Psychology 110

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Attraction and Love
Attraction and Love

I. What is Love?

A. Sternberg’s Triangular Theory

1. Intimacy: Feelings of closeness, connectedness, and bonding.

2. Passion: Drive that leads to romance, physical attraction and sex.

3. Decision/Commitment: The decision that one loves another and the commitment to maintain the love.
Attraction and Love

I. What is Love?

B. Sternberg’s Taxonomy of Possible Love Relationships

<table>
<thead>
<tr>
<th>Type</th>
<th>Intimacy</th>
<th>Passion</th>
<th>Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-love</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Liking</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Infatuated love</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Empty love</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Romantic love</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Companionate love</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Fatuous love</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Consummate love</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Attraction and Love

II. Why Do We Love Whom We Love?

A. The Big Three

1. Proximity
2. Similarity
3. Familiarity

B. The More Interesting Four

1. Competence
   (a) The pratfall effect
   (b) The classic pratfall experiment
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Classic Pratfall Experiment

- Competent
- Not Competent

No Blunder
Attraction and Love

Classic Pratfall Experiment

- Competent
- Not Competent

No Blunder | Blunder
--- | ---
| Attractiveness

10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90

No Blunder: Competent > Not Competent
Blunder: Competent >> Not Competent
Attraction and Love

II. Why Do We Love Whom We Love?

B. The More Interesting Four

1. Competence
   (a) The pratfall effect
   (b) The classic pratfall experiment

2. Physical attractiveness
   (a) Minnesota blind date computer dance
   (b) “Frizzy wig” experiment
Attraction and Love

II. Why Do We Love Whom We Love?

B. The More Interesting Four

3. Gain-loss effect

4. Misattribution of arousal

(a) “Rickity bridge” experiment
(b) “Painful shock” experiment
(c) “Running-in-place” experiment
(d) “Playboy centerfold” experiment