

Attraction



Factors of Attraction

Evolutionary Social Psychology?

- ▶ Evolutionary biology and evolutionary psychology have made strong arguments for the power of human genetic inheritance in accounting for what generally attracts people to each other
 - Assessment of 'good' genes
 - Reproductive fitness
 - Mating Strategies

Proximity

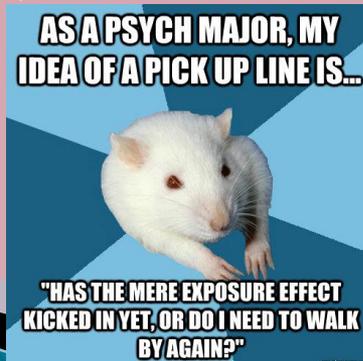
- ▶ Geographic nearness

Mere exposure effect:

- ▶ Repeated exposure to something breeds liking.

- What was familiar was generally safe and approachable.

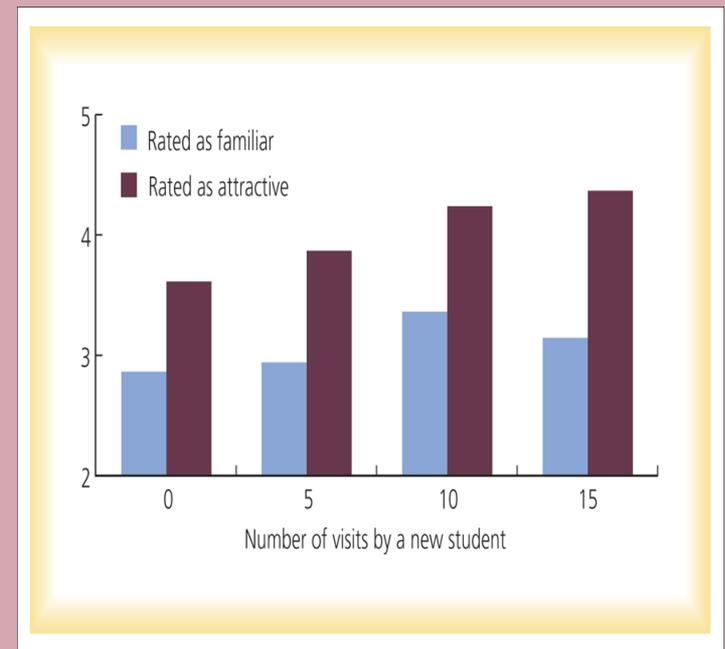
- What was unfamiliar was more often dangerous and threatening.



- Four new women' students' took part in the class on 0, 5, 10 or 15 occasions.
- At the end of the term, students in the class rated slides of the women for several characteristics

Familiarity – weak effect

Attractiveness – stronger effect



Mere Exposure Effect



Pairing Game

- ▶ Do not at any time look at your own number or tell another person what his/her number is.
- ▶ Your task is to pair off with another student. Your score will be equal to your partner's number.
- ▶ the offer to form a pair is made by extending your hand to another person, as if to offer a handshake. The other person can either choose to accept or decline the offer.
- ▶ If your offer is accepted, stand along the windows with your partner.
- ▶ If your offer is rejected, then continue looking until you have formed a pair.

Pairing Game

- ▶ "Love looks not with the eyes, but with the mind."
- Shakespeare

REALLY?

- ▶ How did you do?
- ▶ Maximization Strategy - Seek out person with highest number, keep trying until someone accepts your offer for partnership.
- ▶ Equalization Strategy - If you figured out you had a low number, you sought out another person with a low number to form your partnership.
 - ▶ In your notebook:
- ▶ Explain how the pairing game parallels the methods people use to choose a partner.
- ▶ Explain the value of this game in understanding the development and function of self-esteem.

