwantpartner	mmis awareness
Rkwantpartner	Pearson Correlation	1,000	-,281*
	Sig. (2-tailed)		,027
	N	62,000	62
Mmis awareness	Pearson Correlation	-,281*	1,000
	Sig. (2-tailed)	,027	
	N	62	62,000

*. Correlation is significant at the 0.05 level (2-tailed).

5.7 Implcommitment and

No significant connections.

5.8 Implsatisfaction and

No significant connections.

5.9 Verschilrating and

Opleiding VWO = .304, .040
Sexvoorkeur hetero = .386, .008
Sexvoorkeur biseksueel = -.429, .003
Duur 6tot12 mnd = .349, .018

Correlations

		Verschilrating	Opleiding VWO4
Verschilrating	Pearson Correlation	1,000	,304*
	Sig. (2-tailed)		,040
	N	46,000	46
Opleiding VWO4	Pearson Correlation	,304*	1,000
	Sig. (2-tailed)	,040	
	N	46	62,000

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Verschilrating	Sexvoorkeur HETERO1
Verschilrating	Pearson Correlation	1,000	,386**
	Sig. (2-tailed)		,008
	N	46,000	46
Sexvoorkeur HETERO1	Pearson Correlation	,386**	1,000
	Sig. (2-tailed)	,008	
	N	46	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Verschilrating	Sexvoorkeur BISEKS3
Verschilrating	Pearson Correlation	1,000	-,429**
	Sig. (2-tailed)		,003
	N	46,000	46
Sexvoorkeur BISEKS3	Pearson Correlation	-,429**	1,000
	Sig. (2-tailed)	,003	
	N	46	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Verschilrating	duur6tot12mnd
Verschilrating	Pearson Correlation	1,000	,349*
	Sig. (2-tailed)		,018
	N	46,000	46
duur6tot12mnd	Pearson Correlation	,349*	1,000
	Sig. (2-tailed)	,018	
	N	46	62,000

*. Correlation is significant at the 0.05 level (2-tailed).

6 Regression analyses with the significant correlated control variables.

(**Bold** is significant contribution)

6.1 Rcommitment

The standardized Beta for **soort getrouwd = .341 (sig.005)** and for other esteem = -.233 (sig. .053). (The higher, the more contribution)
The unique variance is the squared part correlations coefficients.
For soort getrouwd this is .34 x .34 = 12%
For other esteem this is -.23 x -.23 = 5%

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING PAIRWISE
  /STATISTICS COEFF OUTS CI R ANOVA COLLIN TOL ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Rcommitment
  /METHOD=ENTER soortgetrouwd Otheresteem
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS NORM(ZRESID)
  /CASEWISE PLOT(ZRESID) OUTLIERS(3)
  /SAVE MAHAL COOK.
```

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF

1	(Constant)	42,297	3,543		11,939	,000	35,208	49,386					
	soortgetrouwd	2,073	,718	,341	2,886	,005	,636	3,510	,366	,352	,339	,988	1,012
	Otheresteem	-,150	,076	-,233	-1,974	,053	-,303	,002	-,271	-,249	-,232	,988	1,012

a. Dependent Variable:

Rcommitment

6.2 Rsatisfactie

The standardized Beta for **samenwonend = -.327 (.005)** and for **selfesteem: .392 (.001)**. (The higher, the more contribution)
The unique variance is the squared part correlations coefficients.
For soort samenwonend is $-.33^2$ = 11%
For self esteem is $.39^2$= 15%

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING PAIRWISE
  /STATISTICS COEFF OUTS CI R ANOVA COLLIN TOL ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Rsatisfactie
  /METHOD=ENTER Selfesteem soortsamenwonend
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS NORM(ZRESID)
  /CASEWISE PLOT(ZRESID) OUTLIERS(3)
  /SAVE MAHAL COOK.
```

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	14,702	2,297		6,401	,000	10,106	19,297					
	Selfesteem	,168	,048	,392	3,466	,001	,071	,264	,375	,411	,391	,997	1,003
	soortsamenwonend	-1,727	,597	-,327	-2,892	,005	-2,923	-,532	-,307	-,352	-,327	,997	1,003

a. Dependent Variable:

Rsatisfactie

6.3 Investment size

The standardized Beta for 6-12 mnd: -.192 (.07) and for 3-6 jaar: .007 (.951) and for **soort verkering: -.315 (.024)** and for soort getrouwd: .262 (.058) and for **other esteem: -.270 (.011)** (The higher, the more contribution)
The unique variance is the squared part correlations coefficients.
For 6-12 mnd is $-.18^2$ =3%
3-6 jaar is $.00^2$ = 0%
For soort verkering is $-.23^2$ = 5%
For soort getrouwd is $.19^2$ = 4%
For other esteem is $-.26^2$ = 7%

