ATTRACTION

'How Men Screw Up Romance'

- Attraction defined
- What attracts us
- Theories of selection
    - Evolutionary
    - Socio-cultural
- Who is attractive
- Does s/he like me?
- Biochemical contributions
- Things that make you go "awww"

- ● **Attraction defined**
  - ▪ A force that moves one thing to another
  - ▪ Leads people to form relationships
- ● **Sternberg's Triangle**
  - ▪ Intimacy
  - ▪ Passion
  - ▪ Commitment
  - ▪ 8 types of love
    - ● **Liking:** intimacy without passion or commitment
    - ● **Infatuation:** "love at first sight," passion alone with no intimacy or commitment
    - ● **Companionate Love:** Commitment and Intimacy without passion
    - ● **Consummate Love:** Passion, commitment and intimacy

Evolutionary Theories of Mate Selection

- **Darwin** (1871)
  - Intrasexual competition
  - Preferential mate selection
- **Parental Investment Theory** (Trivers 1972)
  - Effort + resources = selective
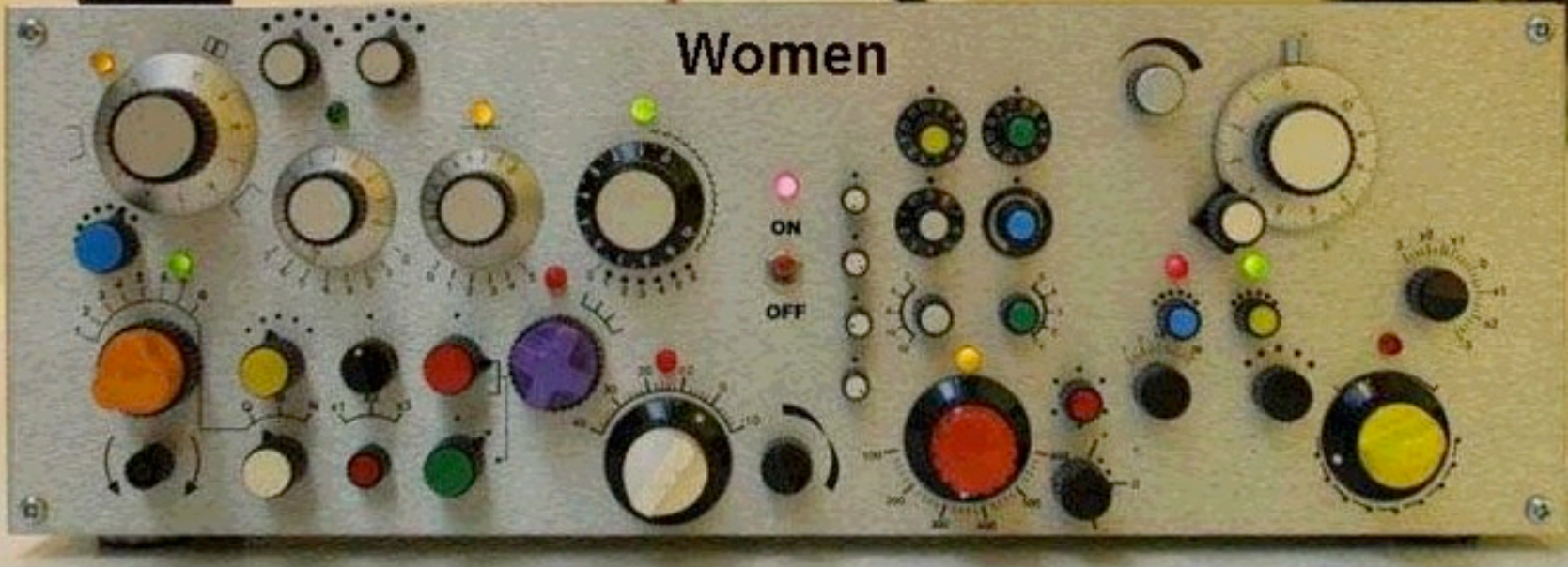- **Sexual Strategies Theory** (Buss & Schmidt 1993)
  - Mating is strategic
  - Males & females face different obstacles
  - have evolved different strategies for meeting the challenge

Propinquity (proximity)

- **Functional distance**
  - Likelihood of interaction
    - Westgate Apts
- **Alphabetized classroom studies**
  - More friendships based on alphabetical seating
- **Mere exposure effect** (Zajonc)
  - Moreland & Beach 1992
    - 15, 10, 5, 0
    - Familiarity, liking*, similarity*
  - Freud vs. mere exposure: seeking our parents?

Signs of Attraction

- Physiological Arousal:
- Increased pulse rate
- Increased blood pressure
- Increased glandular secretions
- Breathing more rapidly
- Tensed muscles
- Better posture
- Blushing or looking flushed
- Signs of agitation (brushing lint away, flipping hair, giggling)

- Mirroring! (check watch to check watcher)
- Eyes- gaze, winking, fluttering lashes, pupil dilation
- Body contact
- Orientation- 45° most inviting/ least exclusive; forward leaning
- Distance < 18" indicates intimacy; 18"- 4' personal
- Lowered voice
- Misattribution of arousal

Who Is Attractive and Why Do We Care?