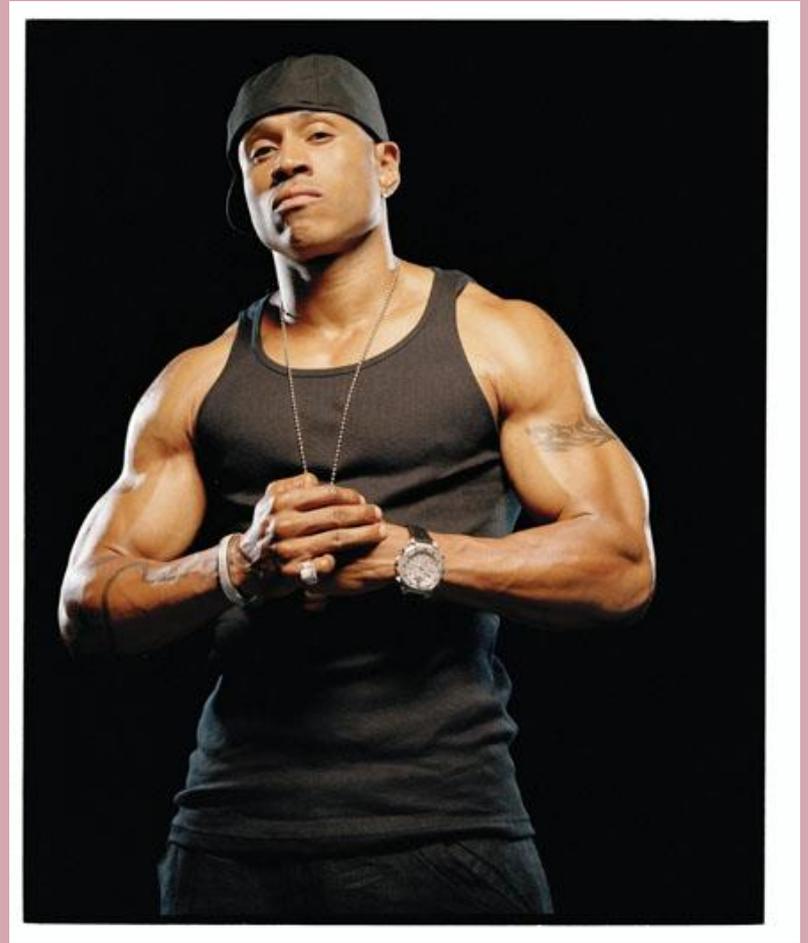
What do we think when a “25” gets together with a “10”?



Coupling such as this violates the principle of “positive assortative mating” which suggests that people mate based on their shared level of good-lookingness.”

Physical Attractiveness: The Hottie Factor

- Affects one's first impression of another more than any other single factor.
- Positively correlated with popularity / dating frequency.
- Unrelated to self-esteem and happiness
- They are perceived as healthier, happier, more honest and successful than less attractive counterparts.



Does physical attraction effect how we act toward others?
The Halo Effect - We perceive attractive people as also having more attractive personalities.



Is beauty in the eye of the beholder?

Across cultures, men prefer youthful looking women, reportedly because this is a sign of their future fertility.



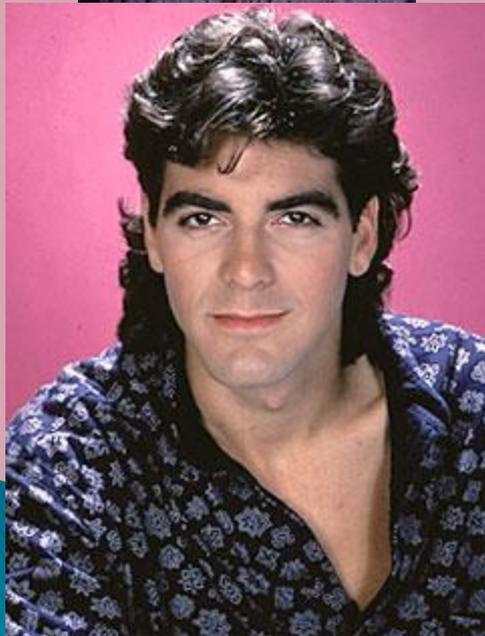
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Discovery

Across cultures, women prefer men with maturity and financial resources to provide for them and children.



1980s



2010s

