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### Finding a Date Based on Attraction

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# Finding a Date Based on Attraction

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## Background

**Specific facial characteristics** a male possesses influence how people will view their facial attractiveness.

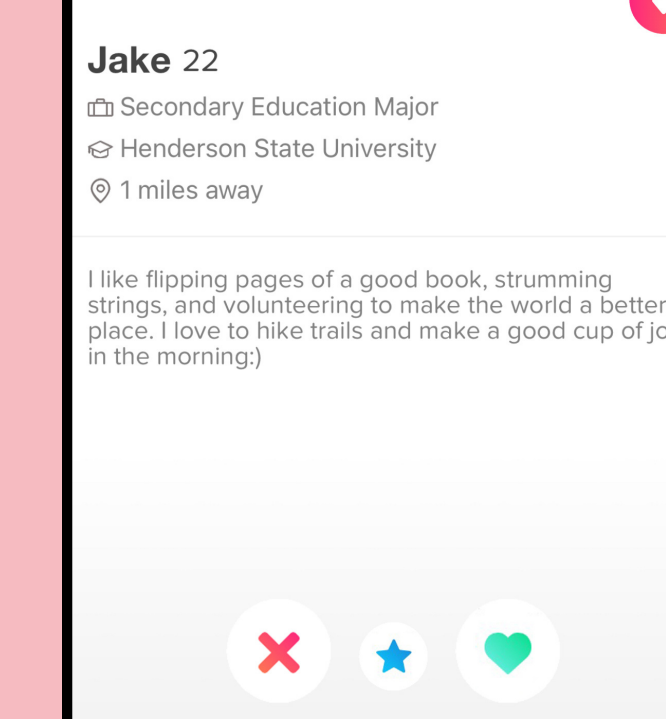
