
Decoding the Art of Flirting: The Techniques Used by Gays and Lesbians in the Philippines

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Abstract

Flirting nowadays is deemed to occur with every individual including gays and lesbian. The study primarily aimed to gain descriptive understanding of the flirting techniques used by gays and lesbians. It utilized the descriptive and qualitative approach to the research design, and case study as the tradition of inquiry. Through the utilization of an in-depth interview, data was collected involving four sets of gays and lesbians. The subjects were selected using Purposive and Snowball sampling. Results revealed that in terms of flirting techniques, both gay and lesbians make use of verbal, non-verbal, and mediated approach. Verbal may include rapport by means of flattery, humor, and reciprocal disclosure. It also comprised the use of money or benefits and flirted channels. Non-verbal approach involved varieties of body signals like smile, eye contact, touch, and self-presentation. Moreover, mediated communication included the use of different mediums such as social media in the form of Facebook, dating sites, and Tumblr, cell phones, and calling cards. The study concludes that flirting was very much practiced nowadays as the answers of the participants had reflected the use of different techniques in flirting. The gays excel more in verbal flirting while the lesbians manage to flirt non-verbally. The study recommends the LGBT community to lead and aim for the publication of a book about homosexual flirting that will serve as a guide for individuals in decoding and understanding its whole concept.

Keywords: Social studies, flirting techniques, gays and lesbians, descriptive design, Metro Manila, Philippines

Introduction

The concept of flirting is very complicated. Its meaning acquired through personal thoughts or understanding, experience, purpose, or culture. Its purpose and performance might also vary among people, the same way as the factors that may affect the flirting behavior.

Flirting is said to be natural or innate in humans. Much of flirting has been used since the beginning of time to assist in procreation (DeAlto 2012). Furthermore, according to Van Rood (2011), flirting is a vital part of survival. It allows us to become more sociable and mate with the opposite sex. Humans would become extinct as a species without flirting. Because of this, flirting is a basic instinct and part of human nature.

In view of procreation, it has been very common among heterosexuals to flirt. Heterosexual defined in the Cambridge Dictionary as one who is attracted to the opposite sex. However, today, flirting has also invaded the world of the homosexuals, the people who are attracted to the same sex, or simply gays and lesbians.

In Western countries, the reality of having gays and lesbians is widely accepted, the same way as the concept of flirting. They perceived flirting as a breach of honesty and true virtue, as not acting seriously in a kind of relationship that required seriousness. Western homosexuals flirt freely, are more expressive, and sexually driven (Wouters, 2004).

In contrast to this, some Asian countries, like the Philippines, retained its conservatism. Though gays and lesbians are being accepted, the idea of homosexual flirting remains unfavorable. It might be the reason flirting of gays and lesbians in the Philippines is a thing that cannot directly establish.

Homosexual flirting can be a very different thing. D'Costa (2013) stated the reason on why people flirt is that we flirt to establish a connection and to measure the interest of others in reciprocating that connection. Flirting does not always aim to create a romantic or sexual encounter. It helps us determine the social investment potential for romantic relationships. This statement can be the basis for why gays and lesbians flirt, but there can still be other reasons behind. They might also perform flirting with various techniques men and women do not or cannot do. According to Simpson (2008), many people integrate flirting as a part of the universal language of how we communicate, especially nonverbally. Bryant (2003) added that we have our modern day flirting signals. Such as winking, playing with hair, looking steadily at someone, crossing legs, or touching the person while talking might be either applicable or not to gays and lesbians. Furthermore, it is hard to distinguish when homosexuals are flirting. Some often misinterpret their natural friendliness into flirting, while some denies their flirting into natural kindness. It is why flirting of homosexuals is an important aspect to understand.

Framework

The Action-Assembly Theory of John Greene served as the foundation for the study. According to Greene (as cited in Littlejohn 1999), a person has knowledge divided into two: the content knowledge and the procedural knowledge. The content knowledge is composed of one's understanding of a thing or a situation while the procedural knowledge consists of one's awareness of how to do something. Furthermore, it also stated that people are motivated by the results of the things they are present. In order to attain the desired outcome, a plan that consists of different procedures is indeed very essential.

In relation to the study, the participants have various reasons for flirting and achieving their desired outcome. These served as the foundation of their action plans. In the perspectives of the participants in flirting, set as their content knowledge and their techniques as their procedural knowledge. Combining the two, they can put together some possible flirting techniques and then choose the most appropriate one. After the selection of the method, flirting can then be done. It can be affected by some factors in either positive or negative way.

