

How gender, financial situation, and
desired relationship length affect
mate preferences

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Evolutionary psychology (Larsen & Buss, 2008)

- Mate preferences based on humans' evolutionary past
 - Males
 - Reproduce with a single act
 - More concerned with 'spreading their seed'
 - Look for attractiveness in females
 - Females
 - Reproduce and gestate in nine months
 - More concerned with care and nurture of offspring
 - Look for resources to provide in males

Gender

- Sprecher, Sullivan, & Hatfield (1994)
 - Rated characteristics based on importance to marriage on a 1-7 scale (Long-term Relationship)
 - Physical attractiveness—males > females
 - Earning potential: females > males
 - Females want mates to have steady job.
 - Males want mates to have lower earning potential
 - Females want mates to have higher education

Financial situation

- Stone, Shackelford, & Buss (2008)
 - Correlations between development level of countries and mate preference
 - Very low negative relationship between development level and physical attractiveness
 - Negative relationship between development level and financial prospect

Desired relationship length

- Greitemeyer (2005)
 - Given descriptions and photographs of ‘current partners’ and alternative potential partners and rated based on five options
 - Males—preference for attractiveness across all options
 - Females—preference for higher SES
 - Attractiveness was high for all but the ‘mate-switching’ option

Desired Relationship Length

- Li & Kenrick (2006)
 - People are more likely to select mates from physical attractiveness in short-term mates
 - In long-term mates
 - Females concerns financial potentials
 - Males still concerns physical attractiveness

Current study

- Examine effects of three variables on mate preferences
 - Gender
 - Participants' financial situation
 - Desired relationship length
- Mate preferences based only on
 - Physical attractiveness
 - Financial situation
 - Similar personality characteristics

Hypotheses

- Regardless of length of relationship or status, men will be more concerned with physical attractiveness than women
- Women will look for physical attractiveness in short-term relationships, while they will be more concerned with status in long-term relationships
- Those who are rich will not be as concerned with status

Method

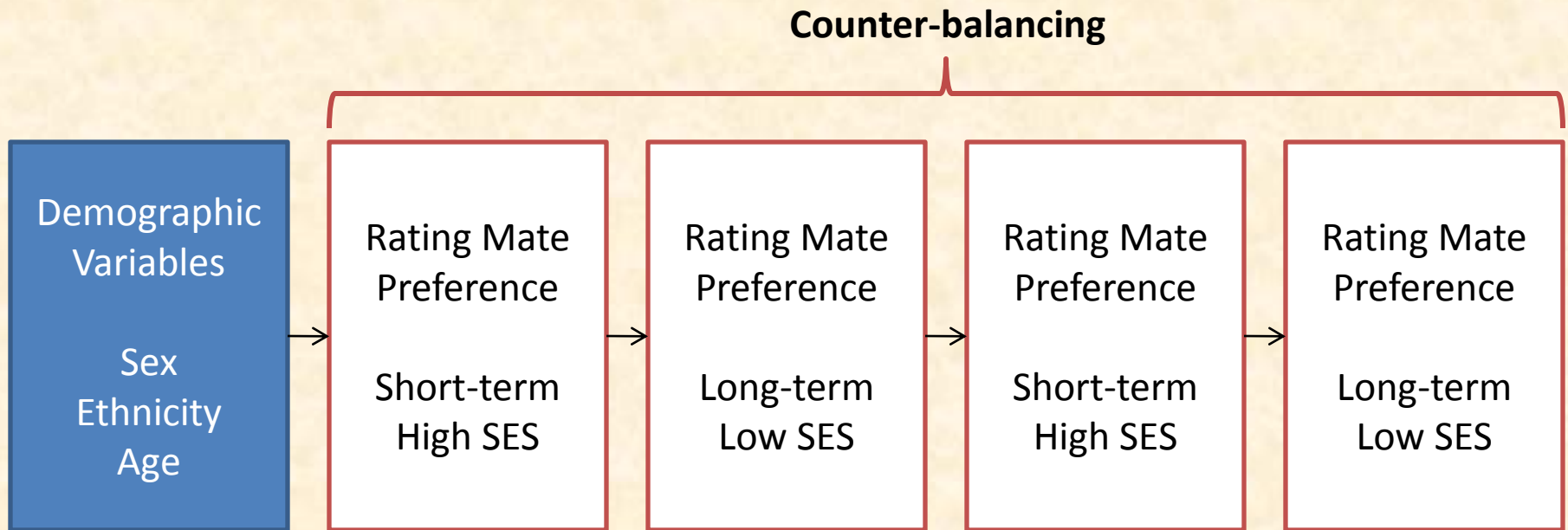
- 70 participants in both gender
- Between-subjects IV: Gender
- Within-subjects IVs:
 - Long-term (Intend to marry) and Short-term (One-night stand)
 - High (\$150,000 per year) or Low (\$15,000 per year) social status
- DVs: Rating of mate preferences: Physical Attractiveness and Social Status

