

Does Being Physically Attractive Make You Successful in a Speed-Date? A Study That Defines Success Through Popularity, Selectivity, Amount of Matches and Satisfaction.

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Master Thesis Social Psychology

Program Economic Psychology

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June 2017

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Abstract

How can an individual be successful in a speed-date? Past research has offered three different ways to define success: popularity, selectivity and the amount of matches (Asendorpf, Penke, & Back, 2011; Fisman, Iyengar, Kamenica, & Simonson, 2006). Physical attractiveness seems to relate to these outcomes (Asendorpf, 2011). The current study argues that success is not only defined by these three aspects and therefore adds another aspect to determine success in a speed-date; participants' satisfaction with their matches. In addition to this, four hypotheses were made. Firstly, physically attractive people were expected to be more popular in a speed-date event than less physically attractive people (Hypothesis 1). Secondly, physically attractive people were expected to be more selective in a speed-date event than less physically attractive people (Hypothesis 2). Thirdly, physically attractive people were expected to have a higher number of matches in a speed-date event than less physically attractive people (Hypothesis 3). And lastly, physically attractive people were expected to be more satisfied with their matches from a speed-date event than less physically unattractive people (Hypothesis 4). To determine whether physically attractive participants could still be seen as successful with this new aspect added, four speed-date events were organized, containing 15 male and 15 female per evening, 120 participants in total. Results show that, for both men and women, physical attractiveness is positively related to popularity and amount of matches. For men, but not for women, level of attractiveness was also positively related to selectivity and satisfaction with matches. Taken together, these findings suggest physical attractiveness plays a bigger role for men in speed-date success than for women.

Keywords: Physical attractiveness, speed-date success, satisfaction, speed-date results

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Does being physically attractive make you successful in a speed-date? A study that defines success through popularity, selectivity, amount of matches and satisfaction.

Several studies indicate that someone's physical attractiveness determines success in romantic interactions, such as in a speed-date setting (Asendorpf et al., 2011; Feingold, 1990; Ha, van den Berg, Engels, & Lichtwarck-Aschoff, 2012; Kurzban & Weeden, 2005; Luo & Zhang, 2009). Physically attractive people tend to be more selective, they tend to score high on popularity and they often end up with the most matches (Todd, Penke, Fasolo, & Lenton, 2007; Wright & Contrada, 1986; Finkel & Eastwick, 2008). However, it is possible these three aspects are not enough to determine someone's success in a speed-date. Therefore, in this study, a new aspect will be added to try to provide the complete picture of a speed-date success. Instead of defining speed-date success only through number of matches, popularity and selectivity, this study will also explore the level of satisfaction with matches.

Popularity

Due the lack of time, participants in a speed-date have to make a decision with the information available. Physical attractiveness will be something that influences someone's choice (Freeman, Stolier, Ingbretsen, & Hehman, 2014). In fact, in a split second, people form an impression of someone's attractiveness, likeability, trustworthiness, competence, and aggressiveness (Willis & Todorov, 2006). Being physically attractive works in one's advantage in a lot of different areas. For example, a physically attractive person gets a more positive evaluation in social interactions and enhances the chance on a higher income (Langlois, 1986; Judge, Hurst, & Simon, 2009; Joseph, 1982), students who are physically attractive get graded more favorably than unattractive students (Ritts, Patterson, & Tubbs, 1992; Landy, & Sigall, 1974), and the severity of a punishment in the courtroom can get less if a person is physically attractive (Efran, 1974; Stewart, 1985). In other words, it is proven that being physically attractive has its advantages in different situations. Physical attractiveness is a principal factor

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in romantic relationships as well (Simpson, Gangestad, & Lerma, 1990). Previous speed-dating studies have shown that being physically attractive is an advantage in this area, namely that men and women who score high on physical attractiveness are more popular in a romantic context (Eastwick & Finkel, 2008; Fisman et al., 2006; Kurzban & Weeden, 2005). A partner's physical attractiveness was even shown to be the strongest predictor of attraction in a speed-date (Luo & Zhang, 2009). To be physically attractive most likely enlarges the chances of other people deciding to go on a second date with you. Does physical attractiveness also relate to other outcomes of speed-date success?