Objectives of the Study

The study primarily aimed to determine the flirting techniques used by gays and lesbians in terms of verbal, non-verbal, and mediated communication. To be able to fully describe the flirting techniques of the participants, the researchers opted to: 1) know the profile of the participants; 2) analyze if their given perspective meaning, and reasons in flirting are parallel or connected with the techniques they use and; 3) assess how the obtained factors affect their flirting behavior.

Methodology

To be able to respond to its main problem and objectives, the study utilized the descriptive and qualitative approach to the research design, and case study as the tradition of inquiry. An interview guide, which consisted of questions about the profile, concept of flirting, and flirting experiences of the participants, is used in the in-depth interviews performed within Metro Manila. Informed consents were also asked before proceeding with the interview. Four sets of gays and lesbians completed the interview with the criteria of being: 1) self-proclaimed; 2) residing in Metro Manila; 3) have or had experienced flirting; 4) were the ones who initialized it and; 5) mostly experienced reciprocated flirting.

Results and Discussion

Understanding the “Flirt-Things”: Perspective meanings of flirting

Meanings might be assigned and read differently. It may vary with the purpose of saying or doing a particular thing. On how one understands the situation, action or message; on how the action or message was done or delivered; or by one’s culture or experiences. This concept of varying meanings is applicable in the context of flirting.

Matrix 1. Perspective meaning of flirting

Themes	Statement (s)
Flirting as an Act	<p><i>“Flirting is to get attention, and that would lead you to something else,”</i> – act of getting attention</p> <p><i>“Flirting is done to have fun,”</i> – act of having fun</p> <p><i>“The concept of flirting is when one shows something special that others do not do,”</i> – act of showmanship</p>

	<i>“Flirting has intentions and oftentimes, it is sex,” – motivic act</i>
Flirting as an Attitude	<i>“When you flirt, you have to be open either in rejection or acceptance...before you flirt, you must have confidence,” – confident. “[Flirting] No feelings involved.” – not serious. “Flirting will not <u>happen</u> if the persons involved do not feel the same way,” – responsive.</i>
Flirting as a Tool	<i>“...even with your boyfriend, you still flirt to maintain that romance,” – to make the relationship last. “...some times, flirting can boost the ego of gays. That you can still get a guy personally,” – to boost one’s ego. “Sometimes, there are persons who flirt because they seek for emotion from different people,” – for self-fulfillment</i>
Flirting as a Necessity	<i>“It [flirting] is very essential because it gives us a certain amount of excitement, especially for some grown-up people like us. It makes you feel young, good, and it makes your day. It also reduces stress. Moreover, it makes you realize that you are still in touch with the world.”</i>
Flirting as Art/Skill	<i>“Flirting is a way to express your feelings through verbal or sensual activities.”</i>
Flirting as a Form of Cheating	<i>“Flirting is when you are in a relationship, but you still search for someone to play with. It is somehow disloyalty to your partner.”</i>

The research shows that flirting can be categorized into various sub-meanings looking into the gay and lesbian participants’ meaning of flirting. These sub-meanings represented flirting as: **an act, an attitude, a tool, a necessity, an art or skill, and a form of cheating.**

As an act, flirting can still be described in various ways. In the study, the participants defined it as an act of getting attention. According to Franklin (2001), the main purpose why people flirt is to gain attention from the other person. A person flirts to be able to confide attraction towards others, and further get something beneficial out of their response. In line with this, flirting was also considered as a motivic act, which means that flirting was done to acquire something. In our modern days, flirting is usually associated with sex. According to Hall (2013), flirting is when someone communicates sexual availability and has involvement concerns towards another while trying to find out if both share the same feeling. On the other hand, Soble (2006) states that it was not the word “flirting”, but the act of it that denotes the sex. It can serve as a gateway for sexual involvement or can just be a substitute for it by making someone feel the pleasure felt when engaged in sex. Still as an act, the participants connected flirting with showmanship. According to Clark & Miller (2011), flirting is about making oneself known by entertaining people. It is usually done to gain their interest through verbal and body languages. Lastly, flirting was considered as an act of having fun. According to Bellman & Goldstein (2008), flirting is about having fun and is much more appropriate for adults. It is how they express their interest to someone without waiting for something in return.