Procedure

- Spending Stars (13 Stars)



Protocol



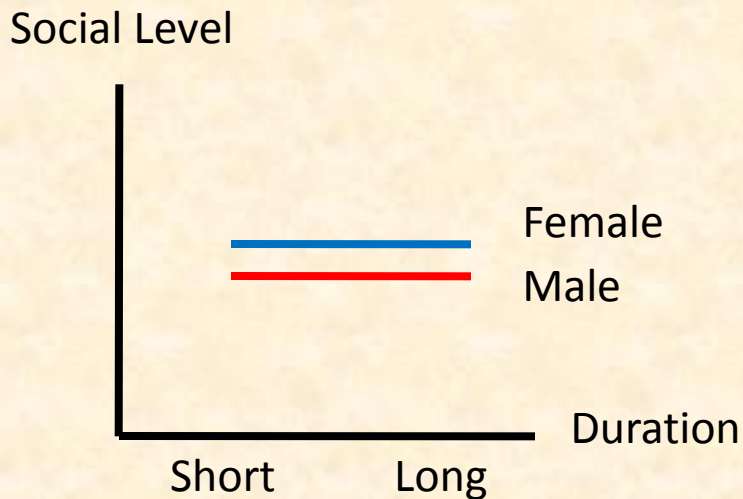
Estimate time: 15 minutes

Analysis

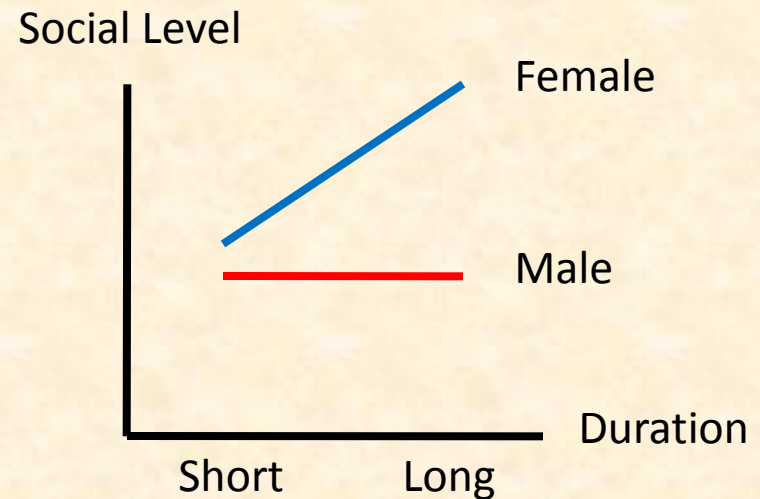
- Mixed Design ANOVA: One-between (Gender) and Two-within (Duration and Social Status)
- Dependent variables: Physical Attractiveness and Social Status

Expected Result

- Possible significant three-way interaction
 - For social level mate preferences