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING PAIRWISE
  /STATISTICS COEFF OUTS CI R ANOVA COLLIN TOL ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Rinvestment
  /METHOD=ENTER duur6tot12mnd duur3tot6jaar soortverkering soortgetrouwd Otheresteem
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS NORM(ZRESID)
  /CASEWISE PLOT(ZRESID) OUTLIERS(3)
  /SAVE MAHAL COOK.
```

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	14,702	2,297		6,401	,000	10,106	19,297					
Selfesteem	,168	,048	,392	3,466	,001	,071	,264	,375	,411	,391	,997	1,003
soortsamenwonend	-1,727	,597	-,327	-2,892	,005	-2,923	-,532	-,307	-,352	-,327	,997	1,003

a. Dependent Variable: Rsatisfactie

6.4 Kwalkwantalt

The standardized Beta for 3-6 jaar: -.07 (.59) and for 7-12 jaar: -.16 (.155) and for **soort verkering: .41 (.006)** and for soort getrouwd: -.011 (.942) and for **other esteem: .334 (.003)** and for mmis internalizatie: .207 (.070). (The higher, the more contribution)
The unique variance is the squared part correlations coefficients.
For 3-6 jaar is $-.06^2$ =0%
For 7-12 jaar is $-.15^2$ = 2%

For soort verkering is $.29^2$ = 8%
For soort getrouwd is $-.008^2$ = 0%
For other esteem is $.32^2$ = 10%
For mmis internalizatie is $.19^2$ = 4%

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING PAIRWISE
  /STATISTICS COEFF OUTS CI R ANOVA COLLIN TOL ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Kwalkwantalt
  /METHOD=ENTER duur3tot6jaar soortverkering soortgetrouwd Otheresteem duur7tot12jaar
mmisinternalizatie
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS NORM(ZRESID)
  /CASEWISE PLOT(ZRESID) OUTLIERS(3)
  /SAVE MAHAL COOK.
```

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	-2,296	5,439		-,422	,675	-13,197	8,605					
duur3tot6jaar	-,595	1,097	-,070	-,543	,590	-2,793	1,603	-,255	-,073	-,055	,632	1,583
soortverkering	3,429	1,206	,407	2,844	,006	1,013	5,845	,506	,358	,291	,509	1,964
soortgetrouwd	-,102	1,386	-,011	-,074	,942	-2,880	2,676	-,446	-,010	-,008	,453	2,207
Otheresteem	,323	,105	,334	3,084	,003	,113	,533	,300	,384	,315	,891	1,122
duur7tot12jaar	-3,871	2,685	-,163	-1,442	,155	-9,251	1,509	-,262	-,191	-,147	,822	1,216
mmisinternalizatie	,496	,269	,207	1,845	,070	-,043	1,036	,260	,241	,189	,830	1,205

a. Dependent Variable:
Kwalkwantalt

6.5 Rkwantpartner

The standardized Beta for **3-6 jaar: -.27 (.027)**
and for **mmis awareness: -.27 (.031)**. (The higher, the more contribution)
The unique variance is the squared part correlations coefficients.

For 3-6 jaar is -.27^2=7%
For mmis awareness is -.27^2 = 7%

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING PAIRWISE
  /STATISTICS COEFF OUTS CI R ANOVA COLLIN TOL ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Rkwantpartner
  /METHOD=ENTER duur3tot6jaar mmisawareness
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS NORM(ZRESID)
  /CASEWISE PLOT(ZRESID) OUTLIERS(3)
  /SAVE MAHAL COOK.
```

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	7,163	,811		8,837	,000	5,541	8,785					
duur3tot6jaar	-1,152	,507	-,273	-2,274	,027	-2,166	-,138	-,289	-,284	-,272	,996	1,004
mmisawareness	-,540	,245	-,265	-2,205	,031	-1,030	-,050	-,281	-,276	-,264	,996	1,004

a. Dependent Variable:

Rkwantpartner

6.6 Verschilrating

The standardized Beta for vwo: .21 (.14) and for hetero: .15 (.42) and for biseksueel: -.31 (.09) and for 6-12 mnd: .25 (.07) (The higher, the more contribution)
The unique variance is the squared part correlations coefficients.
For vwo is .19^2 =4%
For hetero is .10^2 = 1%
For biseksueel is -.22^2 = 5%
For 6-12 mnd is .23^2 = 5%

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING PAIRWISE
  /STATISTICS COEFF OUTS CI R ANOVA COLLIN TOL ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Verschilrating
  /METHOD=ENTER opleidingVWO4 sexvoorkeurHETERO1 sexvoorkeurBISEKS3 duur6tot12mnd
```

```
/SCATTERPLOT=(*ZRESID ,*ZPRED)
/RESIDUALS NORM(ZRESID)
/CASEWISE PLOT(ZRESID) OUTLIERS(3)
/SAVE MAHAL COOK.
```

