

Affiliation

- Social Affiliation Model (O'Connor & Rosenblood, 1996)
 - Follows Latane's idea of a "sociostat" or social thermostat, similar to caloric intake – rats deprived of social contact more likely to seek out other rats
 - Everyone has an optimal level of social contact

Unconscious Influences on Attraction

- Mere Exposure Effect
 - The more people are exposed to a stimulus, the more positively they evaluate the stimulus (Zajonc, 1968)

Physical Attractiveness

- Physical attractiveness is primary motivator for affiliation, short-term
- On-campus dating studies showed undergrads preferred **attractive** potential dates over dates who were:
 - Similar in beliefs
 - Similar in personality
 - Had great senses of humor
- People also didn't prefer similarly attractive potential dates; they preferred the most attractive person they could be matched with

What Makes A Person Physically Attractive

- Most evidence indicates it's **not** cultural norms.
- There seems to be an objective, or at least cross-culturally consensual, definition of what is attractive

1. Averaged Faces are Most Attractive

- Langlois et al.
- Averaged (not average) faces are more symmetrical
- Averaged faces are more prototypical – the arithmetic mean face



People from Different Cultures Agree on Who's Attractive

- Cunningham et al., 1995
- "Their Ideas of Beauty Are, on the Whole, the Same as Ours": Consistency and Variability in the Cross-Cultural Perception of Female Physical Attractiveness
- Student volunteers were 46 White Americans (35 women and 11 men); 38 Asians (13 women and 25 men), including representatives from Japan ($n = 25$), People's Republic of China ($n = 6$), Thailand ($n = 4$), Taiwan ($n = 2$), and Korea ($n = 1$); 13 Hispanics (6 women and 7 men), including participants from Guatemala ($n = 3$), Panama ($n = 3$), El Salvador ($n = 2$), Columbia ($n = 2$), Cuba ($n = 1$), Spain ($n = 1$), and Mexico ($n = 1$).
- Huge agreement on who's attractive

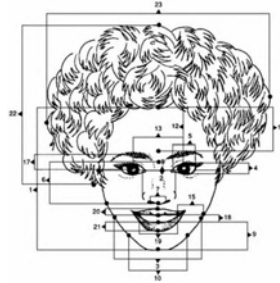
Table 1
Study 1: Means and Correlations of Physical Attractiveness Ratings by Asian, Hispanic, and White Judges

Judge	n	M	SD	Asian	Hispanic
Ratings of 48 women					
Asian	38	4.157	1.389	—	—
Hispanic	13	4.141	1.235	.931****	—
White	46	4.173	1.498	.909*****	.935*****
Ratings of 11 Asians					
Asian	38	5.360	0.596	—	—
Hispanic	13	5.465	0.839	.804***	—
White	46	5.395	0.707	.773****	.774***
Ratings of 5 Hispanics					
Asian	38	5.232	0.898	—	—
Hispanic	13	5.554	0.998	.903***	—
White	46	5.256	1.000	.745*	.939***
Ratings of 5 Blacks					
Asian	38	3.944	0.846	—	—
Hispanic	13	4.306	0.498	.760*	—
White	46	4.130	0.902	.752*	.776*
Ratings of 27 Whites					
Asian	38	4.157	1.389	—	—
Hispanic	13	4.141	1.406	.955*****	—
White	46	3.482	1.495	.941*****	.951*****

* $p < .15$. *** $p < .05$. **** $p < .01$. ***** $p < .001$.

(Mostly) Babyish Faces
Are Most Attractive

- “By conveying vitality, openness, and youthfulness, neonate features may suggest a desirable mate. Other qualities suggested by neonate features, such as irresponsibility, naïveté, and sexual immaturity, could undermine romantic attraction, but those impressions can be countered by sexual maturity cues. The model suggests that a romantically attractive face has neonate features in the center of the face, such as large eyes, and sexual maturity features at the periphery, such as prominent cheekbones for women and large chins for men.”



Beautiful Is Good Stereotype

- Compared with less-attractive people, more-attractive people are judged more positively:
 - Attractive children are judged to be:
 - More socially appealing
 - Better students
 - Better-adjusted
 - More socially competent
 - Attractive adults are judged to be:
 - More socially appealing
 - Better workers
 - Better-adjusted
 - More socially competent

Is the Stereotype
True?
Langlois et al., 2000

Do Attractive and Unattractive Individuals Behave Differently?—Behavior/Traits

Children

Attractive children behaved more positively and possessed more positive traits than unattractive children (overall $d_s = .40^*$; 60% vs. 40%). Compared with unattractive children, attractive children were more popular ($d_s = .77$; 88% vs. 32%), better adjusted ($d_s = .32$; 38% vs. 42%), and display greater intelligence/performance competence ($d_s = .39^*$; 60% vs. 40%; see Table 8). No moderator variables were significant (see Table 6).

Adults

Results for adults paralleled those for children (overall $d_s = .40$; 60% vs. 40%). Compared with unattractive adults, attractive adults experienced much more occupational success ($d_s = .76$; 68% vs. 32%), were liked more as indicated by the subcategory of popularity ($d_s = .65$; 65% vs. 35%), and had more dating experience ($d_s = .55$; 43% vs. 37%), more sexual experience ($d_s = .31$; 58% vs. 42%), and better physical health ($d_s = .39$; 59% vs. 41%). In addition, attractive adults were somewhat more extraverted ($d_s = .26$; 56% vs. 44%), had somewhat more traditional attitudes ($d_s = .27$; 57% vs. 43%), were somewhat higher in self-confidence/self-esteem ($d_s = .24$; 56% vs. 44%), possessed somewhat better social skills ($d_s = .20$; 55% vs. 45%), had slightly better mental health ($d_s = .16$; 54% vs. 46%), and were very slightly more intelligent ($d_s = .07$; 52% vs. 48%; see Table 8).

Yes.
Why?

Social Cognition Approach and Attraction

- **Remember this?**
- Determinants of Schema Activation:
- **Stimulus Characteristics.** Stimulus characteristics of a person or situation may activate a schema.
- Physical attractiveness or unattractiveness activates attractiveness schema:
 - Adams and Huston, 1975:
 - Attractiveness schema:
 - Richer, better jobs, more intelligent, higher self-esteem, greater social grace, more amiable personalities, better marriages, better futures.
- Once the schema is activated, it affects our interpretation of information and our behavior

Maybe it's How Attractive People Are Treated

- **Discuss Snyder, Berscheid, & Tanke study now**
- Results of SBT study:
- People who were perceived as attractive were treated better and acted more confidently

Interpretation of Emotions: Concluding One is Attracted

- Physiological arousal + Cognitive labeling = emotion (Schachter's theory)
- From the same tradition as Berkowitz's weapons effect research.