Selectivity

If someone in a speed-date does not select a single person, it will hardly result in a success. But when a person really likes several potential partners, the event can be seen as something successful. Therefore speed-date success will also be indicated through selectivity. If a potential partner does not fit a person's mate value, they most likely get refused (Herrenbrueck, Xia, Eastwick, Finkel, & Hui, 2016; Place, Todd, Penke, & Asendorpf, 2010; Penke, Todd, Lenton, & Fasolo, 2007). In other words, when people consider themselves more physically attractive than the person they are on a date with, their interest in further dating generally decreases. Although, not every person is aware of his own physical attractiveness. Some people will think they are more attractive than they objectively are, which could lead to unjustified selective behavior, or the other way around. Nevertheless, popularity has a positive correlation with selectivity: individuals who are frequently chosen in a speed-date (physically attractive ones), should not choose others very often (Asendorpf et al., 2011). So when physical attractiveness increases, selectivity will probably increase too.

Matches

Several studies show that physically attractive people end up with the most matches in a speed-date event (Luo & Zhang, 2009; Houser, Horan, & Furler, 2008; Eastwick & Finkel,

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2008). This is mostly the case, because attractive people receive many ‘yesses’ so they can afford to be picky (Newman, 2016; Herrenbrueck et al., 2016).

Satisfaction

The three aspects used to represent speed-date success (popularity, selectivity, and amount of matches) are good representations of a person’s speed-date result. However, I argue that using only these three outcomes does not fully grasp someone’s success. An outcome of for example two matches may seem unsuccessful to some, but if both of these matches were highly satisfying, one may still consider this to be a success. I argue that success should be defined not only by popularity, selectivity and amount of matches, but also by satisfaction with the final matches.

A search of the literature revealed several studies that offer important findings for this matter. Several studies found that physical attractiveness correlates with people’s satisfaction in a relationship (Lucas, Wendorf, Imamoglu, Shen, Parkhill, Weisfeld, & Weisfeld, 2006; Krebs & Adinolfi, 1975). Lucas et al. (2006) looked at heterosexual couple marriages in four different cultures, and found that in every culture, physically attractive people who married a person with approximately the same attractiveness level were more satisfied about their marriage than physically unattractive people, or couples that differed in attractiveness. In a speed-date, a physically attractive person will most likely be selective, and thus make a small selection. There is a high chance this selection will exist of mostly high quality partners, because they only select the best options. Then physically attractive people choose people with approximately the same attractiveness level. Logically, if they have a match with these participants, they would be satisfied with the speed-date result.

Not only relationship satisfaction, also life satisfaction is associated with physical attractiveness (Reis, Nezlek, & Wheeler, 1980; Neto, 1993). A study conducted by Neto (1993) showed that physically attractive people had a higher quality and quantity on social interactions

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at parties; they received more invitations to parties, and were asked more on a date. The nature of the interactions was rated as more satisfying and the duration of these interactions were significantly longer than the interactions of physically unattractive people. Overall, their satisfaction with life was high compared to less attractive participants.

So far, no attention has been paid to the role of satisfaction in the context of a speed-date. It should therefore be interesting to look at what satisfaction means to physically attractive and unattractive people that participate in a speed-date event. Maybe physically attractive people will be very satisfied with the results of a speed-date. As no previous research about speed-date satisfaction has been done, no actual conclusions can be drawn, but looking at earlier studies it seems most logical for physically attractive people to eventually be more satisfied with the results.

