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B.A.II SEMESTER IV
MODERN SOCIAL PSYCHOLOGY
MODULE I
LIKING (ATTRACTION)

MODULE I LIKING (ATTRACTION)

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1.1 INTERNAL SOURCES OF LIKING OTHERS

A. THE IMPORTANCE OF AFFILIATION IN HUMAN EXISTENCE

- ❑ THE TENDENCY TO AFFILIATE SEEMS TO HAVE A NEUROBIOLOGICAL BASIS (ROWE,1996).
- ❑ NEED FOR AFFILIATION WITH OTHERS AND TO BE ACCEPTED BY THEM
 - BASIC TO OUR PSYCHOLOGICAL WELL-BEING AS HUNGER & THIRST ARE TO OUR PHYSICAL WELL-BEING.
- ❑ EVOLUTIONARY PERSPECTIVE.

1. Individual differences in the need of affiliate -
based on genetics or experience. If affiliation needs are not met,
people have feel sad and angry.




2. ARE THERE PEOPLE WHO DON'T NEED OTHER PEOPLE?

- ❑ RESEARCH BY SOCIAL PSYCHOLOGISTS INDICATE THAT THE NEED TO AFFILIATE WITH OTHERS IS STRONG AND GENERAL (BAUMEISTER & TWENGE, 2003).
- ❑ SOME PEOPLE HAVE LESS NEED FOR EMOTIONAL ATTACHMENTS THAN MOST OTHER PEOPLE, BUT EVEN THEY SHOW INCREASED SELF-ESTEEM AND IMPROVED MOODS WHEN THEY FIND OUT THEY ARE ACCEPTED BY OTHERS.



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- ❑ RESEARCH INDICATES THAT ATTACHMENT STYLES EXERT STRONG EFFECTS ON BOTH OUR THINKING ABOUT OTHERS AND OUR RELATIONSHIPS WITH THEM(GILLATH ET AL., 2005,2006).
 - ❑ THESE EFFECTS INFLUENCE IMPORTANT ASPECTS OF OUR BEHAVIOR SUCH AS SELF – DISCLOSURE – REVEALING OUR INNERMOST THOUGHTS AND FEELINGS.
 - ❑ INDIVIDUAL DIFFERENCES IN ATTACHMENT STYLE CAN EVEN BE MEASURED AT THE LEVEL OF BRAIN FUNCTIONING.
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3. SITUATIONAL INFLUENCES ON THE NEED OF AFFILIATE

- ❑ MANY PEOPLE EXPERIENCE AN INCREASED DESIRE TO AFFILIATE WITH OTHERS – TO OBTAIN HELP AND COMFORT AND REDUCE NEGATIVE FEELINGS AFTER HIGHLY DISTURBING EVENTS SUCH AS NATURAL DISASTERS. (BENJAMIN,1998; BYRNE, 1991).
- ❑ SCHACHTER(1959) WAS FIRST IDENTIFIED ONE BASIC REASON FOR RESPONDING TO STRESS WITH FRIENDLINESS AND AFFILIATION.

B. THE ROLE OF AFFECT: DO OUR MOODS PLAY A ROLE IN LIKING OTHERS?

- ❑ POSITIVE AND NEGATIVE AFFECT (MOODS AND EMOTIONS) INFLUENCE ATTRACTION BOTH DIRECTLY AND INDIRECTLY.
- ❑ A DIRECT EFFECT OCCURS WHEN A PERSON IS RESPONSIBLE FOR AROUSING AN EMOTION IN US.
- ❑ AN INDIRECT (ASSOCIATED) EFFECT, OCCURS WHEN THE SOURCE OF OUR EMOTIONAL TRIGGER IS ELSEWHERE - AN UNRELATED EVENT OR PERSON – AND THE PERSON CURRENTLY PRESENT IS SIMPLY ASSOCIATED WITH THAT EMOTION.

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- ❑ THE INDIRECT EFFECTS OF EMOTION ARE USED BY ADVERTISEMENTS AND POLITICIANS WHO UNDERSTAND THAT ASSOCIATING PRODUCTS & CANDIDATES WITH POSITIVE FEELINGS CAN INFLUENCE OUR PURCHASING AND VOTING DECISIONS.



