Abbey Mays, PSYC 101, 06 November 2018

### Making observations and generating questions

### The authors looked at studies that showed different types of influences that can effect whether a person is attracted to someone else or not. These factors included the person’s background, their similarities, differences, and even what type of relationship they want. Out of all of these physical attraction has been identified as one of the strongest predictors of attraction for men and women, more so men.

### Formulating a hypothesis

### They predicted that they would discover that facial attractiveness and ambition in a potential partner would have an effect on men and women. Women would be more interested in ambition, while men would be interested in physical attraction.

### Testing the hypothesis

### The authors tested their hypothesis by having sixty-three women and fifty-one men to view one of four different dating profiles of the opposite sex and then fill out a questionnaire about their opinion of the person. The profiles were made to showcase more or less ambition or more or less attractiveness.

### The results were drawn and stated that the attractive target profiles where rated higher on the likeability questionnaire than those who were less attractive, F(1,116) = 23.63, p < .001, n2=.16. The same results were shown with higher ambition being more likeable than lower ambition, F(1,116) = 20.92, p < .001, n2=.16. Interestingly enough the gender of the participant did not have a significant effect on the outcome.

### Drawing conclusions

### The results of the study showed that as the authors had predicted both men and women rated the simulated profiles that were more ambitious and more attractive higher than those who were not. However there was no distinction between men and women’s preference in ambition or appearance as the authors had hypothesized. These traits are highly valued because they can be indicators about the person’s health and reproductive ability. The limitations on this investigation were that the participants’ characteristics were not recorded, all participants were college age, and a self-report measure was used. This research can be used to further future research.