The present study

In the present study, I will research physical attractiveness, and how this influences success in a speed-date. Success is going to be operationalized in popularity, selectivity, amount of matches and satisfaction. Several studies mention gender differences in the results of a speed-date study; where women are mostly shown to be more selective and more popular in a speed-date than men. (Fisman et al., 2006; Finkel, Eastwick, & Matthews, 2007; Wilson, Cousins, & Fink 2006; Byrne, London, & Reeves, 1968). There is a chance that the possible relationship between physical attractiveness and the four aspects of a speed-date result in the current study, will be influenced by gender as well. Therefore, it makes sense to take gender into account when conducting this study.

Single heterosexual individuals will participate in a speed-date study. The participants are going to be independently rated on physical attractiveness, through a separate study. The results of the speed-date event will be converted in scores on popularity, selectivity and amount of matches. Their satisfaction with the matches will be measured through self-reports from

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questionnaires, which will be run after the speed-date event. In this way, I investigate a new way of defining speed-date success, and I attempt to find if being physically attractive makes an individual successful in a speed-date. I try to define this through testing the following four hypotheses;

H1: Physically attractive people will be more popular in a speed-date event than less physically attractive people.

H2: Physically attractive people will be more selective in a speed-date event than less physically attractive people.

H3: Physically attractive people will have a higher number of matches in a speed-date event than less physically attractive people.

H4: Physically attractive people will be more satisfied with their matches from a speed-date event than less physically unattractive people.

Method

Participants

A total of 120 Dutch heterosexual singles, 60 male ($M = 23.20$; $SD = 2.75$) and 60 female ($M = 22.15$; $SD = 2.17$), between the ages of 18-30 ($M = 22.67$; $SD = 2.52$), participated in this speed-date study. There was a total of 4 sessions (14 and 16 February 2017, 7 and 9 March 2017), each session consisting of 30 participants (15 male; 15 female). Participants were recruited via a poster, spread on social media and through flyers. A lottery was held for participants that completed the whole trial, in which they could win 2 cinema tickets (5 sets of tickets in total). Psychology students of Tilburg University could also choose to get participant credits, in this case they were excluded from the cinema ticket lottery.

Procedure

Prior to the event. If people were interested in participating, they could send an email. They received an answer in a maximum of two days, consisting of the available dates of the

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event and questions concerning their name, age, gender and preferable date. People could enroll themselves for the best suitable date that was still available. After that, a spare list with extra potential participants was made for every date, with people who could replace participants that unexpectedly cancelled. Registered participants received a reminder two days prior to the date they signed up for. If, by any reason, someone was unable to come, the first person on the spare list got an invitation to participate in the event. Attached in the email was the informed consent. This covered a couple of things: Participants got informed about the instructions and procedure of the speed-date study. Part of the content made clear that participation was completely voluntary and that they were allowed to stop at any time during the event. Participants were also informed that all data was completely confidential.

During the event. All speed date sessions took place from 20:00 till 22:00 in Studio, a bar in Tilburg, the Netherlands. At 19:30 men and women were bid welcome, and received a sticker with their name and personal dating number on it. After that they were shown to different rooms to minimize the chance that men and women met before the speed date started. First, a picture was taken of all the women individually. All participants got instructed to look in the camera. After this they were asked to sign the informed consent and to fill in a questionnaire (unrelated to the present research) by themselves. Men were first asked to fill in a questionnaire (unrelated to the present research) by themselves, and after this, their individual picture was taken. The participants were instructed to fill in the questionnaires alone, and they were again informed that their answers were anonymous. Subsequently they received their matchbook (Appendix A). In the matchbook participants filled out several questions about their feelings towards the person they just had a date with. The most important question was if they want to go on a second date with someone or not, by filling in a “yes” or a “no”.

The actual speed dating took place on the second floor of Studio. A table was assigned to every woman. Men were told to rotate through the seats until they dated every woman. Each

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interaction period took 3 minutes, after which participants got approximately 1,5 minute to fill in their matchbook and to switch seats. The word ‘stop’ was called out to inform participants that it was time to end the conversation and start filling in their matchbook, and the word ‘switch’ meant that men should switch to the next seat. After 7 dates, the participants were given a 5-minute break. After the last speed date, all matchbooks were collected and the last questionnaire was handed out to the participants (unrelated to the present research). When filled out, participants received a drink voucher and were informed about the 2 final emails that they could expect to receive.

