

# ATTRACTION

## Sex Appeal

The **National Health and Social Life Survey (NHSLS)** 1994

### Homophily

<b>Type of Homophily</b>	<b>Marriages</b>	<b>Cohabitation</b>	<b>Long-Term Partnership</b>	<b>Short-Term Partnership</b>
Racial/Ethnic	93%	88%	89%	91%
Age	78%	75%	76%	83%
Educational	82%	87%	83%	87%
Religious	72%	53%	56%	60%

**Marriages and Cohabitations:** Began 10 years prior to the survey

**Age:** No more than five years difference in partners' ages

**Educational:** As a difference of no more than one educational category: High school drop out, high school grad; vocational training, four year college, and graduate degree

Source: Laumann, et al 1994

**Feingold (1988) Matching Phenomenon.**

**Bornstein (1989) Mere-exposure effect**

“The idea that sexual desire or lust causes feelings of passionate love, focuses the lovers attention exclusively on each other, and promotes the initiation and development of romantic relationships is not a new one.” Regan, 2004)

From the point of view of the survival of the human species attraction ultimately leads to reproduction and continuation of the species.

For this to occur two things must happen

1. Females become pregnant
2. Children are raised and protected until they can care for themselves

## **Behaviorism and Social Learning Theory**

Donn Byrne (1997) Law of Attraction.

Reinforcement/Reinforcement+Punishments

### **Social Learning Theorists - Albert Bandura**

Vicarious Learning Effect

### **Social Identification Theory - John Turner**

“A social group can be defined as two or more individuals who share a common social identification of themselves or, which is nearly the same thing, perceive themselves to be members of the same social category.” Turner 1982

### **Ingroup Bias**

## **EVOLUTIONARY PSYCHOLOGY** **Sociobiology: Sexual Strategies Theory**

“Physical attractiveness is a product of evolution and natural selection.” Barash, 1982

### **Homo sapiens are plastic**