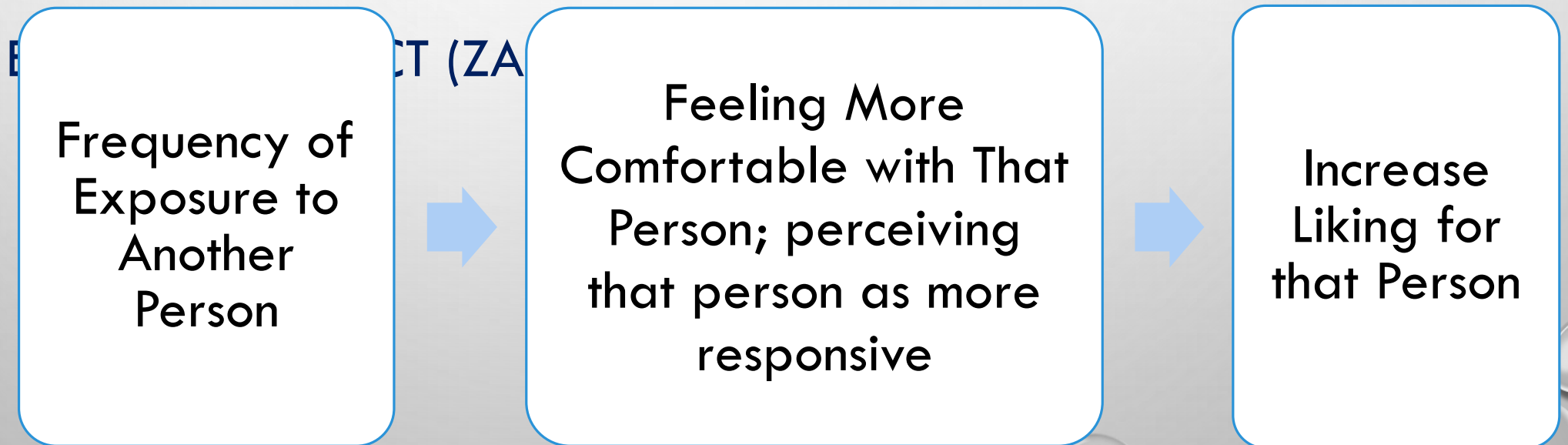
1.2 EXTERNAL SOURCES OF ATTRACTION

A. THE POWER OF PROXIMITY

- ❑ PROXIMITY – PHYSICAL NEARNESS TO OTHERS.
- ❑ IT IS NEEDED BEFORE FEELINGS OF ATTRACTION CAN DEVELOP.
- ❑ SOCIAL NETWORKS AND OTHER ELECTRONIC MEDIA MAKE IT POSSIBLE FOR PEOPLE TO INTERACT AND FORM INITIAL FEELINGS OF LIKING OR DISLIKING WITHOUT PROXIMITY.

1. WHY DOES PROXIMITY MATTER? REPEATED EXPOSURE IS THE KEY

□ PROXIMITY INFLUENCE OUR LEVEL OF ATTRACTION TO SOMETHING – A PERSON, OBJECT BECAUSE OF REPEATED



2.THE EFFECTS OF SOCIAL MEDIA ON PROXIMITY & REPEATED EXPOSURE

- ❑ KROSS ET AL. (2013) FOUND THAT THE MORE TIME PEOPLE SPENT ON FACEBOOK, THE LOWER WAS THEIR SUBJECTIVE WELL-BEING. ON OTHER HAND, DIRECT SOCIAL CONTACT HAD THE OPPOSITE EFFECT; MORE IT OCCURRED, THE HIGHER WAS INDIVIDUAL'S SUBJECTIVE WELL-BEING.

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- ❑ BLEASE (2015) CONCLUDED THAT FACEBOOK USERS MOST SUSCEPTIBLE TO MILD DEPRESSION.
- ❑ MANAGO ET AL. (2012) STATED THAT USING FACEBOOK STATUS UPDATES, LEADS TO A GREATER SENSE OF SATISFACTION.
- ❑ OVERALL, SOCIAL MEDIA CAN EXERT POSITIVE AS WELL AS NEGATIVE EFFECTS ON USERS.