After the event. Maximum 2 days after the speed date, participants received the first email in which they could find out if they had matches or not. If there was a match, the contact details of that person were listed in the mail. There was also a request to fill in an online questionnaire (Appendix B). This questionnaire contained questions to measure participants’ level of satisfaction with their matches. This was done per match individually, and participants could rate their satisfaction with every match on a scale of 1 (very unsatisfied) to 10 (very satisfied). After a minimum of a week, the participants received the last email, containing the final questionnaire for participants to fill in (unrelated to the present research).

Physical attractiveness

Physical attractiveness was measured in a separate study. The pictures that were made of the participants prior to the speed-date event, were used for this. Two questionnaires were made, this was done in Qualtrics. One questionnaire contained the female pictures, the other the male pictures. An example of how a question was presented is shown in Appendix C. Every picture was rated individually on different characteristics, only the characteristic ‘attractiveness’ was used for the current research.

The questionnaire was completed via M-Turk. In total 121 participant, 57 male ($M = 27.77$; $SD = 2.30$) and 64 female ($M = 26.86$; $SD = 2.62$), between the ages of 18 and 30

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completed this questionnaire. Female heterosexual participants rated the 60 male pictures and male heterosexual participants rated the 60 female pictures. The order in which the pictures were shown to the participants was randomized. It took participants approximately 30 minutes to complete the study and they received 3 dollars for participation.

Results

There are three possible outcomes in this speed date study; popularity, selectivity and amount of matches. Popularity is determined by looking at how often a participant received a 'yes' at the speed date event. A higher score meant being more popular. On average, participants received a 'yes' 6.14 times (range 0-15; $SD = 4.08$). There was a significant effect for gender, $t(120) = 4.74, p < .001$, where women ($M = 7.77; SD = 3.66$) were on average more popular than men ($M = 4.52; SD = 3.85$). Selectivity is measured through how often a participant said 'no' to a speed-dating partner. In this way, a higher score on selectivity meant a person was more selective. On average, participants said 'no' 6.43 times (range 0-15; $SD = 3.60$). For selectivity there was also a significant effect of gender, $t(120) = 9.26, p < .001$. Women ($M = 10.90; SD = 2.44$) were on average more selective than men ($M = 6.25; SD = 3.03$). The amount of matches is determined through the amount of reciprocal 'yes'. Participants had 2.98 matches on average (range 0-15; $SD = 2.80$), with a significant effect of gender, $t(120) = 2.43, p < .017$. On average, women ($M = 3.58; SD = 3.23$) had more matches than men ($M = 2.37; SD = 2.16$). Table 1 provides an overview of male and female average scores on the first three aspects of speed-date success.

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Table 1

Average speed-date scores.

Type of success	Men		Women	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Popularity	4.52	3.85	7.77	3.66
Selectivity	6.25	3.03	10.90	2.44
Matches	2.37	2.16	3.58	3.23

Physical Attractiveness

On a scale of 1 (unattractive) to 10 (attractive), participants' were rated on physical attractiveness with a mean of 5.37 ($SD = 1.20$). There was a significant effect for gender, $t(118) = 4.77, p < .001$, and the average rating was higher for women ($M = 5.86; SD = 1.15$) than for men ($M = 4.89; SD = 1.07$).

Popularity

To test the first hypothesis, thus to assess whether popularity (dependent variable) was related to physical attractiveness (independent variable), a simple linear regression was conducted. There was a significant relationship between physical attractiveness and popularity ($\beta = .53, t(118) = 6.76, p < .001$). R^2 indicates that approximately 27,9% of the variation in popularity was predicted by physical attractiveness. There is a positive effect of physical attractiveness on popularity. This finding confirms the first hypothesis.

