

# Research Activity 1

## Investigating personal ads

Imagine that you are looking for a partner. Write a contact advertisement in which you describe yourself and what it is you are looking for.

Now go to the internet and look at contact advertisements of other people. Select two advertisements of women and two of men. For each ad, write down the factors that are described regarding the future partner. Do the same for your own ad.

Do you see differences between the factors that are described by men and those described by women? Do these factors correspond to the factors that can be expected according to the evolutionary theory?

# Research Activity 2

## Where did you get your friends?

A good deal of research shows that physical proximity is a strong predictor of who we like.

Specifically, we often end up liking those that we are physically close to. To put this idea to the test, think about the friends that you've made since being in college. How many of your friends were:

- the people that you lived with (or close to) in the dorms?
- the people you sat by in class?
- the people you saw at practice or rehearsal?
- the people you were in clubs or other activities with?
- the people you worked with?

If you formed friendship with any of the people listed above, then you have experienced the power of proximity. Next, poll your friends and be amazed at the wide reach of this effect.

# Research Activity 3

## Playing hard to get

To what extent would the advice to "play hard to get" be good advice for a woman who wants to be liked by a man?

When answering this question, think of terms like reciprocity, intimacy, and self-disclosure, and think of the effects of interactions.