

Men's Long-Term Mating Strategy

What are the Adaptive Advantages?

In conflict with S-T Adaptive Strategy

A general Rule

Must Interact with Female L-T Adaptive Strategies

Symbiosis

What are Benefits to Men of L-T Strategy

1. Conforms to L-T Strategy of Women

Failure to demonstrate commitment may fail to attract women
“Tuning”

An exclusive S-T strategy must be costly

Relative benefits of L-T Strategy must outweigh the costs of
Commitment

Benefits of L-T Strategy cont.

2. Increases Quality and Range of Women they attract

Per Female Mating Strategies

Especially of Highly Desirable Women

Trading S-T Strategy for More Desirable Women

3. Increasing odds of paternity

Repeated Access and Exclusivity

Per investment of resources in one's own genes

4. Increasing Survival of Offspring (Genes)

Result of greater resource investment

Hence, propensity for L-T Strategies is transmitted to children

Benefits of L-T Strategy cont.

Surviving offspring inherit:

Competence of Father (non-genetic transmittal)

Political Alliances

E.G.: Arranged Marriages

Assessing Fertility & Reproductive Value

Non-Human Primates:

- Can assess ovulation (Swelling of genitals and olfactory cues)
- Mate at ovulation

Humans:

- Cannot detect ovulation (?)
- Mate around cycle without bias
- Assess capability of conceiving
Rather than ovulation

Fertility & Reproductive Value cont.

Reproductive Value:

Number of children likely to have in future (**Potential**)

Fertility:

Number of Viable offspring produced (**Performance**)

Peaks in mid-twenties

Youth and Health may correlate with Reproductive Value

Men's Mate Preference

Many similarities to women's Mate Preference

Intelligence

Kindness

Understanding

Health

Prefer Shared Characteristics (as do Women)

Values

Attitudes

Personality

Religious Beliefs

Men's Mate Preferences cont.

Adaptive Mating Problems different for Ancestral Men and Women

Predicts diverging mate preferences in Contemporary
Men and Women

Preference for Youth

- Cue to Reproductive value
- Universal among American Men
- College Students prefer women 2&1/2yrs younger (Buss & Others)
1939-1988
Across entire country
- Yanomamo Indians: Postpubescent but nulliparis
- Universal across 37 societies (Buss, '89)
 - Average preference for women 2&1/2yrs younger
 - Correlates with female preference for older men
 - Symbiosis

Preference for Youth cont.

Scandinavians: 1-2yrs younger

Nigerians and Zambians: 6 1/2-7yrs younger

Polygyny (Not Polygamy)

Requires more resources, hence age

Women with high **Reproductive Value** become

Progressively younger relative to the man's age

Personal Ads:

Age sought after by men

Age gap widens with age of man

Youth is not the **Goal**

Indirect Index of Reproductive Value or Fertility

Preference for Youth cont.

Hypothesis: Teen Males should prefer **Older** women

Subjects: 103 males, 106 females; 12-19yrs of age

Manipulation: Imagine a date
Assume she is interested in you
Parental permission and Money not a factor

Data: Would you date someone your own age? -1, -2yrs, etc.
+1, +2yrs, etc.
Maximal acceptable age?
Ideal Age of most attractive person?

Preference for Youth cont.

Outcome:

1. More willing to accept dates with older women
2. Most attractive age was several years older
3. Occurs in **Absence of Older** women expressing **Any** interest
In dating younger males

Preference for Youth cont.

Alternative explanations for desiring younger women less plausible

1. Easier to control and less dominant:

Would expect teenage males to prefer younger females

2. Classical Learning Theory:

Women prefer older men

Older men frequently rewarded for seeking younger women

Teenage males **not** rewarded by older females

Standards of Physical Beauty

Evolved as Cues to health and Reproductive Value

Standards for attractive landscapes are cues for water, game,
And refuge

Evidence of Reproductive Value: Cues for **Youth** and **Health**

Absence of Calendars makes age problematical

1. Physical Appearance

- Full lips
- Clear, smooth skin
- Clear eyes
- Lustrous hair
- Muscle Tone
- Fat distribution

2. Behavior

- Bouncy Gait
- Animated Expression
- High Energy

Physical Beauty cont.

Frank Beach (Ford & Beach, *Patterns of Sexual Behavior*, '52):

Universal cues of **Youth**:

Clear, smooth skin

Universal cues of **Health**

Absence of sores and lesions

Cleanliness suggests freedom from disease

Facial Attractiveness Ratings decline with age of woman

Regardless of Age or Sex of judge

More so for Male raters

Emergence of Beauty Standards

Assumption: Learned gradually through cultural transmission

Early Data: Emergence at 3-4years, or later

Langlois, et al., '90:

2mo. Old Infants stare longer at more attractive of pair of faces

12mo. Old react to strangers with attractive (vs. unattractive) mask

- Greater observable pleasure
- More play involvement
- Less Distress
- Less withdrawal

Played longer with facially attractive dolls

Universality of Beauty Standards

Cunningham, et al., '95:

All races judging women of all races, $r=0.93$

Independent of exposure to Western media

Similar studies, $r=0.91$, $r=0.94$

Tiger, Tiger Burning Bright

- Computer composites of human faces judged more attractive than Any of the individual faces.
- Attractiveness increases with number of faces in the composite
 $32 > 16 > 8$
- Averaging
 - Eliminates irregularities
 - Increases facial symmetry
- Environmental Insults produce facial and bodily asymmetries
 - Cues to
 - poor health
 - parasitic infestations
 - stressors during development

Tiger cont.

