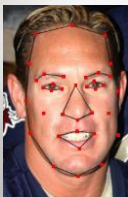


ATTRACTION

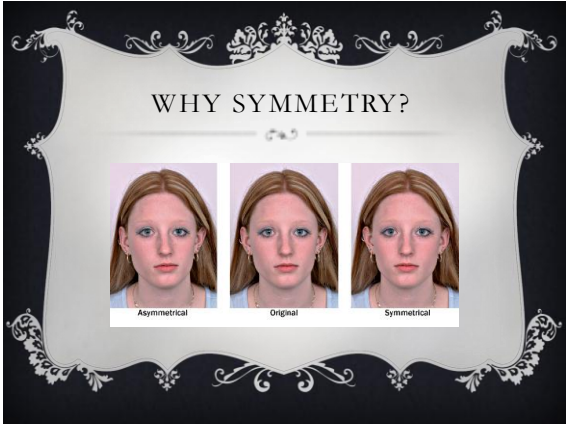
WHAT IS ATTRACTION?

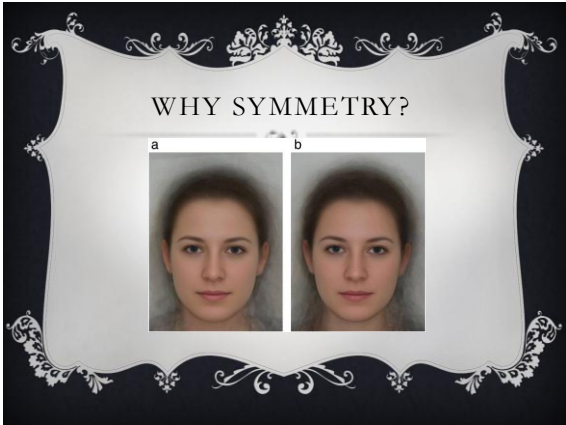


PHYSICAL ATTRACTIVENESS



❖ Facial symmetry







OTHER FACIAL FEATURES

Men

- ❖ Strong chin, broad forehead
- ❖ Small chin, round face



OTHER FACIAL FEATURES

Women

- ❖ Mature face
- ❖ Small chin/features



BODY

Men



Women



WHY THESE BODY PREFERENCES?

❖ Health

❖ Fertility



The hip-to-waist ratio of female C is the most desirable to men.

RED IS SEXY



PERSONALITY TRAITS

❖ Warmth

❖ Competence



WHAT IS BEAUTIFUL IS "GOOD"



le

SIMILARITY



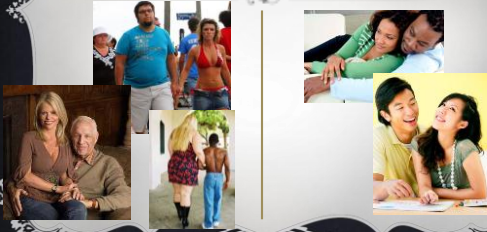
❖ Balance theory

SIMILARITY

❖ Social comparison theory



MATCHING HYPOTHESIS



SMELLS



PROXIMITY

Frequency of contact increases
liking





