Social Psychology

Attraction & Relationships

What We Will Cover in This Section

- Friendship
- Characteristics of attachment.
- Things that influence attachment.

Interpersonal Attraction

*The degree of liking we have for one another.*
Friendship

Need for Affiliation

_Innate desire to establish and maintain relationships with other people._

Attachment

_The positive emotional bond that develops between a child and a particular individual._

- Secure
- Avoidant
- Anxious-Ambivalent
Loneliness

The inability to maintain the level of affiliation that one desires.
- Emotional isolation
  Person feels a lack of deep emotional attachment to one specific person.
- Social Isolation
  Person suffers from a lack of friends, associates or relatives.

Situational Influences on Attachment

Proximity
Nearness to others leads to friendships.
**Personal Space**

*The area around the body which others may not enter.*

- Casual interactions (12-14 feet)
- Friends (2-3 feet)
- Intimate Friends (less than 18 inches)

**Familiarity**

*Mere exposure to other people leads to liking and positive evaluation.*

**Anxiety-Affiliation**

![Bar chart showing the percentage of choosing others under different conditions: High Anxiety, Low Anxiety, No Anxiety, No Talking, Control.](chart.png)
Characteristics of Others

Question?

What are the qualities of a friend?

Similarity in Attitudes

As the proportion of agreement in opinions, attitudes, and values increase, so does liking.
Similarity in Personality

- Need Complementarity Hypothesis
  - People are attracted to others whose personalities may differ but whose needs complement theirs.
  - Comment...
    - To a point similar personality characteristics are attractive, but some aspects are decidedly unattractive (stupidity, hostility, etc.)

Why Does Similarity Work?

1. Similarity is directly reinforcing.
2. Similarity confirms our view of the world. Supports our schemas.
3. Similarity provides us with information about others’ characteristics.
4. Similarity implies that others will like us.

Reciprocity

- I like you, you like me.
  - We like people who like us.
- Ingratiation.
  - Deliberate attempts to make a favorable impression.
  - May be seen as not being sincere.
Whom Do We Like?

- We like people with positive (not perfect) qualities.
- There are differences in the ways that males and females divulge information to friends.

Attractiveness

- Beautiful-is-Good Stereotype
  - We tend to think that they
    - Have better social skills
    - Have greater dominance.
    - Are smarter.
    - Are more stable emotionally.

Influence of Attractiveness
1. Reinforcement Affect

   Liking is associated with positive feelings.
   - Classical Conditioning.
   - Operant Conditioning.

2. Cognitive Approaches

   We look at relationships rationally.
   - Balance Theory. We like things that are like us and dislike things that are unlike us.
3. Biological Theories
- We are genetically programmed to be attracted to members of the opposite gender.
- This is a biological urge to reproduce, to ensure that our genes are carried on.
- There are fundamental differences between males and females.

4. Social Comparison Theory
We evaluate our thoughts and actions by comparing them with those of others.
- We prefer to compare ourselves with similar others.
- More similar people give us more useful information.

5. Social Exchange Theory
We seek out and maintain relationships in which rewards exceed costs.
- Maximize pleasure and minimize pain.
- Assessed over the long run.
- Attribution Theory.