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	-6,638	4,683		-1,418	,164	-16,095	2,819					
opleidingVWO4	7,653	5,058	,206	1,513	,138	-2,563	17,868	,304	,230	,192	,871	1,148
sexvoorkeurHETERO1	3,863	4,727	,146	,817	,419	-5,683	13,409	,386	,127	,104	,507	1,972
sexvoorkeurBISEKS3	-11,617	6,623	-,312	-1,754	,087	-24,992	1,757	-,429	-,264	-,223	,508	1,968
duur6tot12mnd	3,722	2,017	,251	1,845	,072	-,352	7,796	,349	,277	,234	,868	1,152

a. Dependent Variable: Verschilrating

7 Hypothesis 1

7.1 Conditions and quality of other partners (ANCOVA)

Levene's test is larger than .05.
Test of Between-subjects effects: significance levels is .81 with conditions, so no difference after controlling. F (2,57) = .215, p > .05.

```
UNIANOVA Rkwantpartner BY conditie WITH duur3tot6jaar mmisawareness
  /METHOD=SSTYPE(3)
  /INTERCEPT=INCLUDE
  /EMMEANS=TABLES(conditie) WITH(duur3tot6jaar=MEAN
mmisawareness=MEAN)
  /PRINT=ETASQ HOMOGENEITY DESCRIPTIVE
  /CRITERIA=ALPHA(.05)
  /DESIGN=duur3tot6jaar mmisawareness conditie.
```

Tests of Between-Subjects Effects

Dependent Variable:Rkwantpartner

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	42,949[a]	4	10,737	2,708	,039	,160

Intercept	300,100	1	300,100	75,677	,000	,570
duur3tot6jaar	19,886	1	19,886	5,015	,029	,081
mmisawareness	18,241	1	18,241	4,600	,036	,075
conditie	1,703	2	,852	,215	,807	,007
Error	226,035	57	3,966			
Total	1829,000	62				
Corrected Total	268,984	61				

a. R Squared = ,160 (Adjusted R Squared = ,101)

7.2 Conditions and quality of other partners (ANOVA):

Levene's test is larger than .05. No difference in quality of other partners: F (2,59) = 1.38, p > .05 (.260).

```
ONEWAY Rkwalpartner BY conditie
  /STATISTICS DESCRIPTIVES HOMOGENEITY BROWNFORSYTHE WELCH
  /PLOT MEANS
  /MISSING ANALYSIS
  /POSTHOC=TUKEY ALPHA(0.05).
```

ANOVA

Rkwalpartner					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19,057	2	9,529	1,377	,260
Within Groups	408,185	59	6,918		
Total	427,242	61			

7.3 Conditions and quality and quantity of alternatives (ANCOVA):

Levene's test is larger than .05. F (2,57) = .970, p > .05 (.358).

```
UNIANOVA Kwalkwantalt BY conditie WITH soortverkering Otheresteem
  /METHOD=SSTYPE(3)
  /INTERCEPT=INCLUDE
  /EMMEANS=TABLES(conditie) WITH(soortverkering=MEAN Otheresteem=MEAN)
  /PRINT=ETASQ HOMOGENEITY DESCRIPTIVE
  /CRITERIA=ALPHA(.05)
  /DESIGN=soortverkering Otheresteem conditie.
```

Tests of Between-Subjects Effects

Dependent Variable:Kwalkwantalt

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	420,971[a]	4	105,243	8,861	,000	,383
Intercept	,368	1	,368	,031	,861	,001

soortverkering	321,959	1	321,959	27,109	,000	,322
Otheresteem	107,835	1	107,835	9,080	,004	,137
conditie	23,029	2	11,515	,970	,385	,033
Error	676,964	57	11,877			
Total	17034,000	62				
Corrected Total	1097,935	61				

a. R Squared = ,383 (Adjusted R Squared = ,340)

8 Hypothese 2

8.1 Quantity of other partners and commitment (Hierarchical regressions)

Step 1 explaining 13 % of the variance in relationship satisfaction. Step 2. 14% F(2, 59) = 4.64, p < .01. R square change = .001, F change (1, 59) = .107, p > .05.

