First dates represent an important early event in the development of dating relationships. Commonly, date initiation is a behavior in which men take control. In the past few decades, however, more women attempted this task. Women initiating dates is a deviation from cultural norms or what society views as appropriate behavior. The deviation in behavior could have negative repercussions for women. For this study, perceptions of women who initiate dates are investigated. By examining the expectedness and violation valence of the behavior through Expectancy Violations Theory, insight is provided into the perceptions of this dating trend.