Title - Cellulographics and Use of Dating Mobile Applications Among Gen Z and Millennials

1. Introduction

The impact of smartphones in the digital age has brought significant changes in human lives, and mobile dating has emerged as a crucial social interaction platform, especially for the younger generations like Gen Z and Millennials. Although mobile dating applications have gained immense popularity, their potential and effectiveness remain largely unexplored. The purpose of this report is to analyze the concept of "Cellulographics," a newly developed metric for classifying smartphone users by Kalia et al. (2022), and how it could be useful in mobile dating platforms. Understanding user behaviour is crucial to provide a safer, better, and more effective user experience. The literature review will offer valuable insights into the potential application of this model that could improve the user experience in mobile dating applications for Gen Z and Millennials.

2. Literature review

Recently, many researchers have started to research the concept of 'Cellulographics' along with how this concept is applied to mobile technology usages such as mobile dating applications (Kalia et al., 2022; Wu and Trotter, 2022). Existing research evidence suggests that taking a detailed approach with this concept can help to understand a large amount of significant information about the usage patterns and user preferences of Gen Z and Millennials as this concept identifies behavioural classifications of the users based on their characteristics.

Many researchers in the existing body of literature have agreed that understanding user behaviour properly is crucial to improve the experience of users related to the fields particularly driven by smartphone users. However, Kalia et al. (2022) argued in their research that the traditional way of measuring smartphone usage has many lacking in understanding the increasing complexity and depth of user behaviour regarding smartphone usage. They believed that there needs to something a novel method that can measure smartphone usage more effectively. So they proposed a new methodology named 'Cellulographics' which is a robust method that can consider a range of user characteristics significant for more clear understanding of user behaviour. Sumter and Vandenbosch (2022) argued with this and stated that even though this new model has some potential, it brings some challenges and limitations of using 'Cellulographics'. They stated that the adaptability of the model requires support from other strategies such as it must be coupled with device or service provider features. They argued that such integrations with device or service provider features are mostly still theoretical and require an extensive amount of tests to prove their validity.

Using the 'Cellulographics' by integrating it into the mobile dating applications field can be very useful as existing studies support the view that this model has a positive impact on platform design and user experience. De Canio et al. (2023) research suggested that understanding user behaviour is pivotal in the case of enhancing user experience in the field of mobile dating applications. Even though Kalia et al. (2022) have proposed the use of 'Cellulographics' in various sectors where smartphone usage is vital, Chen et al. (2022) mentioned that a majority of professionals working in the mobile dating applications field have yet much to know about this concept. Mobile dating application professionals recognize that this is a new concept and yet most of them are confused about its real-life applications in the field such as user profiling, targeted marketing, and usage prediction (Rashid et al., 2022). Kalia et al. (2022) have called for more research into this area, whereas recent related studies, such as Sumter and Vandensoch (2022) and Rashid et al. (2022) have reported similar gaps in understanding and implementation of 'Cellulographics' among diverse professionals like app developers, digital marketers, and UX designers.

Wu and Trotter (2022) found that time limitations, rigid organizational structure, scarcity of usable data, and lack of professional development opportunities in 'Cellulographics' were cited as challenges by professionals in incorporating this concept into their practice. These studies reveal the need for a better understanding and training of 'Cellulographics' to enhance its implementation in smartphone-dependent sectors.

The integration of 'Cellulographics' into mobile dating apps is being hindered mainly by resistance to change. According to Sumter and Vandenbosch (2022), app developers struggle to adapt to this innovation in a way that goes against the idealized vision of innovation designers. Notably, their research stresses the importance of a shift in developers' beliefs to accomplish this change since coding practices occur mostly behind closed doors even though mandatory technological changes are needed. Professionals in the tech industry exhibit resistance and avoidance most of the time (Kalia et al., 2022), which highlights the significance of attitudes in implementing 'Cellulographics.' The study of Deng et al. (2023) revealed that developers tend to neglect users' concerns over data privacy. This means that the role of their internal reality rather than external factors in determining the acceptance of 'Cellulographics,' as attitudes are a critical factor.

Moreover, in recent days, mobile dating apps like Tinder have become popular among the younger generations including Gen Z and Millennials. Rashied et al. (2022) in their research found that these age groups are increasingly using digital platforms, including dating apps, as their primary means of socializing and forming relationships. What is striking, according to the researchers, is the profound shift towards acknowledging online dating as a legitimate way of finding a partner. However, supporting this view, Chen et al. (2022) also highlighted key differences within this cohort. While both generations are well known for their adaptiveness to new technologies, Gen Z, in particular, appears to have a deeper understanding and wider usage of these platforms than the Millennials. In my understanding, this trend underscores the need for more personalized and adaptable user classification systems, such as 'Cellulographics,' to better understand these evolving user behaviours and expectations.

3. Conclusion

This literature review highlighted the potential of a new metric model named 'Cellulographics' in mobile dating applications, particularly among Gen Z and Millennials. Even though there is a surge in app usage, understanding of this user classification metric remains limited. Challenges such as privacy concerns, resistance to change, and varying digital literacy levels further complicate its implementation. Therefore, it is needed to enhance user education, improved privacy protections and customization of individual digital behaviour suggest a need for a comprehensive, user-centric approach.

4. **Resources:**

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