

Chapter 8 - Attraction

I. Attraction

- Interpersonal Attraction : The strength and positivity of one's attitude regarding another individual.
 - Measured with ratings and gaze

II Physical Attractiveness

A. What determines physical attractiveness?

1. Faces

- Neotony = cuteness
 - we like what is child-like (large eyes, small nose and mouth, disproportionately large head)
 - Women's Make-Up - eye shadow = big eye, blush de-emphasize the nose, poofy hair = big head
- Average of all faces
 - schema matching
 - This does not work for dog or bird composites
- Innate Preference for Symmetry
 - Symmetry as a signal of health/reproductive fitness
 - though composites are preferred even when symmetry is controlled for.
 - Symmetry is poorly correlated with actual health
- Feminine Faces make men attractive
- http://www.uni-regensburg.de/Fakultaeten/phil_Fak_II/Psychologie/PsyII/beautycheck/english/index.htm

2. Weight

- Stereotypes (Anti-Fat Attitudes)
 - Overweight people have no self-control or willpower
 - They they caused themselves to be fat
 - They are untrustworthy
 - they are less competent
- Larger women are rated as less feminine and less sexual.
- Women in our culture are Weight obsessed.
 - Weight is a not a good predictor of health status - can be independent of cardiovascular health.

3. The Attractiveness stereotype: What is Beautiful is Good

-People rate Attractive males and females as:

Smarter	Sexually warm and responsive		
Kind	Strong	Modest	Outgoing
Nurturing	Sensitive	Interesting	Poised
Sociable	Exciting Dates	Better Character	

-People also expect attractive people to:

- Have Lives of prestige
- Have More social and Professional success
- Have more fulfilling lives.
- Have Happier marriages
- Be more competent in marriage

- There is truth in these stereotypes
 - happier and more sociable
 - make more money in their jobs
 - highly attractive people make approximately 2,000 more a year than people rated as less attractive (on a 1-5 scale)
 - Attractiveness is the number 1 predictor of self-esteem
 - Attractiveness is associated with peer popularity
- Explanation for this?
 - Behavioral Confirmation Effects (self-fulfilling prophesy)
- Limitations?
 - The Matching Hypothesis
 - We may have more positive ratings of attractive people, but we prefer to have relationships with people who are equally attractive to themselves.

III Similarity

A. Do Birds of a Feather Flock together?

B. The Matching Hypothesis

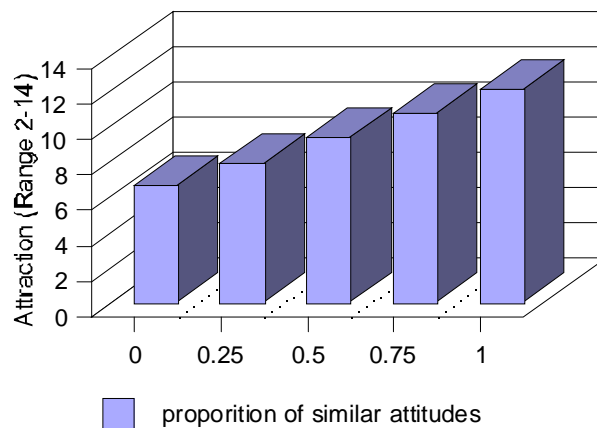
- people have relationships with people similar in physical attractiveness
- people tend to prefer others who are similar in IQ

C. Attitude Similarity

- Most of the literature focuses on Similarity in Attitudes.

- Byrne & Nelson (1965) - As the proportion of similar attitudes increases, so do ratings of attraction

Byrne & Nelson (1965)

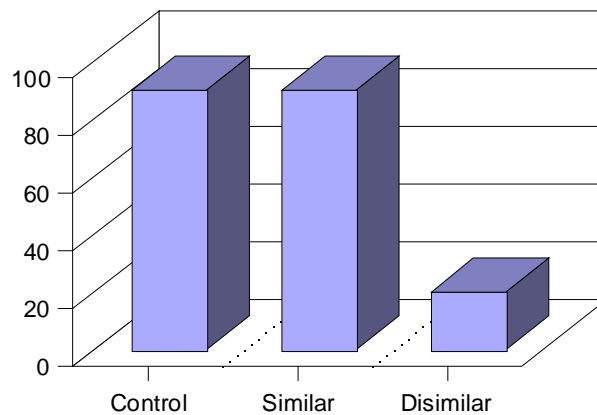


D. Rosenbaum's Repulsion Hypothesis

- we are not attracted by similarity, but repulsed by dissimilarity:
- tested with
 - Control Group - no attitude information
 - Similar Group - given just similar attitude info
 - Dissimilar Group - given just dissimilar att. info.

- Similar and Control rated equally highly attractive
- Dissimilar rated very low.
- Interpreted as Similarity is irrelevant to our evaluations.

Rosenbaum (1986)



E. Smeaton, Byrne, & Murnen (1989)

- ruled out the possibility that Rosenbaum's control group really represented a 100% similarity group (the false consensus effect - when we know nothing about a person we overestimate their similarity to us).

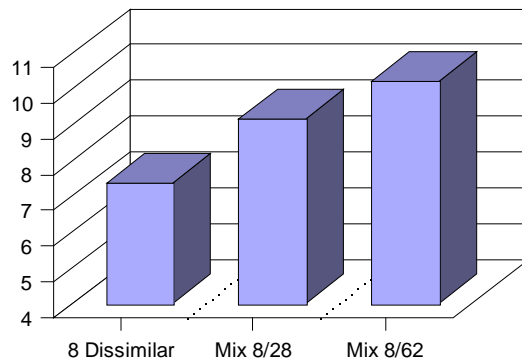
Test-

- Group 1 = 8 dissimilar attitudes / 0 Similar
- Group 2 = 8 dissimilar attitudes / 28 Similar
- Group 3 = 8 dissimilar attitudes / 62 Similar

Hypothesis = if Rosenbaum is right, then none of the groups should differ.

Results- Group 1 and Group 3 were significantly different, suggests that similarity does have an effect.

Smeaton, Byrne, & Murne



F. Current State of the Field

- Chapman (1995) & Singh and Teoh (2000).
 - Dissimilarity information has a greater impact than on attraction than similarity information.

- The moral of the Story?
 - Be vague – let people think what they want and they will love you.
 - Politicians
 - *Being There* – Jerzy Kosinski

IV. Proximity & Familiarity

- Friendship and liking are influenced by how much time we spend together and how often.
- A. Proximity - best predictor of friendship formation is how close to each other two people live.
 - a. Festinger, Schachter, & Back (1950) - Westgate West Apartment study
 - residents reported how often they interacted socially with other residents.
 - people most likely to interact with/be friends with people who were next door, compared to other residents. People two-doors down were interacted with more than people on other floors.

2. Familiarity - The more often we see people, the more we like them
 - a. Zajonc (1968) - The Mere Exposure Effect
 - Show Ps faces, some are repeated. People liked the repeated faces more.
 - If you initially dislike the face, exposure only increases disliking.
 - b. People like their mirror face more than their actual face – mere exposure
 - People choose reflected photos (the way you see yourself in the mirror) more than regular photos (the way others see you).

- Moreland & Beach (1982)
- Confederates attended a class either 0, 5, 10, or 15 times during a semester.
- Student attractiveness of confederates. Frequently attending confederates rated higher than less frequent confederates.

Moreland & Beach (1992)