As an attitude, flirting was believed to require particular approaches in order to be done successfully. It included being fearless or confident. As stated by Bryant & Lewis

(2005), good flirts always bear positive outlook on things and other people. They are not afraid to try, and they know how to make things happen. Moreover, flirting contributed to the build-up of one's confidence. It makes a person think of all the decent qualities that might help in promoting him or her to others. It can lead to an enhanced self-esteem (Bellman & Goldstein 2008). Other important aspects that made flirting an attitude are the nature of being playful, not serious, and aggressive. According to Bryant and Lewis (2003) "being playful and light-hearted makes the flirting safe but allows for a little naughtiness (p.7). Furthermore, Martin & Rich (2006) asserted that flirting does not require seriousness, but a great skill associated in words, and acts such as winks and smiles. Literatures also claimed that flirting needs to be responsive. According to Clark (2010) flirting takes place when reciprocated. He also equated it with dancing because according to him, the things done when flirting might connect but distinct from individuals.

As a tool, the participants stressed that flirting serves as a means to maintain the romance in a relationship and eventually make it last longer. DeAlto (2012) stated that flirting serves as the key to start a romantic relationship. It provided us with the things essential to achieve that relationship and for it to grow. Flirting was deemed to boost someone's ego. Franklin (2001) asserted that ego is one of the reasons why people flirt. Flirting provided them the opportunity to create an improved sense of self with the reactions of those they flirted, or they are flirting. Lastly, the participants considered flirting as essential for self-fulfillment. As stated by Bellman & Goldstein (2008), flirting makes one aim for a better sense of self-worth and make or do all the things that he or she can do to achieve it.

As a necessity, flirting was perceived to give an exceptional feeling to the one doing it. Considering literatures, it is said that flirting brought goodness not only into one's life but also to others. It gave extraordinary feelings to the person experiencing it, as well as to the one doing it. (DeAlto 2012).

As an art, Martin & Rich (2006) stated that "Flirting is simply the art of being real nice, which, in turn, makes others feel good about them. A good flirt sprinkles "feel good" magic dusts over others, and as a result, reaps benefits and special favors" (p.2). It may mean that flirting requires many skills in conveying messages.

As a form of cheating, flirting was described as disloyalty or being unfaithful to one's partner. Franklin (2001) said that flirting turns into cheating when a committed person intended to flirt or express his or her interest with another person outside the relationship. Even when not reciprocated, the thought of being unfaithful already existed. To further explain, Bell (as cited in Franklin, 2001) claimed that a person is already cheating when his flirting has jumped from just being playful into expressing sexual desire. One is cheating when his or her partner does not know what is happening behind.

The truth behind flirting: Reasons of flirting

We do things for specific reasons. It can be motivational or purposive. Motivation denoted those things that inspire a person in achieving his or her goal, while the purpose denoted

its goal. Flirting, on the same note, comprised various reasons to be able to perform it. Flirting can be a means of communication and entertainment that can make everyday interactions more enjoyable. Like any other interpersonal activities, each person flirts and does flirt differently, with various reasons.

Since the beginning of humanity and where male and female beings regarded each other, their flirting actions are originated as a more efficient way for to as a means of seeking potential mates. Reasons in flirting might come in two types. According to SIRC's The Flirting Report (2006), there is 'flirting for fun'– but there is also what they call 'flirting with intent.' Flirting for fun might be described as not severe and playful while flirting with intent might aim for relationship or sex alone. The pleasures of flirting are various: finding that another person is attracted to one; making the right moves in the game, and doing so skillfully. The negotiation of sexual interest or attraction through flirting is much more interesting and enjoyable than blunt inquiries or statements about the parties' sexual interest or availability (Soble, 2006). In relation to this, a study has been conducted by Henningsen (2004) who revealed six motivations in pursuing flirtation. These included sex, relational, exploring, fun, esteem, and instrumental.