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING PAIRWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Rcommitment
  /METHOD=ENTER soortgetrouwd
  /METHOD=ENTER Rkwantpartner
  /SAVE MAHAL COOK.
```

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,366[a]	,134	,120	2,653	,134	9,309	1	60	,003
2	,369[b]	,136	,107	2,673	,002	,107	1	59	,744

a. Predictors: (Constant), soortgetrouwd

b. Predictors: (Constant), soortgetrouwd, Rkwantpartner

c. Dependent Variable: Rcommitment

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65,536	1	65,536	9,309	,003[a]
	Residual	422,399	60	7,040		

	Total	487,935	61			
2	Regression	66,304	2	33,152	4,639	,013[b]
	Residual	421,631	59	7,146		
	Total	487,935	61			

a. Predictors: (Constant), soortgetrouwd

b. Predictors: (Constant), soortgetrouwd, Rkwantpartner

c. Dependent Variable: Rcommitment

8.2 Quanity of other partners and relationship satisfaction (Hierarchical regressions)

Step 1 explaining 25 % of the variance in relationship satisfaction. Step 2. 26 % F(3, 58) = 6.72, p < .01. R square change = .01, F change (1, 58) = .80, p > .05.

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING PAIRWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Rsatisfactie
```

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,498[a]	,248	,222	1,655	,248	9,706	2	59	,000
2	,508[b]	,258	,219	1,658	,010	,800	1	58	,375

a. Predictors: (Constant), soortsamenwonend, Selfesteem

b. Predictors: (Constant), soortsamenwonend, Selfesteem, Rkwantpartner

c. Dependent Variable: Rsatisfactie

```
  /METHOD=ENTER Selfesteem soortsamenwonend
  /METHOD=ENTER Rkwantpartner
  /SAVE MAHAL COOK.
```

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,152	2	26,576	9,706	,000[a]
	Residual	161,557	59	2,738		
	Total	214,710	61			
2	Regression	55,350	3	18,450	6,715	,001[b]
	Residual	159,360	58	2,748		

Total	214,710	61			

a. Predictors: (Constant), soortsamenwonend, Selfesteem

b. Predictors: (Constant), soortsamenwonend, Selfesteem, Rkwantpartner

c. Dependent Variable: Rsatisfactie

8.4 Quantity of other partners and investment size (Hierarchical regressions)

Step 1 explaining 40 % of the variance in relationship satisfaction. Step 2. 40 % F(3, 58) = 12.73, p < .001. R square change = .001, F change (1, 58) = .05, p > .05.

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING PAIRWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Rinvestment
  /METHOD=ENTER Otheresteem soortverkering
  /METHOD=ENTER Rkwantpartner
  /SAVE MAHAL COOK.
```

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,630[a]	,397	,376	2,607	,397	19,383	2	59	,000
2	,630[b]	,397	,366	2,628	,001	,052	1	58	,820

a. Predictors: (Constant), soortverkering, Otheresteem

b. Predictors: (Constant), soortverkering, Otheresteem, Rkwantpartner

c. Dependent Variable: Rinvestment

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	263,526	2	131,763	19,383	,000[a]
	Residual	401,070	59	6,798		
	Total	664,597	61			
2	Regression	263,887	3	87,962	12,732	,000[b]
	Residual	400,710	58	6,909		
	Total	664,597	61			

a. Predictors: (Constant), soortverkering, Otheresteem

b. Predictors: (Constant), soortverkering, Otheresteem, Rkwantpartner

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	263,526	2	131,763	19,383	,000[a]
	Residual	401,070	59	6,798		
	Total	664,597	61			
2	Regression	263,887	3	87,962	12,732	,000[b]
	Residual	400,710	58	6,909		
	Total	664,597	61			

a. Predictors: (Constant), soortverkering, Otheresteem

b. Predictors: (Constant), soortverkering, Otheresteem, Rkwantpartner

c. Dependent Variable: Rinvestment

8.5 Quantity of other partners and qualtiy and quantity of alternatives (Hierarchical regressions)

Step 1 explaining 36% of the variance in relationship satisfaction. Step 2. 36 % F(3, 58) = 11.07, p < .001. R square change = .002, F change (1, 58) = .15, p > .05.

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING PAIRWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Kwalkwantalt
  /METHOD=ENTER Otheresteem soortverkering
  /METHOD=ENTER Rkwantpartner
  /SAVE MAHAL COOK.
```

