Deciding the topic of SES

- The researchers reasoning behind choosing socioeconomic status and the effect it has on mate preference is that it applies to a wide variety of people.
- Much of the intrigue for this study was developed out of the "Gold-digger complex," that is, the idea that women will be more attracted to men that have higher amounts of income.
- From this perspective the researchers wanted to discover if the SES of a male affects the process of heterosexual women's desire to have a "hook-up" or a long-term partner.

Participants Ratings of Desirability for Confederate

Survey Questions

- All participants were asked to rate the confederate on Overall Attraction, Short-term Relationship Desirability, and Long-term Relationship Desirability. Below are examples.

  - "By using the slide feature below, please indicate how attractive you find the man in the picture.
    - 0=Not at all attractive, 10=Very attractive"

  - "By using the slide feature below, please indicate how desirable you would find a short term relationship with the man in the picture.
    - 0=Not at all desirable, 10=Very desirable"

  - A ten point Likert scale was integrated for all ratings.

References