

## **MODULE 79 ATTRACTION**

### **THE PSYCHOLOGY OF ATTRACTION**

- First, you must have PROXIMITY. Proximity is a geographic nearness is the most powerful predictor. Proximity breeds liking partly because of the MERE EXPOSURE EFFECT. This is the phenomenon that repeated exposure to novel stimuli increases liking of them. What you see in the mirror is the reverse image of what other people actually see.
- Studies show that appearance does matter. Americans today now spend more on beauty supplies than on education and social services combined. Symmetry matters when being attractive or not. Always remember, "Love looks not with the eyes, but with the mind" – Shakespeare.
- **OPPOSITES DO NOT ATTRACT!**

### **ROMANTIC LOVE**

- PASSIONATE LOVE takes a special ingredient: arousal. Two-factor theory of emotion (physical arousal plus cognitive appraisal) and arousal. Adrenaline makes the heart grow fonder.
- COMPANIONATE LOVE is a deep, affectionate attachment where the flood of passion-facilitating hormones subsides and another hormone, oxytocin, supports feelings of trust, calmness, and bonding with the mate.
- EQUITY is a condition in which people receive from a relationship in proportion to what they give to it.
- SELF-DISCLOSURE is revealing intimate aspects of oneself to others.

**BE ABLE TO ANSWER:** How does being physically attractive influence others' perceptions?

**PRACTICE FRQ:** List the three major factors that influence attraction.