Model 1 of PROCESS (Hayes, 2012) was used to detect a possible moderating effect of gender, and the results showed there was a marginal significant interaction with gender ($R^2 = .02, F(1,116) = 2.91, p = .091$). Figure 1 shows the results of PROCESS. For female participants

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there was a positive relationship between physical attractiveness and popularity ($b = .38$, $t(116) = 2.74$, $p < .01$). For male participants there was also a positive relationship between physical attractiveness and popularity ($b = .41$, $t(116) = 4.87$, $p < .001$). The relationship between physical attractiveness and popularity is stronger for men than for women.

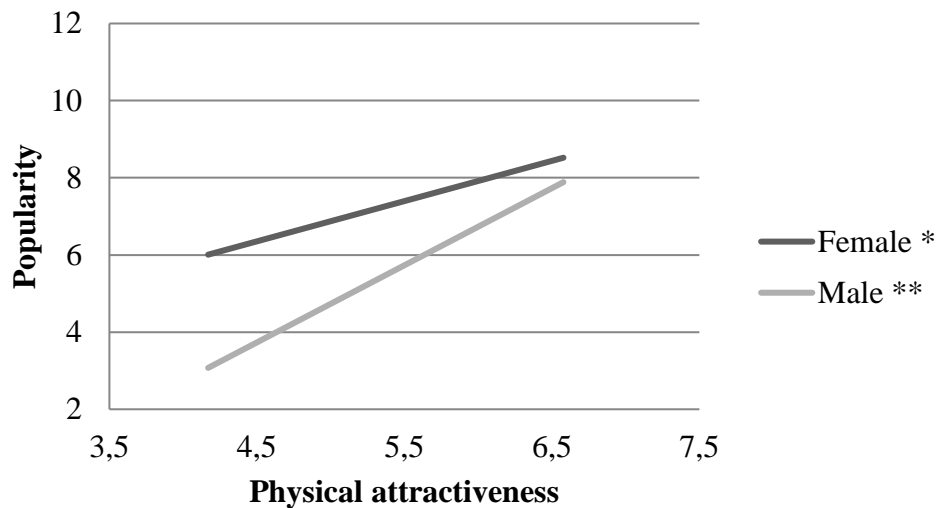


Figure 1. Male and female participants' physical attractiveness score as a predictor of their score on popularity. Note: * $p < .01$ and ** $p < .001$.

Selectivity

To test the second hypothesis, another linear regression was conducted. The results of the second simple linear regression suggest that a significant proportion of the total variation in selectivity was predicted by physical attractiveness ($\beta = .41$, $t(118) = 4.82$, $p < .001$). In other words, a physically attractive participant is more selective, which confirms the second hypothesis. Physical attractiveness explained 15,7% of the variance ($R^2 = .16$).

With PROCESS (Hayes, 2012; model 1), a moderated effect of gender was detected ($R^2 = .03$, $F(1,116) = 5.99$, $p = .016$). For male participants, there is a relationship between physical attractiveness and selectivity ($b = 1.10$, $t(116) = 3.39$, $p = .0010$). Physical attractiveness and selectivity are not related for female participants ($b = .02$, $t(116) = .06$, $p = .9566$). The different effect for men and women can be seen in figure 2.

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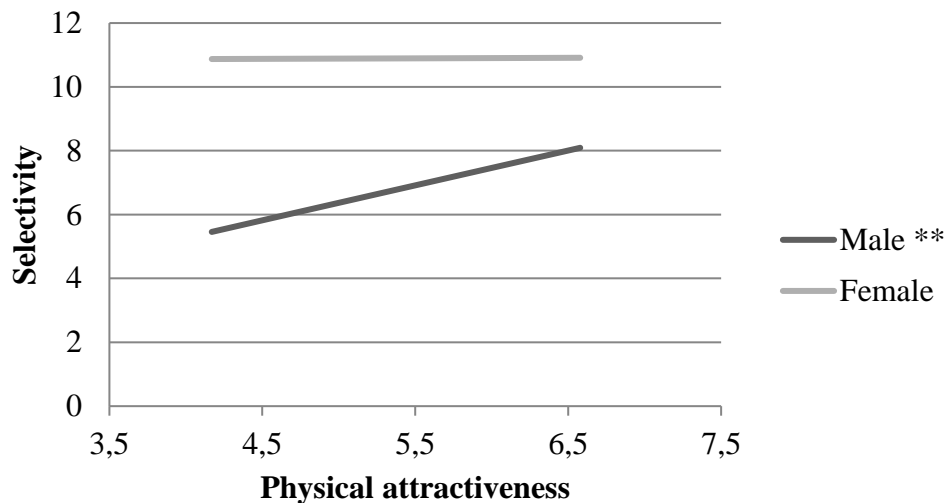