Matrix 2. Reasons of flirting

Themes (Motivation)	Statement(s)
Unexceptional Feeling	<i>"It [Flirting] makes you feel young, good, and it makes your day. Moreover, it reduces stress...it makes you realize that you are still in touch with the world."</i>
Challenge	<i>"It is challenging...when you want something; you wanna get it."</i>
Curiosity	<i>"You are still looking for someone. It might be out of excitement, curiosity..."</i>
Number of Flirtee	<i>"In general, the more flirtee you have, it is like "Wow! I got this one."</i>
Characteristics of the flirtee	<i>"I want to flirt her because I've seen her good qualities."</i>

Matrix 2.1. Reasons of flirting

Themes (Purpose)	Statements
Gaining Attention	<i>"...to gain her attention."</i>
Gaining Appreciation	<i>"The concept of others appreciating me."</i>
Building Relationships	<i>"To build a relationship, that friendship that starts on somewhere."</i>
Maintaining Long Relationships	<i>"...to maintain that romance...it is not because he is already your boyfriend, you will not flirt."</i>
Sex	<i>"To sleep with him...to sleep with a man."</i>
Self-fulfillment	<i>"It is my happiness to prove that I still have the charm; that is why I flirt."</i>
Competition	<i>"To prove that I am prettier than them, I will flirt someone. It is more about being dominant."</i>
Having Fun	<i>"...primarily we want to have fun."</i>

The study showed that the responses can be divided according to their **motivation** and **purpose**. Motivation included unexceptional feelings, challenge, curiosity, and the number of the flirtee as well as a pleasing and responsive characteristics of the flirtee. *Flirtee* is defined as the one who is being flirted. While purpose such as gaining attention and appreciation, building and/or maintaining relationships, sex, self-fulfillment, ego, competition, and fun comprised the goals of flirting in the participants.

Unexceptional feelings served as a great deal in flirting as a motivation. Flirting can be used to bring a little more positivity into life. It allowed us to feel good, and achieve the desired result (DeAlto, 2012).

Challenge and curiosity also served as the motivation of the participants in pursuing flirtation. Challenge and interest might both occurred when the members, especially those who were a bit old, try to flirt with young ones. The fact that they do not know whether their flirting would be accepted or not served as a real test. Bryant & Lewis (2005) stated that if you are interested in somebody, flirting with them lets you gauge their response and their level of interest in you. Flirting can be like putting one's toe in the water to check the temperature, instead of diving straight and getting a surprise.

The number of the flirtee who engaged in the flirting done is considered a motivation. The participants flirted for the enjoyment brought about by many flirtees. In line with this was research made by Bryant & Lewis (2005) which showed that great flirts have many friends of the opposite sex, great flirts love people. The number of flirtees who engage in flirting might also be a way to higher self-worth and self-esteem.

The participants gave the pleasing and responsive characteristics of the flirtee as motivation in flirting the most importance. Pleasing personality or characteristics of the flirtee might turn them on, and eventually motivate them to flirt. On the other hand, being responsive on the side of the flirtee was the most important motivation that drives them to flirt. Cialdini (2001) noted that being flirted with may make the target of flirtatious communication feel flattered, attractive to, or adored by the flirt. These positive responses to flirting may achieve the objective of flirting more willing to assist the flirt.

On the other hand, the purpose of flirting for the participants was first to gain attention and later on, to be appreciated. Cited in the article "The Multiple Purposes of Flirting" (2010) were purposes on why people flirt. Firstly is "to let someone know that you are interested" and second is "to make someone feel good." One significance of flirting is to compliment another person. People throw out praises; exchange smiles or looks, all inoffensive fun that can strengthen social interaction (Johnson, n.d).

To build and or to maintain relationships also served as the participants' purpose in flirting. In order to build a relationship, the participants believed that flirting could be a way to express their interest in others. Caller (2012) stated that people flirt for a reason. A common reason is when one knows that a person is interested. On the other hand, flirting behaviors may be used to express an aspiration for increased relational intimacy between individuals (Downey & Damhave, 1991). Moreover, it is said that flirting acts as an icebreaker for the beginning of intimacy, allowing two people to reveal their desire in a less direct manner (Erickson, n.d).

Also in line with the purpose why the participants flirt was sex. Grammer, Kruck, Juette, and Fink (2000) claimed that sometimes, flirting interactions become ambiguous in terms of sexual relations. Moreover, a study conducted by La France (2009) concluded that sex is related to flirting especially in men.

Self-fulfillment and ego were somehow related to the participants' purposes in flirting. They get their self-fulfillment through flirting and eventually they would also get a higher self-esteem. As Lague (2000) suggests, flirting is a "boost to the ego and supremely satisfying to all involved." The function of flirtation may be as straightforward, therefore, as "it feels good to feel attractive." Despite the natural sexual tension that happens in many same-sex friendships, flirtation may still be a relatively small risk enjoyable activity.

