



Attraction

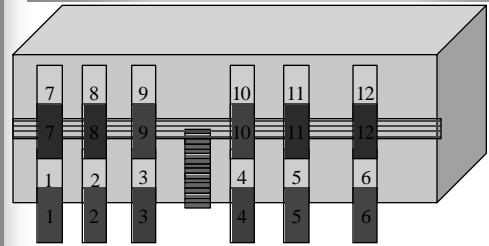
Psychology 320
Social Psychology

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1

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Apartment Study (Festinger, 1950)



Not liked

Well liked

2

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Liking

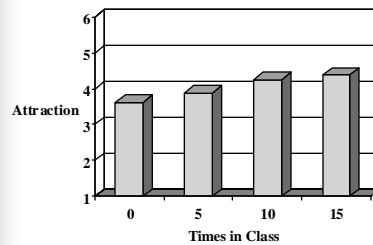
- Distance & Interaction
 - Intensification Effect
- Familiarity
- Proximity
- Similarity
- Disclosure
 - M→Tool, F→Expression

3

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Classroom Exposure

(Moreland & Beach, 1992)



4

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Rozin, Millman & Nemeroff (1986)

- Laundered shirts worn by liked vs. disliked others.→Disliked others shirt rated as less desirable
- Throwing darts at photos of liked vs. disliked.→Lower accuracy for liked photos.
- Food made to resemble disgusting things vs. same food in different shape.→disgusting food eaten less often.
- Sympathetic Magic (contiguity and similarity)
 - Once in contact always in contact.
 - Image equals the object.

5

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Attraction—WIBIG

- HIV + Stranger (Agnew & Thompson, 1994)
 - Attractive→Heterosexual contact
 - Unattractive→Homosexual contact or drug use
- Essays (Cash & Trimer, 1984)
 - Attractive author→Positive Evaluation
 - Unattractive author→Negative Evaluation

6

Similarity

- 'opposites attract' vs. 'birds of a feather'
- Couples tend to be similar in physical attractiveness.
- Dissimilarity → thought less satisfied
- Being alike with regard to smoking, drinking, premarital sex, morning/night people, similar self-concepts, religion, traditional gender roles, agreement about what is funny → more attractiveness.

7

We like to be liked. Curtis & Miller (1986)

- Expectancy confirmation
- Told that someone likes you...
 - More expressions of similarity.
 - More self-disclosure.
 - Warmer towards them.
 - More positive attitudes.
 - Resulted in more ACTUAL liking.
- Exceptions → Negative self-concept

8

Looking Alike

- Long term & elderly couples resemble one another physically.
- Mistaken for brother & sister.
- Why?

9