

Psychology of Attraction

Or, scientific dating strategies

Attraction Theories

- What do you think are the most important factors that influence attraction?
- List at least five, and rank them in importance from 1 (most important) to 5 (least important).
- Combine with a partner
- Combine with your group
- Write on board

Excitation Transfer

Watch Video of Aron Study re-enactment

- What is the conclusion of this research?
- What does this suggest if you want to take someone on a date and increase their attraction to you?

Excitation Transfer



- Transfers excitement from one stimulus to another
- *EX: Roller coaster riders rate their partners more attractive and desirable after riding the roller coaster together.*

Proximity



Similarity



Physical Attractiveness



Original

Left Symmetry

Right Symmetry

Reciprocity

"the most important determinant of how much we like a person is the extent to which we believe they like us"

- Dr Eliot Aronson

the Dirt
psychology

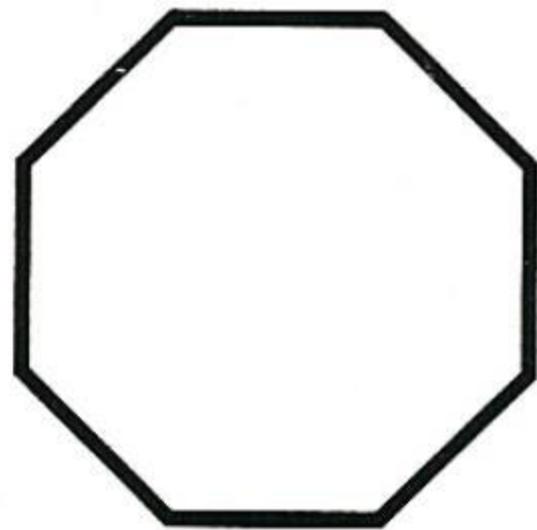
Mere Exposure

- Watch the [“How I Met Your Mother: Mermaid Theory”](#)



Mere Exposure Experiments

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Lonely Hearts Club

Based on what you now know about the psychology of attraction, which of these two people would be most likely to date, and why?

1. **Shy and Single**—Long Island, Jewish, professional (32) seeks long-term relationship. I enjoy music (folk and rock), the outdoors, reading, and sushi.
2. **Come Build a Future With Me**—Suburban, Chicago, carpenter looking for a companion (25-35) for friendship and more. Favorite activities include concerts, dining, and athletics.
3. **Alone in the City That Never Sleeps**—Manhattan business executive ready to settle down. I love pets and children and like to travel, go to movies, and read.
4. **Life of the Party Seeks Partner**—Single secretary in San Francisco looking for life partner. I am ambitious, vivacious, and delicious. I enjoy jogging, yoga, and creative pursuits.

From Attraction to Romance

- Develop a theory of how romantic relationships start and then proceed.
- You may list and describe stages, draw a flow diagram, or identify general processes that occur.
- Get creative! Cartoons, flow charts, collages, writing...it's all fair game.
- Consult friends and relatives!
- DUE: End of class Friday