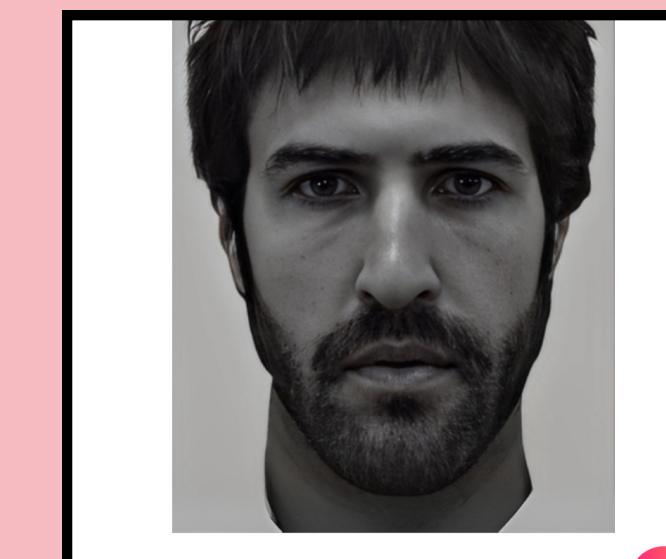
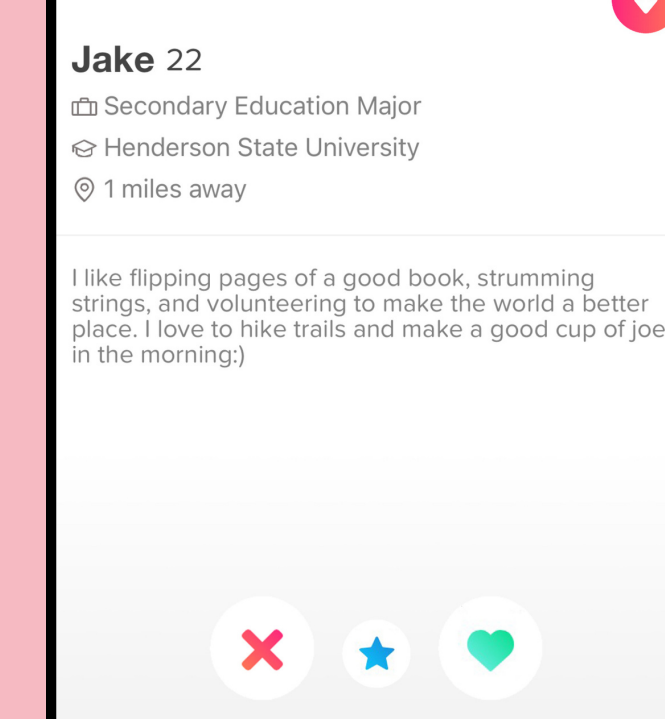
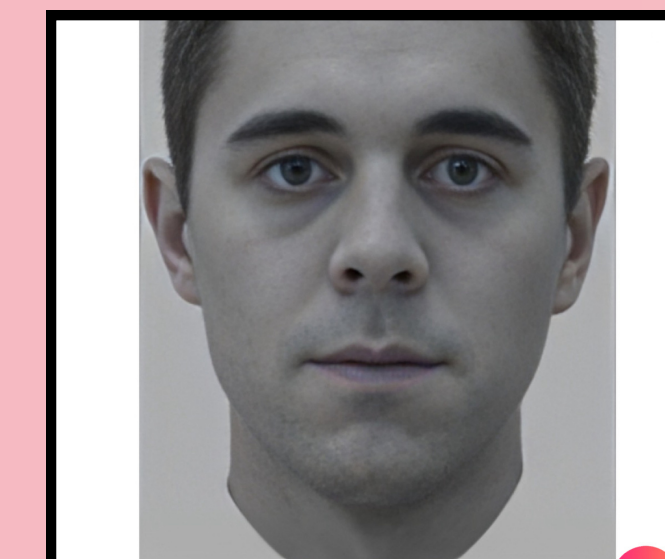
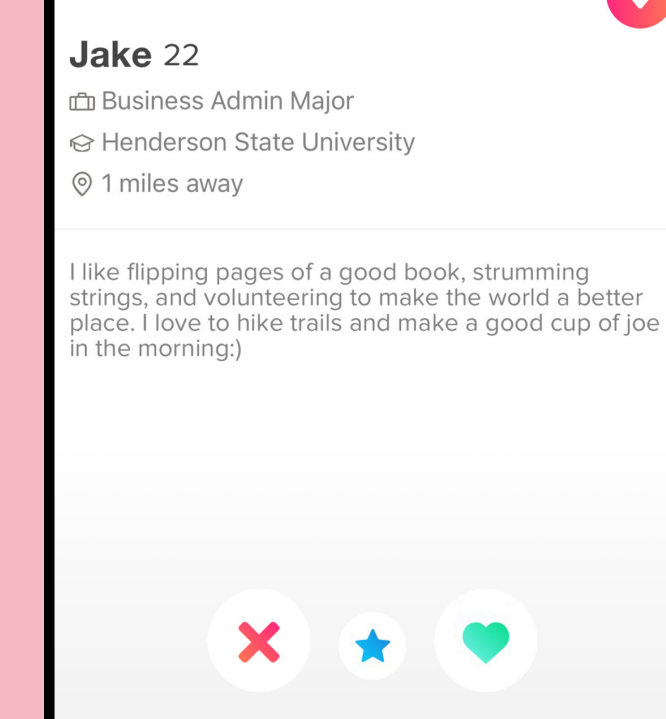
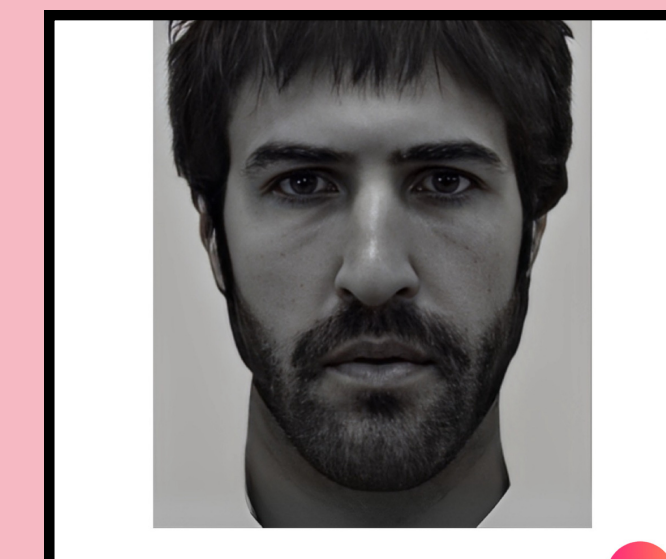
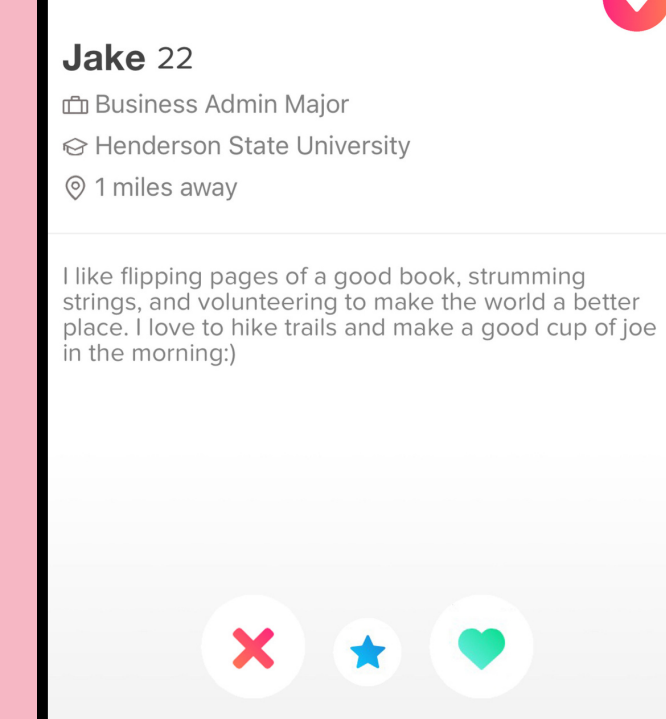
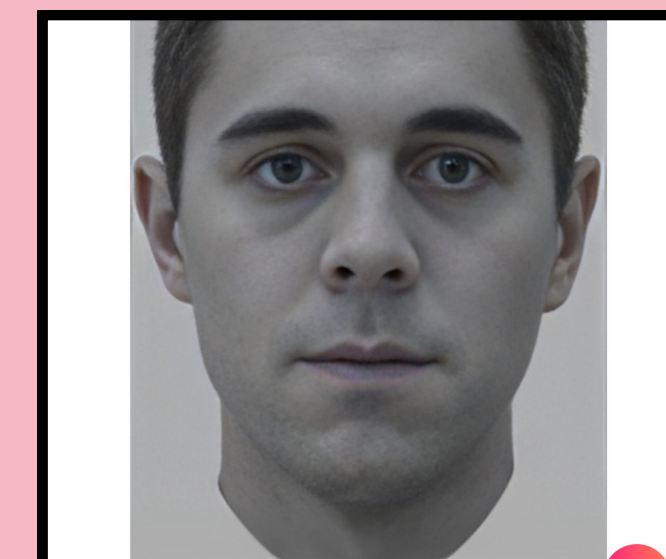
- Male attractiveness scores can be associated with the level of masculinity they have. Attractiveness scores were highest when men presented more masculine than feminine traits (Rennels et al., 2008).
- Women find tough facial features more attractive when seeking protective and strong characteristics in a male and tender facial features more attractive when seeking comforting and caring characteristics (Horen & Millet, 2022).

