

Prosocial Relations

Module 38

The Psychology of Attraction

- Three factors may draw us to another person
 - 1) proximity
 - 2) attractiveness
 - 3) similarity

The Psychology of Attraction

- Proximity
 - You have to meet in order to attract
 - Exception... online dating?
- Mere Exposure Effect
 - Repeated exposure to a stimuli increases our liking of that stimuli

The Psychology of Attraction

- Physical Attractiveness
 - Sexual dimorphism (having sex-specific traits)
 - Markers of high levels of the "right" hormones
 - Symmetry (but not perfect symmetry)
 - "Averageness"
 - Fuller face – indicative of good cardiovascular health
 - Clear, healthy-looking skin
 - For females – smooth/hairless

The Psychology of Attraction

- Generally, signs of fecundity
 - Ability to successfully reproduce
 - For women, reproduction is a high-stakes game

The Psychology of Attraction

- Love-is-blind bias
 - As you fall in love w/someone, they become increasingly attractive to you

The Psychology of Attraction

- Similarity
 - Opposites do not generally attract
 - Common attitudes, beliefs, interests
 - Similar background

The Psychology of Attraction

- Female Waist-to-Hip ratio

Passionate v. Companionate Love

- Passionate love – aroused state of attraction
- Arousal (sexual or otherwise) can enhance any emotion (including love or attraction)
- Hormones: adrenaline, testosterone, dopamine

Passionate v. Companionate Love

- Deep, affectionate attachment
- After the passionate side of love has faded
- Encourages families to stay together
- Hormone: oxytocin
 - Lends feelings of trust, calm, bonding
 - Same hormone that floods a breastfeeding mother

Altruism – to unselfishly do for others

- Like Dirk Willems...
- To intervene in an emergency, we must:
 - 1) notice it is happening
 - 2) understand it's an emergency
 - 3) assume responsibility

Altruism – to unselfishly do for others

The "bystander effect" – like social loafing

- <http://info.gr.am/bystander-effect?src=web>

Social Exchange Theory

Social behavior is an exchange process, and the goal is to maximize benefits and minimize costs

Reciprocity Norm

- We should help others, especially if they have helped or could help us

Social Responsibility Norm

- We SHOULD help others who need it
 - Even if they can't give as much as they get

What is Conflict?

- Perceived incompatibility
 - Goals
 - Values
 - Actions

The Social Trap

- When both sides of a conflict pursue their own interest only, and therefore are mutually destroyed
- Allows us to psychologically justify our personal actions despite costs to the larger group

Mirror-image perceptions

- To form an evil "image" of the outgroup person because you believe that's how they see you
 - Meanwhile you believe your side is ethical and good

So how to make peace?

- Contact
 - Espec. If people are of same status & noncompetitive
- Cooperation
 - Have superordinate goals
 - Espec. In the face of trauma
- Communication
 - Sometimes w/help of outside mediator
- Conciliation
 - Agree to disagree?
 - Avoid win-lose outcomes

GRIT

- Graduated and Reciprocal Initiatives in Tension-Reduction
 - Small steps
 - Everyone gives a little