Still as a purpose, competition might be described by the participants in the sense that they flirt because they want to be dominant among others. Furthermore, this was treated by the members as a means to tease friends regarding superiority.

The last purpose of pursuing flirtation given by the members was to have fun. Individuals may also flirt because of fun or feeling good about them. (Henningsen, 2004).

Is it a go or a no? : Factors affecting flirting behavior

All the things we do may vary according to events or happenings around us. Things we may affect the way we act or the way we perceive such actions. Some of us may act according to their beliefs. Some may do things according to what others say. The capability of humans to interact cannot be a measure according to what we only see, but what we also cannot perceive. One of the complicated acts to observe is the human behavior. Complex in the sense that behavior can change quickly because of various factors. In the context of flirting, these factors also apply where one can initiate flirting in a glance or step back and move to the next target.

Matrix 3. Factors affecting flirting behavior

Themes (Positive)	Statement (s)
Liquor as Confidence Enhancer	<i>"It is not the same when under the spirit of alcohol, it adds to your confidence, you feel invincible."</i>
Mood Dependency	<i>"There are times where you would find yourself lazy to do things. Then there will be someone who will look at you flirtatiously. Even if you do not like, when he is your type, you will flirt back."</i>

Matrix 3.1. Factors affecting flirting behavior

Themes (Negative)	Statement (s)
Fear of Rejection	<i>"...I never come near to a guy...I do not have the guts cause I do not want rejection."</i>
Shyness	<i>"But when it comes then shyness attacks, nothing. It will pass you until you say to yourself, "It is your fault...you let him slip in your hands."</i>

Motive of the Flirtee	<i>“But when he wants to be an artist I do not flirt...cause I may be committed.”</i>
Career at stake	<i>“That is what I’ve been avoiding, to have a scandal because...I am in the government; it is hard to deal with.”</i>
Cyberspace	<i>“...because any picture can be put there...so I do not want to flirt through social media...”</i>

Matrix 3.2. Factors affecting flirting behavior

Themes (Neutral)	Statement (s)
Money Matters	<i>“For formality’s sake, as a lesbian, you are the first to spend money to the one you are flirting.” (Positive)</i> <i>“But we will come to the point that even I want it, I’ll refuse...because sometimes men perceive that gays have an open wallet.” (Negative)</i>
Mood Dependency	<i>“...when I am in an unscrupulous mood with my girlfriend, then I started flirting, my bad mood withdraws that can cause our break-up...my hot temper disappears.” (Positive)</i> <i>“Nobody can just knock at my door and say “There is something”...what if I am not ready, I have no money, what if I am sleepy? I am sleepless; there is no way for me to flirt someone when I am not in the mood.” (Negative)</i>
Relationship Status of the Flirtee	<i>“I like more who has a girlfriend, because I am sure he is a straight guy,” (Positive)</i> <i>“I do not engage in that relationship. First, I will ruin their relationship...then, everything will be chaos until my girlfriend knows.” (Negative)</i>
Reciprocity	<i>“When I felt she was also interested in me, then I will continue flirting with her,” (Positive)</i> <i>“...I will not flirt someone if I can feel that she do not want it...when she becomes demanding. She acts like a girlfriend type, even she is not my girlfriend, I will stop flirting her.” (Negative)</i>

Looking at the factors that might affect the flirting behavior of the gay and lesbian participants, it shows that it is categorized as positive, negative, and neutral. Positive factors might push them to continue flirting while negative factors might drive them to stop or end the flirting. Neutral factors can serve as positive or negative, depending on the participants. Liquor and the characteristic of the flirtee served as the positive factors. While the adverse factors comprised of fear of rejection, shyness, and motive of the flirtee, own career, and the use of social media. Neutral factors included money, mood, and the relationship status and response of the flirtee.

Liquor was believed to affect the participants’ flirting behavior in a positive way. Driven by the influence of alcohol can make one do something beyond limit. Thoughts, movements, and senses are affected when having different thoughts. Cognitive and verbal skills lessens and these are the abilities that allow to resolve conflicts. One of the results of

this study defined that the liquor can provide the feeling of being confident in flirting. According to a survey made by the Mental Health Organization (2006), 41% of the sample said alcohol makes them more confident. Nearly half of the sample makes them feel more confident and inhibited.

