Factors of Attraction
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.
Is beauty in the eye of the beholder?

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