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,602[a]	,362	,341	3,444	,362	16,771	2	59	,000
2	,603[b]	,364	,331	3,470	,002	,145	1	58	,704

a. Predictors: (Constant), soortverkering, Otheresteem

b. Predictors: (Constant), soortverkering, Otheresteem, Rkwantpartner

c. Dependent Variable: Kwalkwantalt

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	397,942	2	198,971	16,771	,000[a]
	Residual	699,994	59	11,864		
	Total	1097,935	61			
2	Regression	399,692	3	133,231	11,067	,000[b]
	Residual	698,243	58	12,039		
	Total	1097,935	61			

a. Predictors: (Constant), soortverkering, Otheresteem

b. Predictors: (Constant), soortverkering, Otheresteem, Rkwantpartner

c. Dependent Variable: Kwalkwantalt

Quantity and quality of other partners (multiple regression)

Correlations

		Rkwalpartner	Rkwantpartner
Rkwalpartner	Pearson Correlation	1,000	,462**
	Sig. (2-tailed)		,000
	N	62,000	62
Rkwantpartner	Pearson Correlation	,462**	1,000
	Sig. (2-tailed)	,000	
	N	62	62,000

**. Correlation is significant at the 0.01 level (2-tailed).

Quantity of other partners and implicit commitment

Correlations

		implcomm	Rkwantpartner
implcomm	Pearson Correlation	1,000	,117
	Sig. (2-tailed)		,378
	N	59,000	59
Rkwantpartner	Pearson Correlation	,117	1,000
	Sig. (2-tailed)	,378	
	N	59	62,000

Quantity of other partners and implicit satisfaction

Correlations

		implsatisf	Rkwantpartner
implsatisf	Pearson Correlation	1,000	,086

	Sig. (2-tailed)		,517
	N	59,000	59
Rkwantpartner	Pearson Correlation	,086	1,000
	Sig. (2-tailed)	,517	
	N	59	62,000

9 Hypothese 3

People experiencing an unsatisfied romantic relationship will be more influenced by the stories than people experiencing a satisfied romantic relationship.

Correlation between rating 1 en verschil rating 1 & 2:

- Pearson correlatie is .268. This is below .30, so an small correlation
- Percentage of the variantie is 17.81%
- Significance level is .003, so this is significant.

```
COMPUTE Verschilrating= rating1 - rating2.
EXECUTE.
```

```
CORRELATIONS
  /VARIABLES=Verschilrating rating1
  /PRINT=TWOTAIL NOSIG
  /STATISTICS DESCRIPTIVES
  /MISSING=PAIRWISE.
```

Correlations

		Verschilrating	rating1
Verschilrating	Pearson Correlation	1,000	,268*
	Sig. (2-tailed)		,035
	N	62,000	62
rating1	Pearson Correlation	,268*	1,000
	Sig. (2-tailed)	,035	
	N	62	62,000

*. Correlation is significant at the 0.05 level (2-tailed).

Do the conditions have an influence on the direction of the difference between the before and after measurement of relationship satisfaction?

ANOVA:

- The levene's test of homogeneity gives a significance level of .059, so it can be accepted.
- The significance level of the ANOVA is .012, so significant.
- Between condition 1 and 2 the difference is 3.087. The significance level is .036 (In condition 2 they are less satisfied than in condition 1). Between

condition 1 and 3 there is no significant difference (-.562, sign. .908). Between condition 2 and 3 the difference is -3.649 (in condition 2 are the people less satisfied than in conditie 3). The significance level is .023.

- Surprising is that all the people were feeling less satisfied!

```
ONEWAY Verschilrating BY conditie
  /STATISTICS DESCRIPTIVES HOMOGENEITY BROWNFORSYTHE WELCH
  /PLOT MEANS
  /MISSING ANALYSIS
  /POSTHOC=TUKEY ALPHA(0.05).
```

Test of Homogeneity of Variances

Verschilrating

Levene Statistic	df1	df2	Sig.
2,965	2	59	,059

ANOVA

Verschilrating

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	162,236	2	81,118	4,787	,012
Within Groups	999,764	59	16,945		
Total	1162,000	61			

Multiple Comparisons

Verschilrating

Tukey HSD

(I) conditie	(J) conditie	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	3,087*	1,214	,036	,17	6,01
	3	-,562	1,340	,908	-3,78	2,66
2	1	-3,087*	1,214	,036	-6,01	-,17
	3	-3,649*	1,340	,023	-6,87	-,43
3	1	,562	1,340	,908	-2,66	3,78
	2	3,649*	1,340	,023	,43	6,87

*. The mean difference is significant at the 0.05 level.