B. PHYSICAL BEAUTY: ITS ROLE OF INTERPERSONAL ATTRACTION

1. PHYSICAL BEAUTY

- ❑ IT REFERS TO THE IDEA OF WHAT IS ACCEPTABLE AND PREFERRED PHYSICAL FORM FOR INDIAN MEN AND WOMEN.
- ❑ THE PREFERENCE FOR FAIR-SKINNED BRIDES IN THE MARRIAGE MARKET IS VISIBLE DEMAND PUT IN MATRIMONIAL ADVERTISEMENT.
- ❑ ATTRIBUTES RELATED TO MALE PHYSIQUE AS “TALL, FAIR, HANDSOME, WELL BUILT, ATHLETIC AND HEALTHY” MENTIONED AT MATRIMONIAL ADVERTISEMENT.
- ❑ A GIRL /WOMEN IS CHARACTERIZED BY FEMININE ATTRIBUTES WHEREAS MEN BY THEIR “ MASCULINE” FEATURES (KAPUR & MISHRA)

2. BEAUTY MAY BE ONLY SKIN DEEP, BUT WE PAY A LOT OF ATTENTION ON IT

- ❑ PHYSICAL APPEARANCE IS A POWERFUL FACTOR IN OUR LIKING FOR OTHERS (COLLINS& ZEBROWITZ,1995).
- ❑ ATTRACTIVE PEOPLE ARE JUDGED TO BE HEALTHIER, MORE INTELLIGENT AND MORE TRUSTWORTHY.
- ❑ PEOPLE EVEN RESPOND MORE POSITIVELY TO ATTRACTIVE INFANTS THAN TO UNATTRACTIVE ONES (KARRAKER & STERN,1990).

3. THE “WHAT IS BEAUTIFUL IS GOOD” EFFECT

- ❑ WE OFTEN ASSUME THAT “WHAT IS BEAUTIFUL IS GOOD”, APPARENTLY BECAUSE WE WANT TO FORM RELATIONSHIPS WITH ATTRACTIVE PEOPLE. AS A RESULT, WE MAY PROJECT POSITIVE INTERPERSONAL TRAITS ONTO THEM.
- ❑ SOMETIMES “WHAT IS BEAUTIFUL IS GOOD” EFFECT IS ACCURATE. FOR EXAMPLE, ATTRACTIVENESS IS ASSOCIATED WITH POPULARITY, GOOD INTERPERSONAL SKILLS, AND HIGH SELF-ESTEEM (DIENER ET AL, 1995).

4. WHY MAKES A PERSON PHYSICALLY ATTRACTIVE ?

❑ THE STUDY OF PHYSICAL ATTRACTIVENESS HAS IDENTIFIED TWO TYPES OF WOMEN WHO ARE RATED MOST ATTRACTIVE. ONE CATEGORY IS CONSIDERED CUTE – CHILDLIKE FEATURES, LARGE WIDELY SPACED EYE, WITH A SMALL NOSE AND CHIN.

❑ THE OTHER CATEGORY OF ATTRACTIVENESS IS MATURE LOOK – PROMINENT CHEEKBONES, HIGH EYEBROW, LARGE PUPILS AND BIG SMILE



5. RED REALLY IS SEXY AND ATTRACTIVE

- ❑ IN MANY ANCIENT CULTURES AS WELL AS MANY MODERN ONES, THE COLOR RED HAS BEEN ASSOCIATED WITH INCREASED ATTRACTIVENESS AT LEAST FOR WOMEN.



6. OTHER ASPECTS OF APPEARANCE THAT INFLUENCE ATTRACTION

- ❑ ONE FACTOR IS **PHYSIQUE OR BODY BUILD** INFLUENCES ATTRACTION.
- ❑ ANOTHER FACTOR INFLUENCES PHYSIQUE IS **THE EXTENT TO WHICH A PERSON IS OVERWEIGHT.**



1.3 SOURCES OF LIKING BASED ON SOCIAL INTERACTION

A. SIMILARITY

- ❑ ONE OF THE MANY FACTORS DETERMINING ATTRACTION TOWARDS ANOTHER PERSON IS SIMILARITY TO THAT INDIVIDUAL IN TERMS OF ATTITUDES, BELIEFS, VALUES AND INTERESTS.
- ❑ SIMILARITY- DISSIMILARITY EFFECT
- ❑ MATCHING HYPOTHESIS - THE VIEW THAT WE TEND TO CHOOSE ROMANTIC PARTNERS WHO ARE SIMILAR TO OURSELVES IN TERMS OF PHYSICAL ATTRACTIVENESS.

CONTINUED...

❑ BALANCE THEORY OFFERS AN EXPLANATION FOR WHY WE LIKE OTHERS WHO ARE SIMILAR TO OURSELVES AND DISLIKE THOSE WHO ARE DIFFERENT.

❑ BALANCE (LIKING PLUS AGREEMENT) RESULTS IN A POSITIVE EMOTIONAL STATE. IMBALANCE (LIKING PLUS DISAGREEMENT) RESULTS IN A NEGATIVE STATE AND A DESIRE TO RESTORE BALANCE.