Figure 2. Male and female participants' physical attractiveness score as a predictor of their score on selectivity. Note: ** $p < .001$.

Matches

To test the third hypothesis, again a simple linear regression was used. In this way the results showed if physical attractiveness predicted participants' amount of matches. There was a significant effect for physical attractiveness on the amount of matches a participant had ($\beta = .231$, $t(118) = 2.58$, $p = .011$). The result of the regression indicated that physical attractiveness explained 5,3% of the variance ($R^2 = .05$). So there is a positive significant relation between matches and physical attractiveness.

Again, model 1 of PROCESS (Hayes, 2012) has been used to investigate the moderating effect of gender. The interaction with gender was not significant ($R^2 = .02$, $F(1,116) = 1.73$, $p = .1909$). This means there was no difference between men and women for the relationship between physical attractiveness and amount of matches.

Satisfaction

Out of 120 participants, 85% (102 participants) filled in the follow up questionnaire containing questions regarding satisfaction. To see if physical attractiveness was related to participants' satisfaction with their matches (hypothesis 4), the last simple linear regression was

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conducted between physical attractiveness as an independent variable and satisfaction as a dependent variable. A significant effect was found for physical attractiveness on satisfaction ($\beta = .29$, $t(94) = 2.89$, $p = .005$). Approximately 8% of the variation in satisfaction is predicted by physical attractiveness ($R^2 = .08$).

Once again, model 1 of PROCESS (Hayes, 2012) was used to see if gender moderated the effect. There was a marginal significant interaction effect for gender ($R^2 = .03$, $F(1,92) = 3.35$, $p = .0705$). There is no relationship between physical attractiveness and satisfaction with matches for females ($b = .63$, $t(92) = .84$, $p = .4023$). For males, however, there was a positive relationship between physical attractiveness and satisfaction with their matches ($b = 2.82$, $t(92) = 3.02$, $p = .0032$). This can be seen in figure 3. There was a positive relationship between physical attractiveness and satisfaction with matches for men, but not for women.

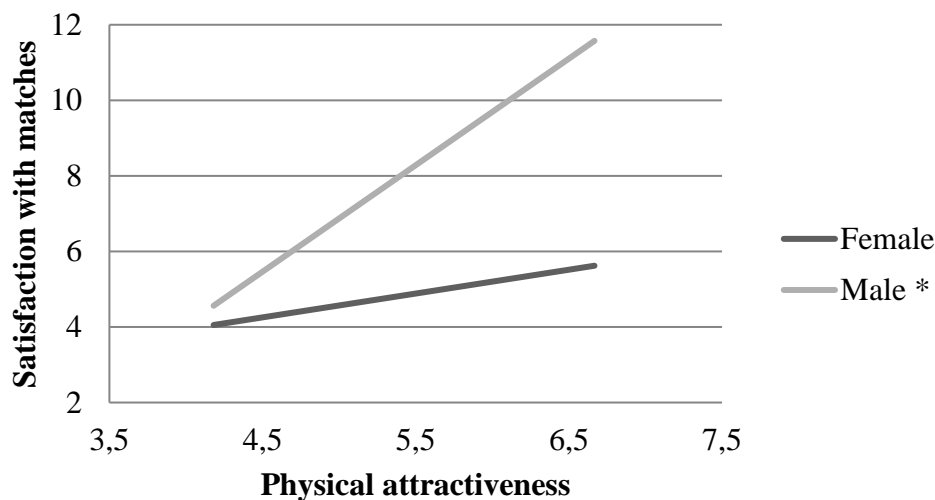


Figure 3. Male and female participants' physical attractiveness score as a predictor of their score on satisfaction with their matches. Note: * $p < .01$.