Gangestad, Thornhill, & Yeo, '94:

Less symmetrical people considered less attractive

Foot breadth

Hand breadth

Ear length

Ear Breadth

Faces become asymmetrical with age

Asymmetry as cue to youth

Symmetry linked to both **Physiological & Psychological** health

Shackelford & Larsen, '97

Tiger cont.

“Averageness” of face linked to attractiveness after controlling
For symmetry (Langlois, et al., '94)

A learned response, per familiarity?

Culturally sensitive, per recognition of sub-regions?

Tiger Cub

Johnston & Franklin, '93:

Subjects morphed female faces until maximally beautiful

Averages computed for:

- 40 such Morphed faces
- 20 faces of females averaging 20 yrs of age

Morphed Average:

- Shorter distance between lips and bottom of chin
- Smaller mouth with fuller lips (peaks at age 14)

Both linked with **youth**

Tiger Cub cont.

Japanese and English participants rate composites higher with:

Large eyes relative to face

Thinner jaws

Shorter distance between mouth and chin

All indexes of youth

Morphing controls for other factors (Internal Validity)

Across five differing cultures/races:

Women with these characteristics (**younger** than **actual** age)

Judged more beautiful

Relative to women with proportion corresponding to
actual age

Girth vs. Ratio

Buss: Girth is most culturally variable standard of beauty

- Can signal
 - Cultural status – e.g., wealth
 - Adequate nutrition

Under circumstances of famine, privation

American women: Selected image **slimmer** than average

As personal ideal

As men's ideal female figure

American Men: Selected **average** female figure as Ideal

Who is responsible for female eating pathologies?

Girth vs. Ratio

Waist-to-Hip Ratio (WHR) similar before puberty (0.85-0.95):

Males lose fat from buttocks and hips

Estrogen causes fat deposit in hips and upper thighs

40% greater in Women

WHR shifts to 0.67-0.8

WHR is an accurate indicator of:

- Reproductive status:

 - Early puberty – Even lower WHR

 - Greater difficulty getting pregnant

 - Pregnancies occur later

- Long-term Health Status:

 - Distribution, not amount, affected by: Diabetes,

 - Hypertension, Gallbladder disorders

Girth vs. Ratio cont.

Loss of Body Fat:

Ammenorhgia

Silent Anovulatory Syndrome

Singh & Luis, '95:

12 studies across ethnicities

Men prefer WHR of 0.7 , **regardless of total body fat**

Playboy centerfolds and U.S. beauty contest winners:

Across 30 years:

- Became slimmer
- WHR remained **exactly** at 0.70

Gender Differences

Men rated attractiveness more important than did women

- Across six decades in the United States (1939-1996)
Importance increased for both Men and Women
- Across 37 cultures

Preference for Ovulating Females

Non-Ovulating female chimps ignored

Ovulating Women:

- Decreased WHR

- Vascularized skin: reddening of cheeks

- Lightening of skin

 - 47/51 societies prefer lighter shades of native skin

- Touched more in bars

 - Show more skin

 - Shorter, tighter skirts

 - Direction of Causation?

 - Increased libido

Hi, You're my Dad

Hx: Occult ovulation → Women became attractive around cycle

Problem: Occult ovulation requires around-the-month

Mate Guarding

Conflicts with other **Adaptive Strategies**

Solution: Marriage

Repeated mating around cycle increases odds of **Paternity**

Fidelity increases Paternity certainty

Offsets cost of foregoing S-T Mating Strategy

Paternity: Origins of Sexual Jealousy

Paternity Qualities

1. Premarital Chastity: Cue to likely fidelity
2. Post-Marital fidelity

Across 7 decades, Men value virgin mate more than do Women
Decreasing with advent of birth-control

62% of cultures have significant sex differences in value of virginity
In ALL of which Men > Women

Where women (1) benefit from marriage and (2) men are scarce
Premarital sex declines (Competition for men)
Virginity not valued in Sweden

Premarital Sex predicts Extramarital Sex

American men prefer spouse with a lack of experience

- Promiscuity especially undesirable: -2.07 (-3 to +3)
- Sexual Loyalty most desired (+2.85)
- Unfaithfulness least desirable (-2.93)
 - High cross-cultural concordance
 - Not most salient for women -- Paternity not an issue

Context 1: Male's Power

Men with Status & Wealth marry younger brides

- Across Time & Culture
- Seek younger women per dating services

Linear relationship between income & preference

Men with Status & Wealth marry more physically attractive women

S & W: Best predictor of bride's attractiveness!

Context 2: Context

Viewing attractive women reduces:

- Self-perceptions of:
 - Commitment
 - Satisfaction
 - Seriousness
 - Closeness
- Perceptions of partners attractiveness

Actual Behavior

Younger women receive more responses to personal ads

Reference to physical attractiveness enhances response rate **More** in ✖
(Or maybe women just assume he's lying)

References to Sexual attractiveness:

↑ ✖ response rate, but ↓ 👍 response rate

What is the differential issue?

Interactions are the most interesting/important for theorizing

American grooms older by 3, 5, 8yrs with each successive marriage

Common across time, place, & practice (e.g., polygyny)

How do Women Respond to Male Propensities?

1. Attraction:

- Dieting
- Cosmetics

Judged more effective for women than men

Why is rouge used?

2. Deception of Appearance (e.g., color contact lenses):

Judged more effective for females

3. Derogation of competitor Evolved without knowing issue?)

- Physical appearance
- Sexual promiscuity

Both Judged more effective for females

Both more frequent in females (self report)