

Introduction

This poster examines differences between men and women with regard to the issue of "cheating," and it asks what impact social media has had upon ideas about cheating and its actual frequency.

Research Hypothesis

The internet facilitates cheating and broadens its meanings and application. It has affected people's relationships with others in a more negative way than positive.

Background

Before the internet and social media, people had to go out and seek someone in real life to cheat on their partners, but now internet sites like Ashley Madison and apps like Tinder make it possible to do it from home or the office. Has this changed our ideas about cheating for men or women?

Types of Cheating

Physical Cheating

Physical cheating is being sexually intimate with someone other than your partner. It's the most common form of cheating. Men and women perceive being cheated upon very differently. Men view it as an emasculation and a form of physical rejection. Women try to provide explanation for the physical indiscretion if they feel that no emotions were involved.

Emotional Cheating

Emotional cheating is a desire for a close emotional bond. This type of cheating may start off as an innocent friendship. "An emotional cheater may consist of sharing thoughts, dreams, and an emotional closeness that would normally be seen as doing that with their spouse/mate."

Findings

Cheaters Males Vs. Females

The graph at the right shows data collected about cheating from interviews done in 2015. Out of 133 people that were interviewed, 111 answered. 85 said that they had not cheated and would not. But among those who said that they had cheated or would consider it, more than double were men: 18 vs. 8. Below, the variety of words that the men devoted to discussing cheating were fewer than those used by women.



What is Considered Cheating?

FEMALES

Words associated with cheating for females: kissing, hide, intercourse, feelings, intimate, dating, flirting, plan, partner, texting, sex, playing, lips, oral, physical, sexual, past, touching, emotionally, contact, hiding.

MALES

Words associated with cheating for males: intercourse, touching, dating, sexual, intimate, relationship, plan, cheating, intentions, physical, hide, sleeping, texting.

Conclusions

In conclusion, men and women are different in the ways that they describe cheating. Men in most cases describe cheating as "having a sexual relationship" with an alternative person. Women also describe cheating as this, but with an emphasis on it being "emotionally triggered". The internet has affected cheating by allowing men and women to achieve their sexual and emotional intimacy with just a click or a swipe. Sites like Ashley Madison make it easier for men and women to find someone they can cheat on their current partner with.



References

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