**Socioeconomic status** correlates with levels of attraction.

- When choosing a trade-off between facial attractiveness or high financial status, women are more likely to place greater importance on finding a male with a higher-paying job (Waynforth, 2001).

## Methods

- Participants were 107 females from Ouachita Baptist University.
- Participants completed a Qualtrics survey where they were asked a series of demographic questions and then were prompted to a specific situation where they needed to choose a partner to go on a date with.
- Participants were then randomly assigned to one of the four candidates and were asked to rank how they felt toward the candidates in three ways:
  - “I think this candidate is attractive.”
  - “I would consider this candidate friendly.”
  - “I would go on a date with this candidate.”
- The three questions were rated on a 7-point Likert scale from 1 (strongly disagree) to 7 (strongly agree).



## Conclusions

In line with previous research, our study confirms that women's perceptions of male facial attractiveness are influenced by a combination of facial features and socioeconomic status. Specifically, we found that women perceive men with tender facial features and a higher socioeconomic status as more friendly compared to men with tough facial features and a lower socioeconomic status.

## Results

Three two-way ANOVAs were conducted to assess if there were significant results between facial features and socioeconomic status on friendliness, attraction, and willingness to date the candidate.

### Friendliness:

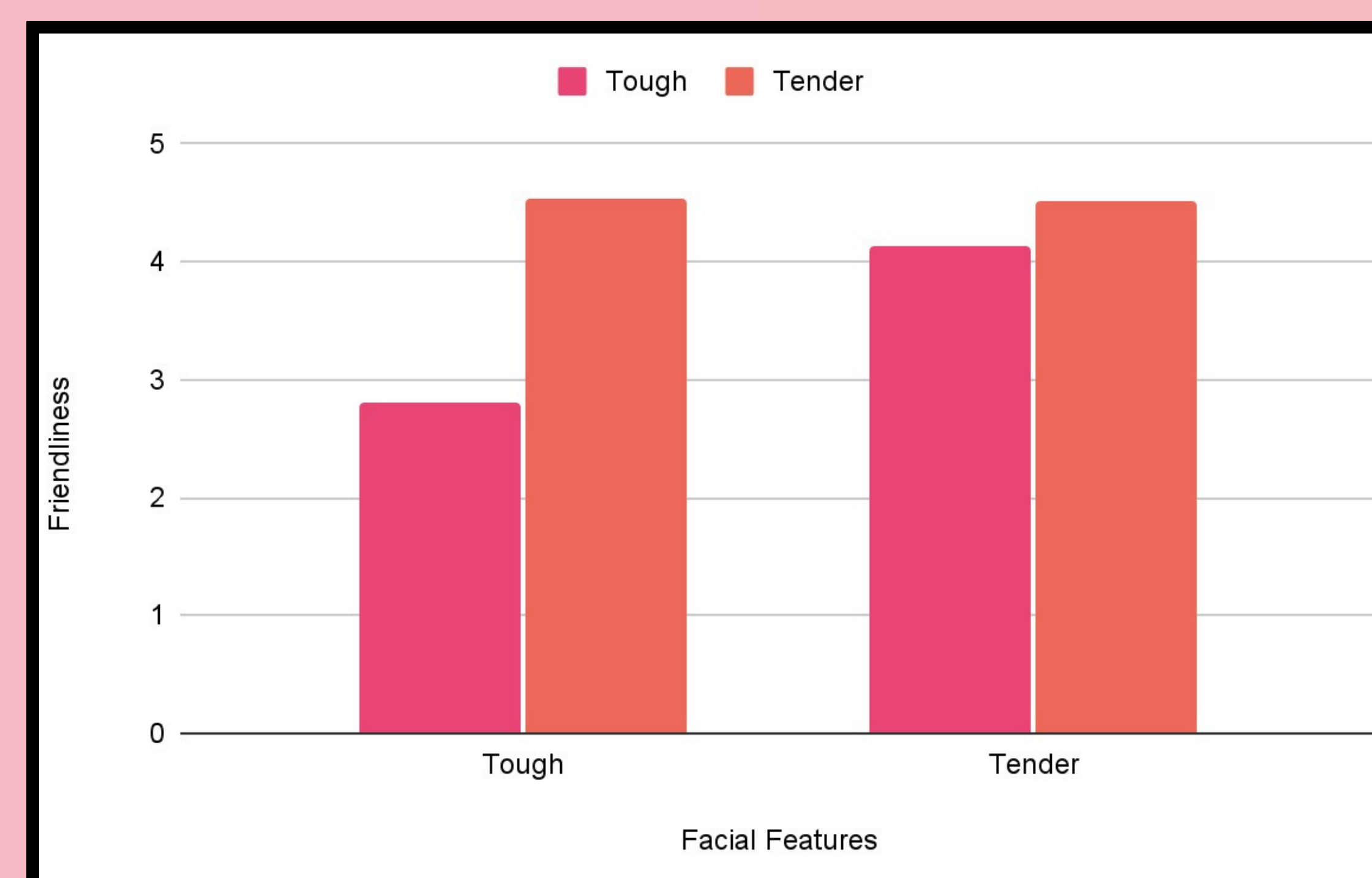
- There was a significant main effect for facial features,  $F(1, 103) = 12.04, p < .001, \eta_p^2 = .11$ , with tender facial features having significantly higher ratings of friendliness than tough facial features
- There was also a significant main effect for socioeconomic status,  $F(1,103) = 4.66, p = .033, \eta_p^2 = .04$ , with low socioeconomic status had significantly higher ratings of friendliness than high socioeconomic status.
- This main effect was qualified by a significant socioeconomic status by facial feature interaction,  $F(1,103) = 4.93, p = .03, \eta_p^2 = .05$ .
- A simple main effects test revealed that tender facial features had significantly higher ratings of friendliness than tough facial features with candidates that had a high socioeconomic status,  $F(1,103) = 16.36, p < .001, \eta_p^2 = .14$ .

### Attraction:

- There were no significant main effects or interactions.

### Willingness to Date:

- There were no significant main effects or interactions.



## Limitations

It's important to acknowledge the limitations of our study. Firstly, our sample consisted solely of participants from a private Christian university, which may limit the generalizability of our findings to broader populations. Additionally, the reliance on self-report measures and the use of only male facial stimuli may have introduced biases into our results. Future research should aim to address these limitations by employing more diverse samples and methodologies.

## Future Directions

Considering the multifaceted nature of attraction, future research could explore how socioeconomic status intersects with other factors to shape individual preferences for potential partners. There could also be an investigation into how socioeconomic status intersects with other individual characteristics, such as personality traits and cultural backgrounds, influence preferences for potential partners. Understanding these intersections can provide deeper insights into the complexities of mate selection processes.

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