- Looks are important (sorry!)
  - Attractive female face
    - Babyface, big eyes (youth-fertility)
  - Attractive male face
    - Maturity/dominance (resources)
  - Hormonal Theory of Facial Attractiveness
    - Women prefer masculine faces when most fertile
  - Averaging
  - Social comparison
    - After viewing models, rate partners less attractive
  - Predicts desire to date (both genders)
  - Correlates with income & status

- Myths about attractive people
  - Sociable, sensitive, sexually "warm", talented, welcoming, interesting, trustworthy, moral, happy, successful (not IQ?)
- Circular causality/self-fulfilling prophecy
  - More attention -> confidence/ self-esteem -> liked more -> repeat

Like Attracts Like
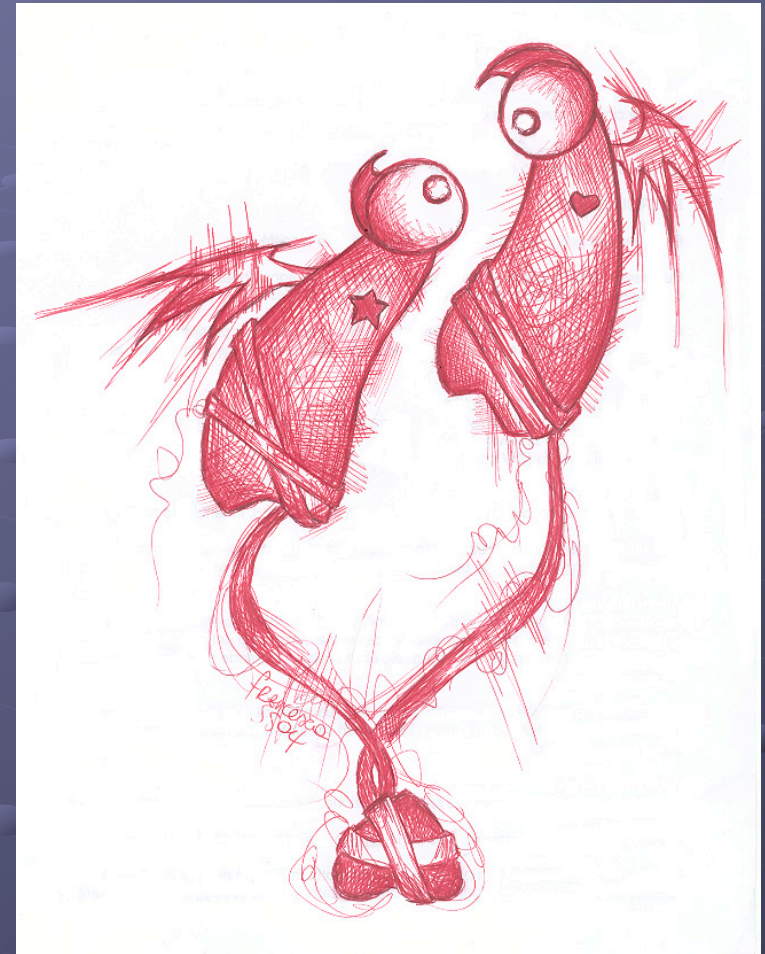
- **Matching Phenomenon**
  (Murstein 1986)
  - Tend to sort into similar pairs, inc. attractiveness
  - Approach
  - Endurance

- **Social Exchange Theory**
  - Select mate for equitable exchange of resources
  - Personal Ads- wealth/youth
  - Dating Differential- hypergamy

- **Similarity of Attitude**

Biochemical Contribution to Attraction

- Pheromones
    - Universal Greeting- smelling hands/face via shake, kiss
    - Loss of smell: correlates with sexual dysfunction, esp. desire
    - Pheromones v. placebo: more kissing and foreplay
    - Pheromones in male sweat affect female menstrual cycle
- Oxytocin
    - "Childbirth hormone"- contractions, lactation
    - "Loving feelings"- surges during touching, cuddling, sex
    - Pro-social behavior- smiling, helping, calmness
- PEA (phenylethylamine)
    - Amphetamine-like
    - "Thrill"
    - Energizing
    - Addictive?

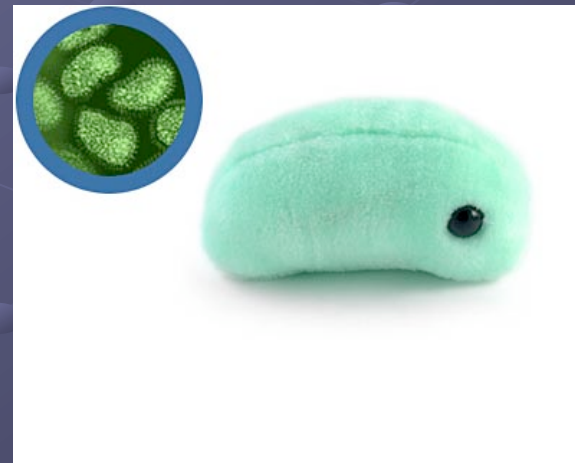# "Oh my gosh, that's so CUTE!"

- Cuteness makes us want to cuddle, nurture
- Why cuteness?
    - Humans = helpless young
    - Hardwired to respond instantly to young
- What is cute?
    - Big, bright eyes
    - Big, round ears; floppy limbs
    - Teeter-tottering; wobbly movement
    - Anything indicating extreme youth, vulnerability, harmlessness and need

Cute Pets: Good, Bad, & Really Ugly

- 'Awwwww'   vs.   'Ewwwww'
- Which one was voted world's ugliest dog?
- Why?

Deadly… but so <u>CUTE</u>!

Cuteness Meets Similarity

- **Roy & Christenfeld**
  - Do dogs resemble their owners?
  - If so, why?
  - Asked Ss to match the dog that looked most like its owner
  - Purebreds v. mutts