Also, a positive factor was the characteristics of the flirtee. It is described to affect the flirting behavior of the participants as, due to the attraction; it drives them to continue flirting even at their worst feeling.

On the other hand, negatively having a significant effect on the flirting behavior of the participants was fear of rejection. DeAlto (2013) defined fear as a primal drive, and one of the strongest emotions humans can experience. There is much fear when it comes to flirting – fear of getting hurt, looking stupid, the feeling of being rejected, falling in love or making a wrong impression.

Related to fear is shyness. As Anthony (2004) described, shyness refers to a tendency to be withdrawn, anxious, or uncomfortable in situations involving interpersonal contact. Such as conversations, dating, meeting acquaintances, making small talk, talking on the phone, dealing with conflict or talking about oneself. Shyness in the concept of usual flirting occurs during the first stage and could affect the participants' flirting behavior negatively.

Still in line with the negative factors that affect the participants' flirting behavior was the motive of the flirtee. According to a study conducted by the Social Issues Research Centre in 2004, one of the flirting taboos showed that flirting is used to advance one's career or get ahead at work. Sixty percent of their respondents said that it was against their rules, but they do it for promotion, perks or benefits they can have.

Career might also serve as a negative factor affecting the participants' flirting behavior. It is described to change their flirting behavior as it hinders flirting in workplaces especially for those working in the government.

The use of social media might also affect the flirting behavior of the participants negatively. Cornwell & Lundgren (2001) stated that the cyberspace is treated as a 'liminal zone' which is described as an equivocal, marginal, borderline state, isolated from everyday existence. Ordinary rules and social constructions are suspended, allowing brief exploration of alternative ways of being. The ability to hide the true identity of social media drives the participants' to either lessen or stop flirting through this.

The participants had also mentioned factors that affect their flirting behavior in either a positive or negative way. Among these factors was money. Money matters in flirting, whether it is materially or financially given. As a decisive factor, money was believed to be an advantage in flirting. As a negative factor, money was viewed as a limiting factor or eventually a factor to stop flirting. Crusie (2005) discussed that money is a significant stumbling block, and not so easily dismissed. Without the expectation of a dowry, there is a minimal chance of getting whom one wants.

Also in line with the neutral factors was mood. Lewis & Bryant (2005) stated that during any particular day, you will have numerous feelings or states of mind; some active, some intense and some are not favorable. Moreover, Jillson (2003) said that flirts who succeed are the most patient in the world.

Flirting with someone else's partner was also included in the neutral factors. Positively affecting, the relationship status of the flirtee helps the gay participants to determine whether a guy is a real male or not. On the other hand, the lesbian participants viewed this as a negative factor because it might destroy romantic relationships, as well as friendships.

Lastly, as a neutral factor, the response of the flirtee was given importance. Flirtation can be an effective pathway to a number of prosocial consequences. Including open-minded communication, romantic interest and social encounters (Flirtation Rejection Strategies, 2007). In the study, the participants take into consideration first the response made by their target flirtee. If it positively responded, flirting goes on; if not then they will proceed to the next target. However, flirtatious interactions are oftentimes unsuccessful because of unexpected or unwanted communication efforts (Lannutti & Camero, 2007). When not desired by receivers, their actions often hinder the success of such potential interactions. The results also showed that when the flirtee goes beyond the limit of the informant (e.g. becomes demanding), the flirting process stops.

The lines and the signs: The flirting techniques

Flirting has a significant connection with non-verbal communication because of the body language that one shows. In contrast, no matter how unspoken language gives someone a chance to express his or her interests without taking any risks, one still cannot go on flirting without the verbal aspect of communication. One must make use of verbal flirting because it is as significant as body gestures during the process of flirting. When creativity, humor, and intelligence are properly used, a person can disclose more information. (Rodgers, 2004).

The objective is to get the other to listen to us. Even one considers him to be overflowing with charisma without saying a word—words are important. Moreover, how one say is equally as significant. (Borg, 2008)

Body language is the best indicator of one's feelings, attitudes, and emotions. A person may not communicate verbally, but his body signals will disclose all the thoughts he has inside. It is an inevitable information that our nonverbal behavior reveals details our moods and feelings than we would perhaps wish to explain. People innocently go about their everyday lives displaying their inner feelings, and they tend to use the entire body to read someone's moods and attitudes, and this is captivated mainly at the unconscious level. However, reading one's body signals may be difficult because of the complexity of body gestures.

