

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

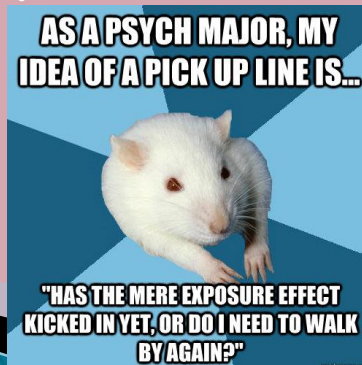
- ▶ Geographic nearness

Mere exposure effect:

- ▶ Repeated exposure to something breeds liking.

- What was familiar was generally safe and approachable.

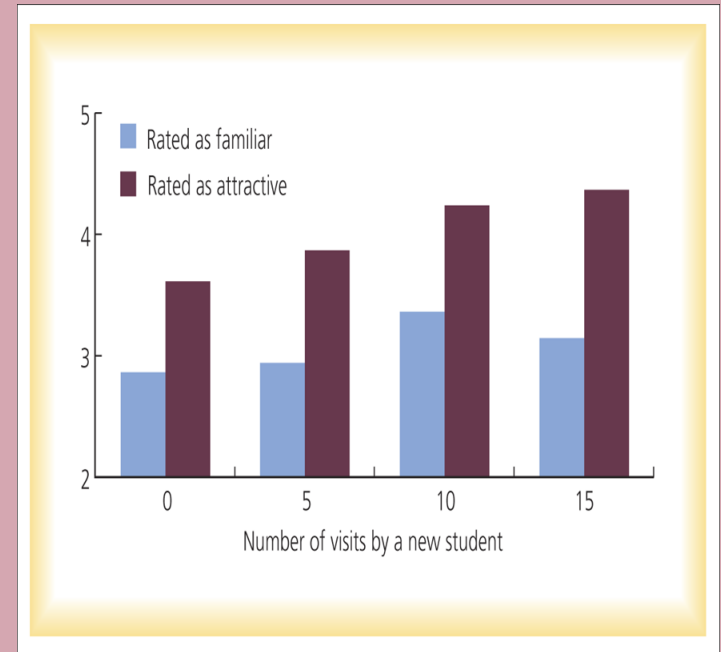
- What was unfamiliar was more often dangerous and threatening.



- 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.

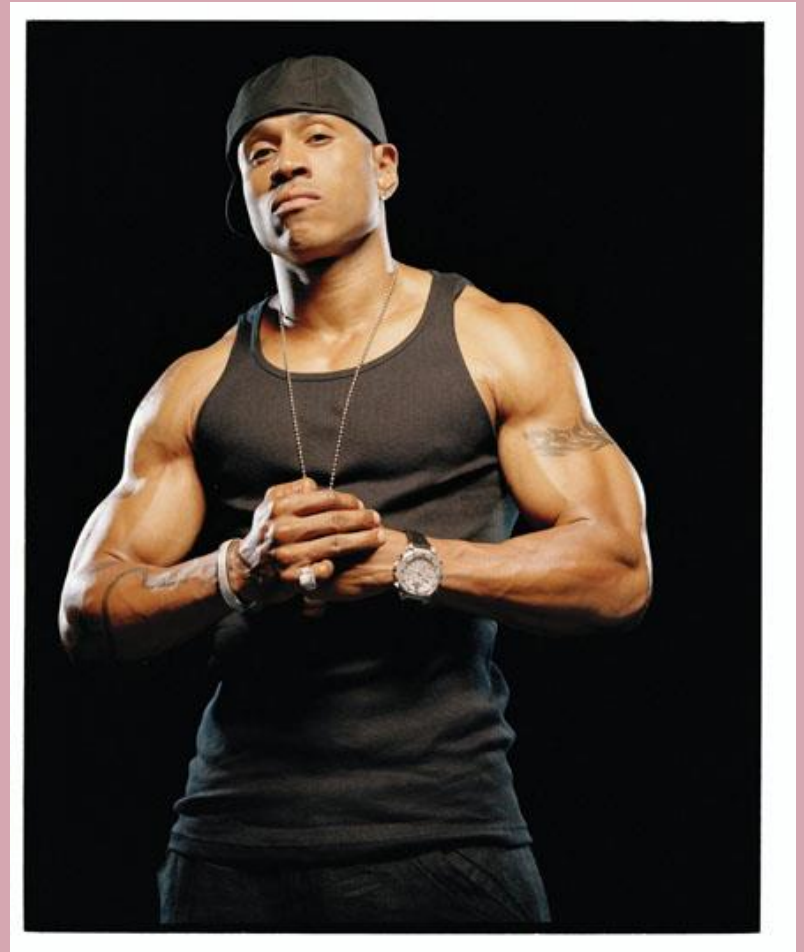
What do we think when a “25” gets together with a “10”?



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.



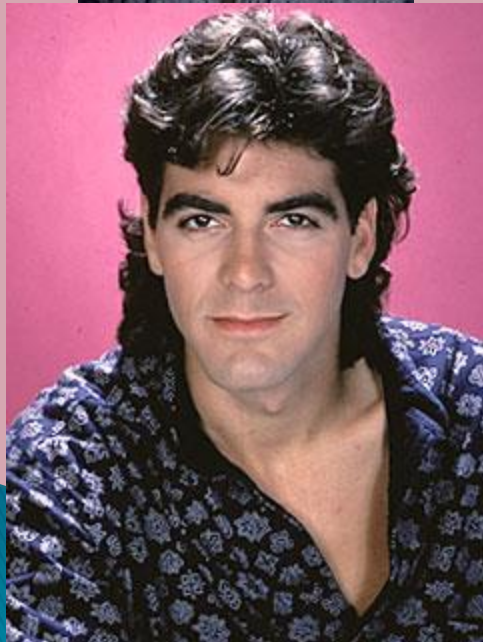
Is beauty in the eye of the beholder?

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

Discovery



1980s



2010s

