



Female Perception of Attractiveness Based on Socioeconomic Status in Men

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Research Question

- Do men's socioeconomic status influence women's perception of their physical attractiveness?

Introduction

- Previous research has shown that men value physical attractiveness more than women, whereas women value socioeconomic status more than men.
- Evolutionary theory indicates that men prefer to date youthful women that are physically attractive in order to reproduce and have a successful offspring.²
- Women prefer to date men who are able to provide resources and stability for themselves, as well as for their child for survival (Trivers, 1972).
- Women are more likely to think about the consequences on the type of relationship they will be in because they put a lot of energy on raising a child and risk being emotionally and economically alone as opposed to men.

Hypothesis

- Women will rate pictures of a male model more attractive when presented with cues depicting a high socioeconomic status.
- Women will rate pictures of the same male model less attractive with a lower socioeconomic status.

Methods

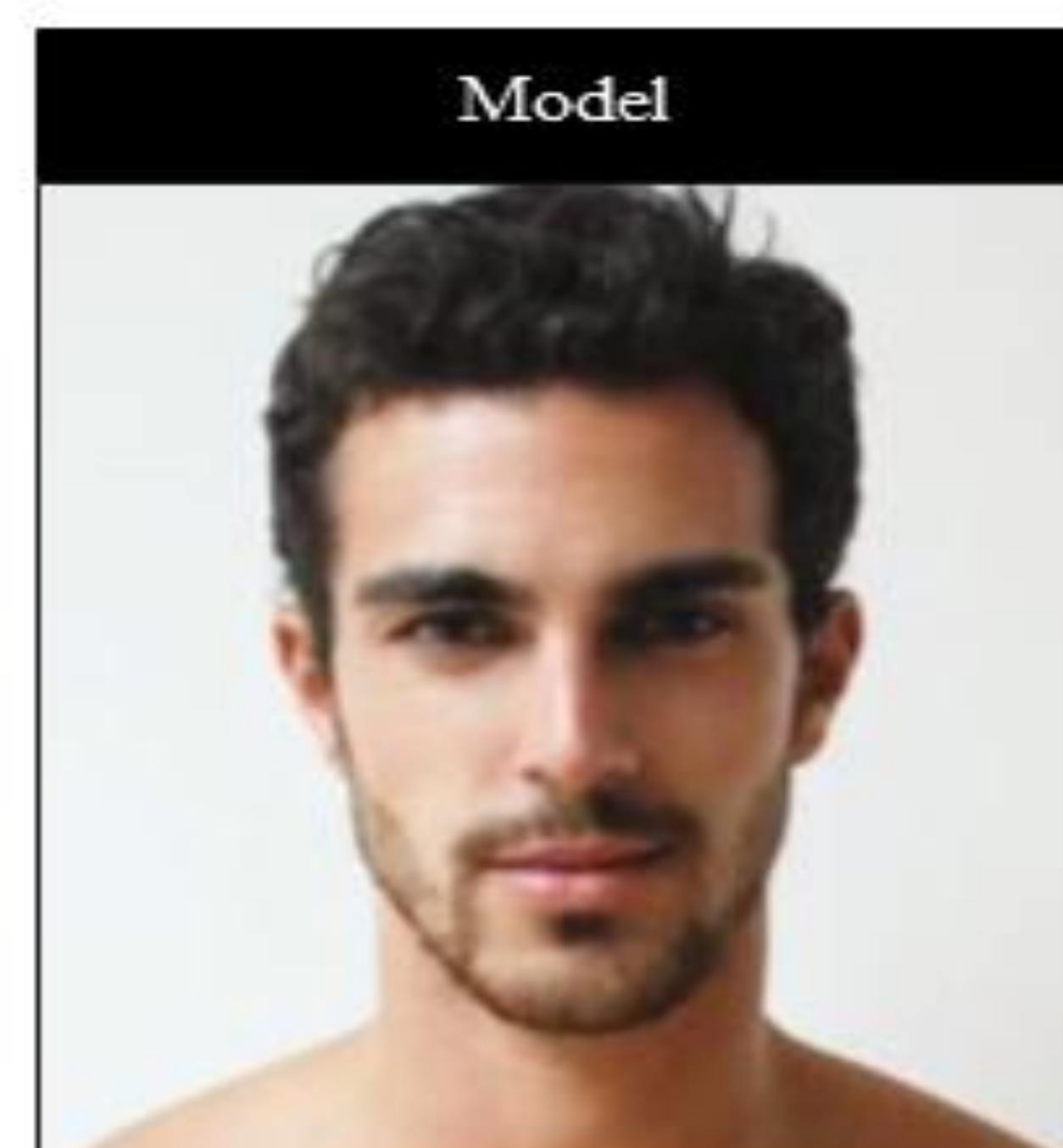
Participants & Procedure

-50 female college students (70% Hispanic; 10% Asian, 8% White/Caucasian, 6% African American, 2% Pacific Islander).

27 Females In Low Condition

Low SES

- Jason is currently living at home with his parents in Huntington Park, CA.
- Completed high school, but has no college degree.
- Works full-time at McDonald's with an annual income of 19,000.
- Jason drives a black Toyota Corolla, Year 1990.



23 Females In High Condition

High SES

- Jason owns and lives in a house in Santa Barbara, CA.
- Obtained a law degree
- Jason currently works for a law firm with an annual income of 120,000.
- Jason drives a black BMW i8, year 2016.

Interpersonal Attraction Scale¹

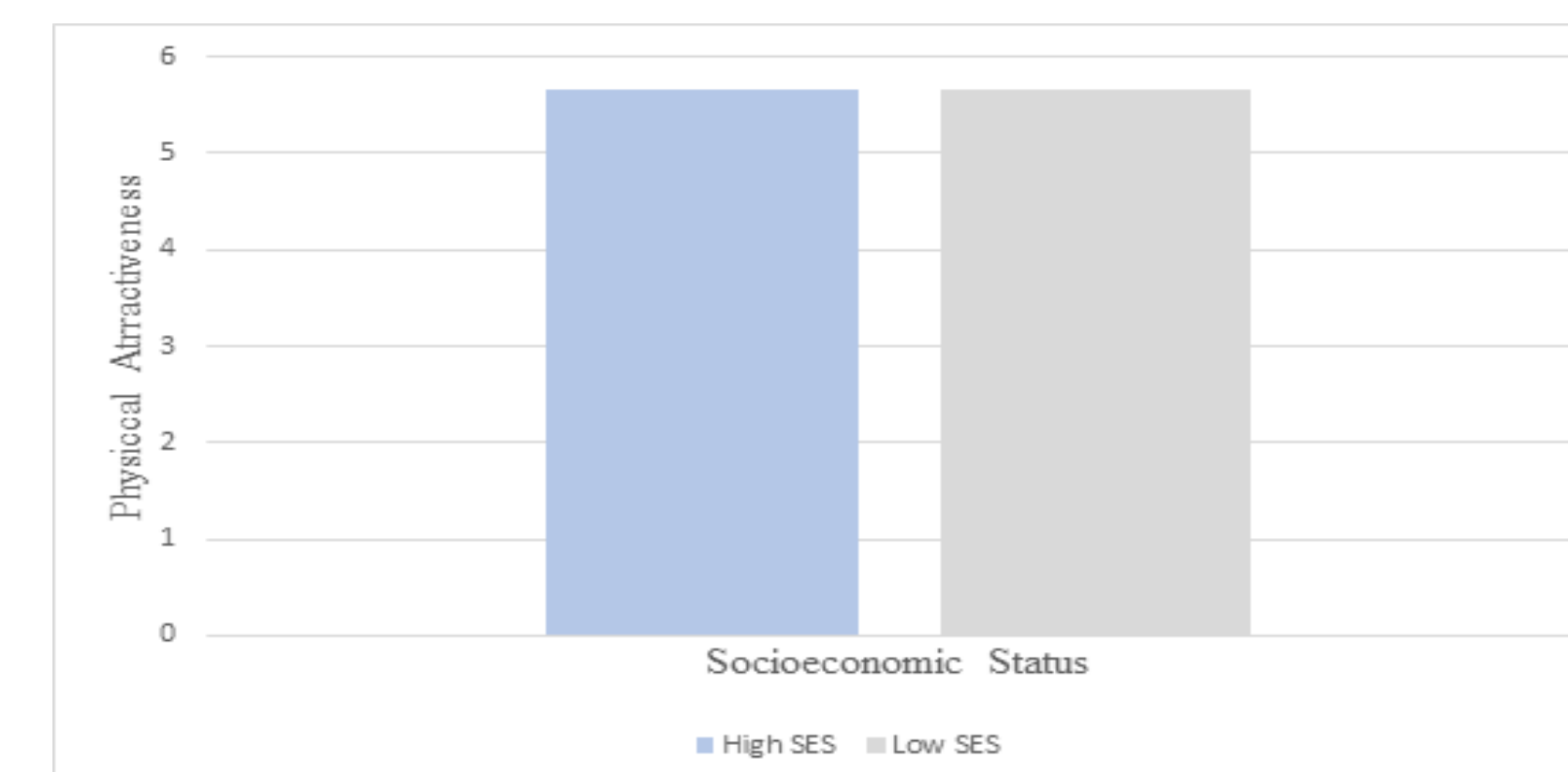
- "Do you think the male model is physically attractive?"
- "Do you think the male model is sexy?"