❑ NONBALANCE (DISLIKING PLUS EITHER AGREEMENT OR DISAGREEMENT) LEADS TO INDIFFERENCE.



CONTINUED...

❑ PEOPLE COMPARE THEIR ATTITUDES AND BELIEFS WITH OTHERS' VIEWS AS A MEANS OF SELF-EVALUATION WHEN THERE IS NO OBJECTIVE "YARDSTICK" AVAILABLE. THAT IS, THEY ENGAGE IN **SOCIAL COMPARISON**.

❑ WE TURN TO OTHERS TO OBTAIN CONSENSUAL VALIDATION - EVIDENCE THAT THEY SHARE OUR VIEWS.



B. RECIPROCAL LIKING OR DISLIKING : LIKING THOSE WHO LIKE US

- ❑ IT APPEARS THE RULE OF RECIPROCITY- ACTING TOWARD OTHERS IN THE WAY THEY HAVE ACTED TOWARDS US- OPERATES WITH RESPECT TO ATTRACTION, TOO.
- ❑ IN GENERAL, WE TEND TO LIKE THOSE WHO EXPRESS LIKING TOWARDS US, AND DISLIKE THOSE WHO EXPRESS DISLIKE FOR US (E.G., CONDON & CRANO,1988).


C. SOCIAL SKILLS

- **SOCIAL SKILLS** – A COMBINATION OF APTITUDE THAT HELP INDIVIDUALS WHO POSSESS THEM TO INTERACT EFFECTIVELY WITH OTHERS.
- INDIVIDUALS HIGH IN SOCIAL SKILLS OFTEN RECEIVE MORE PROMOTIONS AND LARGER RAISES WHEREVER THEY WORK.
- LIKewise, DOCTORS WHO ARE HIGH IN SOCIAL SKILLS HAVE MORE POPULAR WITH PATIENTS.
- PEOPLE HIGH IN SOCIAL SKILLS HAVE MORE SUCCESS IN ROMANCE.




CONTINUED...

❑ THE VALUABLE SOCIAL SKILLS ARE-

- **SOCIAL ASTUTENESS (SOCIAL PERCEPTION): CAPACITY TO PERCEIVE AND UNDERSTAND OTHERS (THEIR TRAITS, FEELINGS, AND INTENSIONS) ACCURATELY.**
 - **INTERPERSONAL INFLUENCE: THE ABILITY TO CHANGE OTHERS' ATTITUDES OR BEHAVIORS BY USING A VARIETY OF TECHNIQUES.**
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CONTINUED...

- **SOCIAL ADAPTABILITY – THE CAPACITY TO ADAPT TO A WIDE RANGE OF SOCIAL SITUATIONS AND TO INTERACT EFFECTIVELY WITH A WIDE RANGE OF PEOPLE.**
 - **EXPRESSIVENESS – THE ABILITY TO SHOW EMOTIONS OPENLY, IN A FORM OTHERS CAN READILY PERCEIVE.**
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D. PERSONALITY AND LIKING

□ BIG FIVE - THEORY OF PERSONALITY SUGGESTS FIVE BROAD ASPECTS OF PERSONALITY-

- OPENNESS - BEING IMAGINATIVE, SEEKING NEW IDEAS AND PURSUING NEW.
- CONSCIENTIOUSNESS- BEING ORGANIZED, NEAT AND “ON TIME” WITH RESPECT TO DEADLINES AND MEETINGS .
- AGREEABLENESS- APPROACHING OTHERS WITH TRUST AND COOPERATION.



CONTINUED...

- **EXTRAVERSION – THE STRONG TENDENCY TO BE OUTGOING, EXPRESSIVE, WARM, AND ENERGETIC.**
 - **EMOTIONAL STABILITY – THE DEGREE TO WHICH PEOPLE DO NOT HAVE VARY LARGE SWINGS IN MOOD OVER TIME.**
 - **PEOPLE HIGH IN AGREEABLENESS & EXTRAVERSION ARE VIEWED AS RATHER LIKABLE; THEY RECEIVE HIGHER RATINGS OF INTERPERSONAL ATTRACTIVENESS.**
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CONTINUED...

❑ NARCISSISM - LESS DESIRABLE ASPECT OF PERSONALITY.

NARCISSISM – FROM INITIAL LIKING TO LATER DISLIKING

Narcissism is the tendency to have inflated views of oneself & little / no interest in the feelings of others



Initially, narcissists are liked by others because they appear charming, extraverted and friendly



Later, when they are seen more accurately they are disliked very strongly.