High SES participants

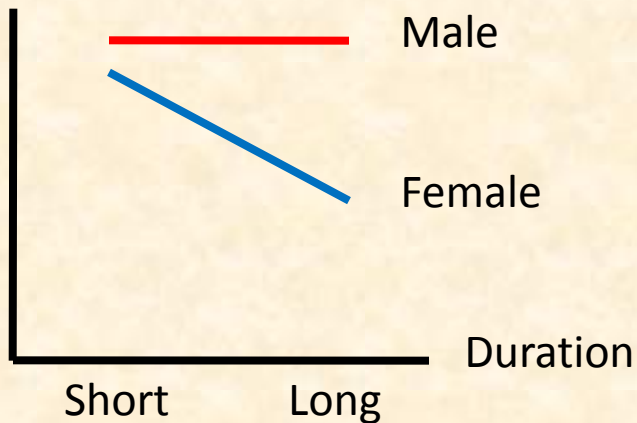


Low SES participants

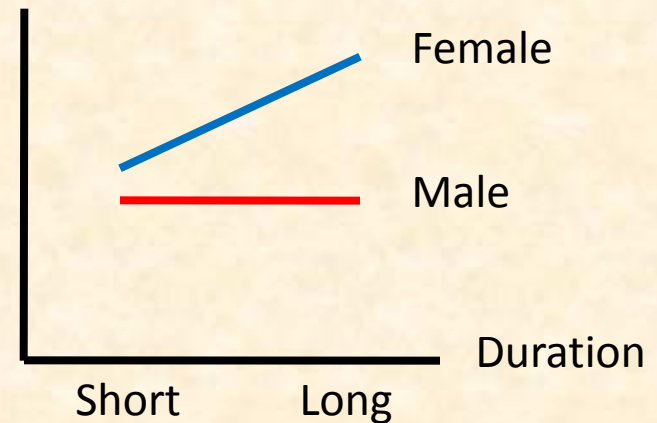
Expected Result

- Not significant three-way interaction in physical attractiveness
- Significant two-way interaction in
 - Duration & Sex

Physical Attractiveness



Social Level

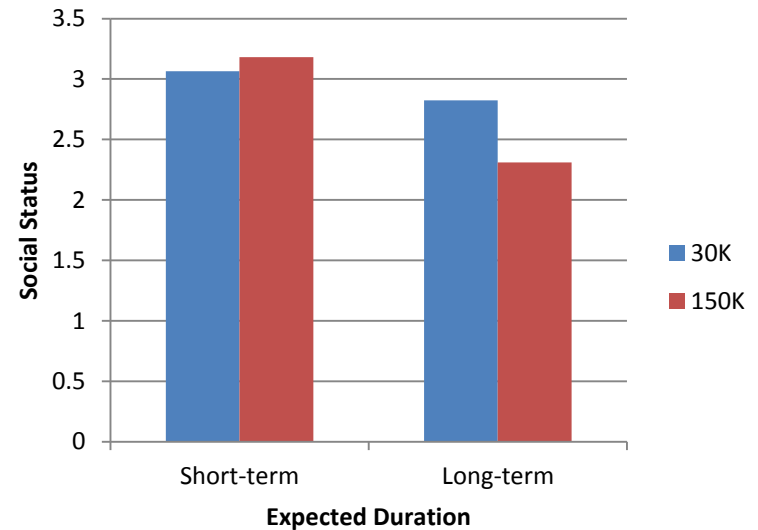
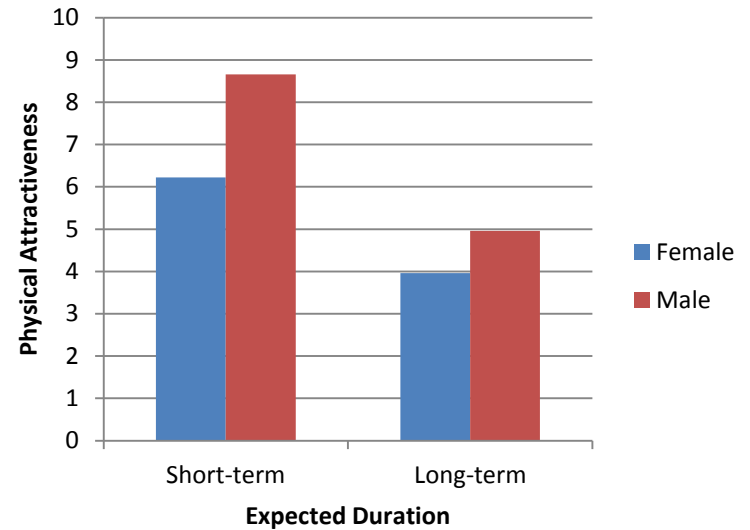


Expected Result

- Main effect
 - Gender
 - Male > Female in Physical attractiveness
 - Female > Male in Social Level
 - Duration
 - Long < Short in Physical attractiveness
 - Long > Short in Social Level
 - Participants' social level
 - High = Low in Physical attractiveness
 - High < Low in Social Level

Result

	Physical Attractiveness	Mates' Social Status
Gender	Male > Female	<i>ns</i>
Expected Relationship	Short > Long	Short > Long
Ps' Social Status	<i>ns</i>	<i>ns</i>
Gender * ER	See graph	<i>ns</i>
Gender * PSS	<i>ns</i>	<i>ns</i>
ER * PSS	<i>ns</i>	See graph
Gender * ER * PSS	<i>ns</i>	<i>ns</i>



Discussion

- Hypothesis: Physical Attractiveness