Matrix 4. Flirting techniques

Themes (Verbal Approach)	Statement (s)
Rapport	<i>"I will converse until she gets comfortable with me...she will do the same afterward."</i>
Flattery	<i>"...flowery words. You need to get his trust and of course he will eventually be comfortable around you that he feels that he is special."</i>

Humor	<i>"I'll ask about the girlfriend. "Do you have a girlfriend?" "Oh, you do not have?" Those kind of inside jokes right? "Really? With that good look, you do not have a girlfriend?" Oh my gosh! What must be wrong?"</i>
Reciprocal Disclosure	<i>"...for example she is watching a television program, I will watch that program as well so that we will have something to talk about."</i>
Money	<i>"Name your price..."</i>

Matrix 4.1. Flirting techniques

Themes (Non-Verbal Approach)	Statement (s)
Eye Contact	<i>"Seductive, look at him in a way that he will feel sized up."</i>
Smile	<i>"...I smile at her. Because when you smile you look friendly and attractive..."</i>
Touch	<i>"I will start caressing with the hand, from fingertips until I reach her ears, arm, and shoulder..."</i>
Self-Presentation	<i>"...present yourself well...where you look clean, smells good, presentable."</i>

Matrix 4.1. Flirting techniques

Themes (Non-Verbal Approach)	Statement (s)
Social Networking Sites	<i>"I flirt with Facebook. "Hi. You look good here" ... Then I'll write a private message, "If you need anything, if you are around the area, just text me at this number so we can hang-out."</i>
Text Messaging	<i>"I do flirt using cell phone..." "Hi, hello. How are you?"...if we are having mutual feelings towards each the other, I will start sending sweet text messages."</i>

The flirting techniques of the gay and lesbian participants is divided into **verbal, non-verbal**, and any **mediated approach**. Verbal might include the use of money, rapport by means of flattery, humor, and reciprocal disclosure. Non-verbal approach involved varieties of body signals like smile, eye contact, touch, and self-presentation. Any mediated approach might be in the form of text messaging or social networking sites.

According to SIRC Guide to Flirting by Fox (2006), flirting can be in both verbal and non-verbal approach. Non-verbal flirting comprises of opening lines, turn-taking, talking, listening, reciprocal-disclosure, humor, and leave-taking. Non-verbal flirting consisted of eye contact, interpersonal distance, posture, gestures, facial expression, touch, and vocal signals.

The answers of the participants supported the literatures about rapport saying that it is about establishing a particular connection with people and treating one with respect and acceptance. As studies showed, people who use humor in interactions are perceived as likable and both trust and attraction increase because of the light approach. (Amory, 2012)

It eliminates all the awkwardness and stiffness in the early stages of flirting. Opening lines can also be in the form of flattery.

Flirting often co-exist with flattery especially if one is about to build a rapport with the other. It is done to establish a particular connection and to eliminate that uneasy feeling when talking to an unfamiliar person. On the other hand, flattery can also be a way to start a conversation by making someone comfortable or relaxed and he would eventually open up. (Regier, 2007)

The exchange of personal information or what psychologists call ‘reciprocal disclosure’ is one the most important aspects of verbal flirting. The discussion can barely be considered as flirtation unless partners reveal at least some personal details. (Fox, 2006) At first meeting, it is said that two parties do not have to be intimate right away. If one discloses a detail about himself, the other must reciprocate by telling a similar detail as if ‘to match’ the two.

Flirting can also be done using different mediums. Oftentimes, when physical aspect is not present, people tend to use mobile phones. According to an infographic from Men’s Health, Facebook users have tried to connect with their ex-partners and the statistics resulted in 32 percent of women and 40 percent of men. Meanwhile, about 70 percent of Facebook members utilize the site to flirt. 30 percent use the social networking site to flirt with someone other than their present partner (“Flirting and Facebook,” 2012). There are also instances in which a mutual friend asks in order to be associated with the flirtee.

Still included in the verbal approach in flirting was the use of offers, whether in the form of money, gift, calling cards, and the like. Giving calling cards as an initial technique, for example, is a convenience to have a connection to someone and it is less personal. “When you give a card to a guy, it makes him think like he is being treated like hoards of other potential suitors. It makes the hunt more thrilling, and keeps that monstrous male ego from going nuts” (Rich, 2005).