Results

Physical Attractiveness and Socioeconomic Status

Female participants answered questions regarding whether they thought the male model was sexy, ugly, and handsome. These questions were used to assess participant's perception of physical attractiveness of the male model.

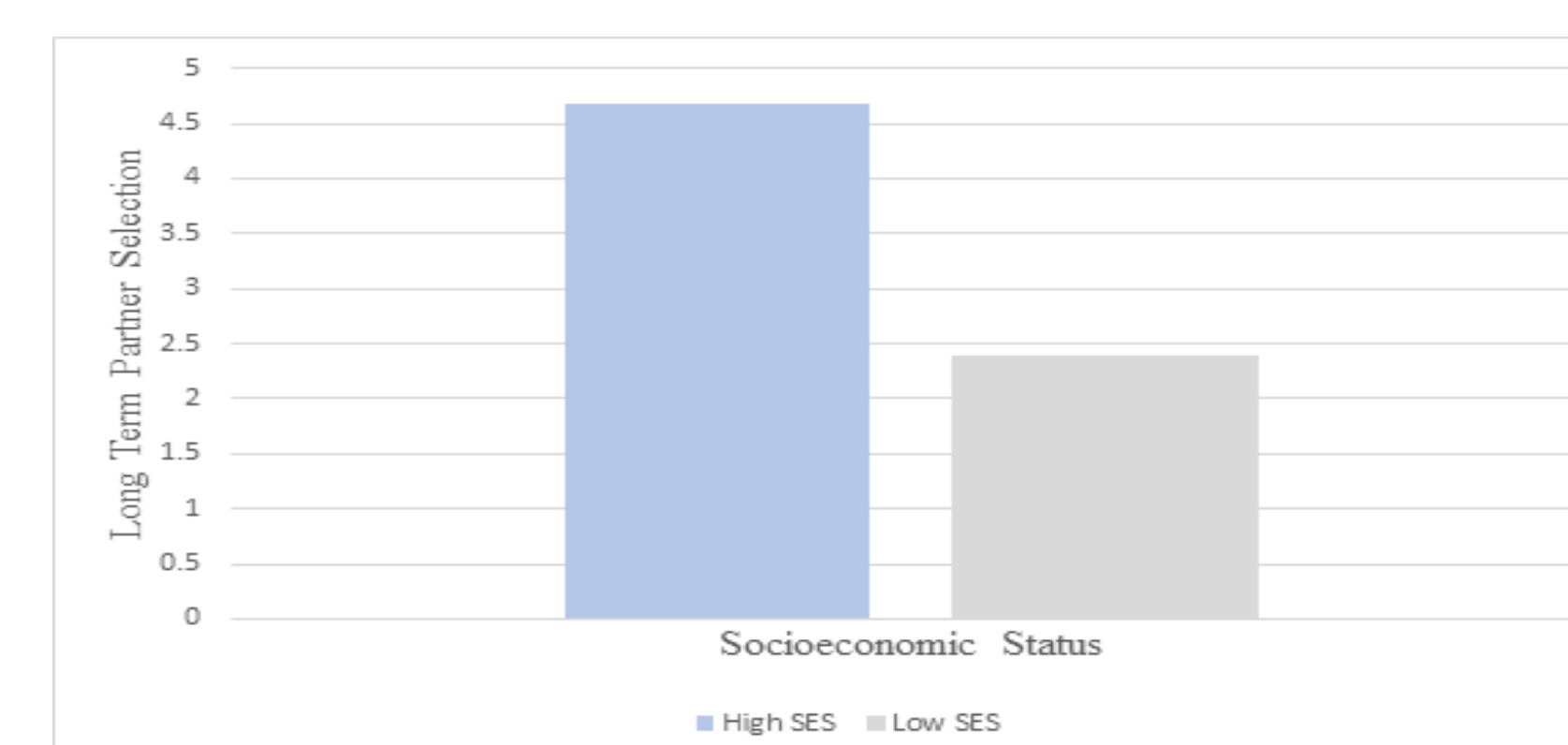
Question #3 asked: Do you think the male model is physically attractive?	Question #7 asked: Do you think the male model is sexy?
The mean for the high SES condition was (M = 5.65, SD = 1.30)	The mean for the high SES condition was (M = 5.17 SD = 1.66)
The mean for the low SES condition was (M = 5.66, SD = 1.49)	The mean for the low SES condition was (M = 4.74, SD = 1.87)
No significant results	No significant results



Long Term Partner Selection and Socioeconomic Status

Female participants were asked whether they felt the male model would be able to provide financially for future offspring and their self.

Female participants were asked whether they felt the male model would be able to provide financially for future offspring and their self?	Female participants were asked if they could see a satisfying marriage with the male model?
High SES condition was (M = 5.91, SD = 1.47)	High SES condition was (M = 4.68, SD = 1.70)
Low SES condition was (M = 2.07, SD = 2.48)	Low SES was (M = 2.37, SD = 1.41)
Significant difference	Significant difference



Conclusion

- The hypothesis was not supported by the results.
- Participants may have rated the low SES model higher than they actually wanted due to social desirability of not wanting to seem rude by rating the low SES male as low as they perceived him to be.
- The participant's age and demographic possibly lead to ignorance of what a high and low SES truly is. The female participants saw the low SES income of \$19,000 as a bad representation of a low yearly income.
- There was a significant difference found when examining long-term partner selection. Female participants saw a probable long-term relationship with the high SES male.

Future Direction

- Does socioeconomic status play an important role when choosing a potential partner for a long-term commitment?
- Is there a variation between men and women's perception of selecting a partner today?

Reference

¹Mccroskey, J. C., & McCain, T. A. (n.d.). Interpersonal Attraction Scale. *PsycTESTS Dataset*.doi:10.1037/t02268-000

²Hromatko, I. & Tadinac, M. (2004). Sex Difference in Mate Preference: Testing Some Predictions from Evolutionary Theory. *Reviews of Psychology*, 11, (1-2) 45-51.