Discussion

I expected physically attractive people to be successful in this speed-date study. Success in a speed-date commonly gets defined through the following three aspects: popularity, selectivity and amount of matches. A fourth aspect was added in this study, namely participants'

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satisfaction with their speed-date matches. This study tried to replicate findings from earlier studies, by dividing three separate hypotheses. Firstly, physically attractive people were expected to score high on popularity (Eder, 1985; Place et al., 2010). Secondly, physically attractive people were expected to be more selective (Newman, 2016; Herrenbrueck et al., 2016). Thirdly, physically attractive people were expected to have the most matches (Luo & Zhang, 2009; Houser et al., 2008; Eastwick & Finkel, 2008). No previous research had been done on the fourth hypothesis. However, prior studies have noted the importance of physical attractiveness on a person's satisfaction in other areas than speed-date. This led to the expectation that physically attractive people to be more satisfied with their matches (hypothesis four). It is interesting to note that in all four cases of this study, the hypotheses were found to be met: Popularity, selectivity, amount of matches and satisfaction were shown to have a significant positive relationship with physical attractiveness. An interaction between gender and physical attractiveness is found on all of these relationships, except for the one between physical attractiveness and amount of matches.

Theoretical implications

The current study found physically attractive people to be more popular in a speed-date. This finding is consistent with findings in earlier studies, and it confirms the first hypothesis (Eder, 1985; Xie, Boucher, Hutchins, & Cairns, 2006; Mayeux & Cillessen, 2008; Baolian Qin, 2009). The current findings show a marginal significant effect of gender on the positive relationship between physical attractiveness and popularity. The effect of physical attractiveness on popularity applies to both men and women. The observed difference between men and women in this study was significant, where female participants were shown to overall be more popular than male participants. This result further supports the idea of other speed-date studies, where women are more popular than men (Asendorpf, Penke, & Back, 2011; Houser et al., 2008).

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Secondly, physically attractive people were found to be more selective, which confirms the second hypothesis. Furthermore, there was a significant effect of gender on this relationship. There was no effect for women on the relationship between physical attractiveness and selectivity. They showed to always be selective irrespectively to their level of physical attractiveness. That women are more selective matches findings observed in earlier studies (Fisman et al., 2008; Asendorpf et al., 2011). However, the present study raises the possibility that physical attractiveness may not play a part in women's selectivity. This is an important issue for future research and will therefore be discussed later. The results showed only a significant effect for male participants on physical attractiveness and selectivity. So this means physically attractive men are more selective than physically unattractive men. However, men never exceed the level of selectivity women have in this study. This can be explained by fundamental principles of evolutionary psychology. For a species to survive there must be lots of offspring. A male does this through mating with many females. Females invest their bodies and time in this offspring, therefore reproductive cost would be greater for females when a mate-choice is mistaken than for males (Clark & Hatfield, 1989; Buss, 1989; Buss & Shackelford, 2008).

If a person in this speed-date event was physically attractive, the amount of matches tended to be higher. This confirms the third hypothesis. These results are in line with those of previous studies (Luo & Zhang, 2009; Houser et al., 2008; Eastwick & Finkel, 2008). It has been suggested earlier that physically attractive people receive many 'yesses' and can therefore afford to be picky (Newman, 2016; Herrenbrueck et al., 2016). This appears to be the case here.