Finally, the use of money in flirting was also given emphasis in literature. According to Aggleton (2004), there is a historical precursor to male sex work in gay relationship arrangement. Based on reciprocity: the “real male” gives sex in exchange for money.

With respect to the participants’ answers, on the other hand, gazing or eye contact is one of the non-verbal techniques. The eyes are the windows to the soul and reflect what’s going on inside everyone. The eyes show emotions such as happiness, sorrow, anger and everything that goes inside of someone else. According to Kuhnke (2007), creating and keeping eye contact at ease with another person can be the foundation for an effective communication, giving two characters the feeling of well-being and trust. Gazing can be a form of showing one’s interest towards the other; it can also be a way to create intimate feelings or dominance between two people.

Another non-verbal approach that was confirmed by both gay and lesbian participants while flirting performance is touching. Touching is a powerful, delicate and sophisticated form of communication. Different contacts can be used to express conformity, warmth, connection or attraction. Touch can signify support offering, to establish or reinforce power relations and to negotiate levels of intimacy. Touching can also be used to

express extensive range of messages. The power of touch is also one of the vital elements in non-verbal flirting. The researchers of University of Minnesota conducted an experiment that they called 'The Phone Booth Test.' They tested how many people would admit that they saw the coin that places on the phone booth's ledge. On the first part of the study, only 23% of the subjects realized they had found it and gave it back. On the second part of the study, 68% admitted to having the coin as they were asked by the researchers and touched them lightly on the elbow. One can get up to three times of what he wants by means of skillful elbow-touching (Pease & Pease, 2004)

Smiling conveys many wonderful things about a person. Smiling demonstrates that one is someone who is most likely, fun to be with during certain occasions. It also shows self-confidence, sociability, an optimistic attitude, and it gives the impression that It is also very difficult to ignore. (Thompson as cited by Edwards, 2008) Smiling is contagious and can change a person's mood and aura. When a person smile, it lightens up his face and makes him look friendly and approachable. However, smile can be spontaneous and artificial; the difference between these smiles is that spontaneous smile creates wrinkles around the eyes while the other does not.

Self-presentation was also affirmed by the participants. However, there are members who showoff during the flirting performance. There are two forms when it comes to preparation in flirting, and these are being physically and emotionally prepared. In terms of being prepared physically, one does not need to be over accessorized just to look pleasant. As Jillson (2003), stated in her book "Fine Art of Flirting", "The flirt-out rule for clothes is very inexpensive—one good steam iron can cover many dressing sins."

The use of qualitative approach and case study of the research design somehow restricted the study in terms of generalization. The findings and conclusions have only been limited to the response of the participants instead of dealing with a broader scope.

Conclusions

Far from being passive, the study shows that the Filipino gays and lesbians of today are more open and brave enough to engage in flirting. Though fueled by different motivations and purposes, gays' and lesbians' flirting techniques, and behaviors may still be slightly or significantly affected by individual factors. The study also concludes that the perspective meaning, as well as the reasons of the participants, are somehow parallel and connected with the techniques they use in flirting. Moreover, flirting for the gay and lesbian participants is deemed to be a complex process as the results show some factors that may affect the participants' flirting behavior. Lastly, gays are deemed to be useful for promoting themselves verbally as the results indicate their great skill in using verbal flirting techniques. On the other hand, lesbians are considered body language experts based on the results that reflect their preference to use non-verbal techniques in flirting.

Recommendations

The researchers had extended their advices and recommendations to the following:

- 1) that the study will serve as a guide for the parents, especially of the young adults, regarding safe and decent manners in flirting, avoiding early practice of sex;
- 2) on every individual, that they will become cautious in performing flirtation. Setting limitations might be an excellent help to safety while retaining the sense of enjoyment. Moreover, that they will be more sensitive and observant as a flirtee, and that they will be more careful in flirting especially when dealing with persons met through social networks;
- 3) to the couples, that they will avoid flirting outside their relations and remain faithful to each other. Each of them were advised not to treat flirting as a means to eliminate or lessen negative dispositions;
- 4) that the LGBT community will lead and aim for the publication of a book about homosexual flirting that shall serve as a guide for individuals in understanding the whole concept of flirting, including the flirting techniques and performances of gays and lesbians and;
- 5) to other researchers in the field of communication, who will consider exploring some of the limited areas of this study with regards to the context and scope of flirting.

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