An Observation of Manners and Their Effect on Attractiveness and Desirability
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Do Age, Gender, and Location Affect the Way We Chew Food?

**Introduction**
Depending on where people eat, or with whom they eat, people will behave differently due to the environment. (Herman, 1997)

Parents teach social skills to children (Milton, 1958) according to norms. (Posher, 1997)

Society is forgetting manners and social norms due to economic pressures. (Vanderbilt, 1968)

**Method**
Participants: 127 (60 Male and 67 Female) ages 3-80 years old.
Setting: Oakwood Mall, UWEC Cafeteria, and Olive Garden served as fast food, casual, and formal eating settings.

Procedure: Naturalistic Observation of participants.
Recorded "chewing with mouth open" or "chewing with mouth closed" for each participant at different locations.

Males are just as likely as females to chew with their mouths open. Figure 1
Adults are just as likely as children to chew with their mouths open. Figure 2
Location does not change open mouthed chewing. Figure 3

**Discussion**
Two out of three people chew with their mouths open!
With this information, we performed an experiment testing how manners would affect attractiveness and desirability.

**Results**
**Mate Manners Matter Most**

**Introduction**
People adjust their actions in order to be seen as socially acceptable among their peers. (Coldol, 2006)

Urbania and Klimann (2006) theorized women less attracted to "nice guy" and males value physical features.

Do social norms, such as good manners, affect judgment of attractiveness and desirability in potential mates?

**Method**
Participants: 229 heterosexual participants (32 female, 197 male) ages 18-24 years old.
Materials: Through Qualtrics, participants watched a video of a confederate displaying "good" or "bad" manners.

Procedure: Participants provided consent and demographics, viewed a video, and completed a short survey on attractiveness and desirability of confederate.

**Results**
Males rated Female confederate more attractive and more desirable when she displayed "good" manners. Figures 1, 2
Females rated Male confederate more attractive and more desirable when he displayed "good" manners. Figures 3, 4

**Discussion**
Attractiveness and desirability correlated positively for both males and females.
Reveals the importance of presenting one's self in a positive "good mannered" way.

Although presented as an "Online Dating" survey, the findings generalize to job interviews, casual relationships, and academic group work through potential desirability as a worker, friend, or partner.

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