



THE EFFECTS OF MATE VALUE ON MINIMUM MATE REQUIREMENTS

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INTRODUCTION

Mate value reflects one's desirability as a mate and this desirability should affect one's mating abilities by enabling one to mate with desirable partners.

Most literature on mate value, however, relied upon correlational research.

This study extended previous literature by **experimentally manipulating mate value to examine its effects on minimum mate criteria**, and also examined whether these effects differ as a function of mate value type—general, long-term, or short-term mate value, or for men and women.

METHOD

Participants

302 undergraduates (147 men, 153 women)

Design & Procedure

Participants completed a series of personality scales and were then told they would receive an assessment of their desirability as a friend or mate. Participants then received feedback suggesting they were **a highly desirable mate (in general), long-term mate, short-term mate, or friend**. They then completed the minimum mate criteria scale.

Dependent Variable: Minimum Mate Criteria

Participants reported the minimum acceptable percentile (1% to 99%) on 13 mate traits

RESULTS & DISCUSSION

Effects of Increasing Short-Term Mate Value

Increasing short-term mate value, relative to friend value, increased minimum mate standards for **attractiveness, wealth, good sex partner, health, monogamy/faithfulness, ambitiousness** ($p < .05$, η_p^2 's ranged .03 to .07), and marginally for **social status** ($p = .06$, $\eta_p^2 = .03$).

Effects of Increasing Long-Term Mate Value

Increasing long-term mate value, relative to friend value, increased minimum mate standards for **wealth** ($p = .05$, $\eta_p^2 = .03$).

Effects of Increasing General Mate Value

Increasing general mate value, relative to friend value, increased participants' minimal standards for **wealth** ($p = .001$, $\eta_p^2 = .07$), and marginally for **attractiveness, intelligence, and exciting personality** ($p \leq .10$, η_p^2 's = .02).