The fourth and last hypothesis was also confirmed. Physically attractive participants were proven to be more satisfied with their matches than physically unattractive participants. Earlier studies indicated that physical attractiveness and relationship satisfaction are related (Lucas et. al, 2006; Krebs & Adinolfi, 1975). Physically attractive participants were shown to

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be more satisfied with their marriage than physically unattractive people. In the current study similar results are found, yet not in marriages but in a speed-date. Physical attractiveness not only influences satisfaction on the long term, but also in such a short instant as in a speed-date. The findings in the current study also contribute to the findings on life satisfaction. Earlier studies showed physically attractive people to be more satisfied with their life than physically unattractive people (Reis et. al, 1980; Neto, 1993). That a physically attractive person is also more satisfied with their matches attunes with the idea of life satisfaction. Gender also showed to have influenced this relationship with a marginal effect. There was only an effect found for men. Male participants were shown to get more satisfied with their matches when their physical attractiveness increased. These results are likely to be related to the results of the second hypothesis. As mentioned in the introduction, it is reasonable to think that in a speed-date, a selective person mostly chooses high quality partners, because they only select the best options. When a participant not only selects the best options but also matches with them, they would be very satisfied with the result. It should therefore not be surprising that physically attractive men were more satisfied with their matches. For women, however, there was no effect on the observed relationship between physical attractiveness and satisfaction. It is somewhat surprising that there was no female effect of physical attractiveness. This outcome is contrary to several other studies that argue that physical attractiveness is an important issue concerning women, because men generally place a greater value on that (Buss, 1989; Buss & Kenrick, 1998; Buss & Schmitt, 1993; Clark & Hatfield, 1989; Feingold, 1990; Grammer, Fink, Moller, & Thornhill, 2007; Shackelford, Schmitt, & Buss, 2005). Further research should be undertaken to investigate this matter, therefore it is discussed later.

Practical implications

What does this mean for people who are going on a speed-date? The current findings show that it is less important for women to be physically attractive to gain success in a speed-

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date. Men, however, are successful when they are physically attractive. So women most certainly do judge men on physical attractiveness.

In general, the findings in this study add a growing body of literature to findings of other studies concerning physical attractiveness. Yet again, a study that confirms the general idea that physical attractiveness contributes positively to a person's life. This can be used to develop a full picture of the advantages of physical attractiveness.

Strengths and limitations

The current study is a field experiment. Behavior in a field experiment is more likely to reflect real life because of its natural setting (McLeod, 2012). It provided this study with a higher ecological validity than a lab experiment would. Participants may not know they are being studied. This minimizes the chance that participants form an interpretation of the experiment's purpose and subconsciously change their behavior to fit that interpretation. The current study took place in a local bar, this format was appropriate for a speed-date event. Under these circumstances, real life was well reflected. The methods used for this study may be applied to other speed-date studies elsewhere. But, with a field experiment comes less control over extraneous variables. These might bias the results and make it difficult for other researchers to implicate the study in the exact same way. Plus, the study was rather expensive and time consuming. One night of the speed-date event cost approximately 100 euros and took approximately 5 hours.

The generalizability of these results is subject to certain limitations. It is unfortunate that the study only included participants between the ages of 18 and 30, who were mainly students. Notwithstanding the relatively limited sample, this work still offers valuable insights into the area of speed-dating. Moreover, all hypotheses existent in this study were met. However more information from different age samples would help to establish a greater degree of accuracy in generalizability on this matter.

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One source of weakness in this study, which could have affected the outcomes, was that this study did not take the self awareness of one's attractiveness into account. There is a distinction between being physically attractive as a person, and knowing you are physically attractive as a person. Furthermore, there is a chance that people rate themselves as more physically attractive than they would objectively be rated. This can influence a person's behavior and can therefore have an effect on the results. Future research can address this issue by letting participants fill in a self-report regarding physical attractiveness.

Recommendations for future studies

The findings of this study have a number of important implications for future practice. Further studies regarding the role of gender would be worthwhile. This is the first study to investigate that, for women, there is no effect of physical attractiveness on selectivity, nor satisfaction with matches. Further studies, which take these variables into account, will need to be undertaken. Moreover, the effect of physical attractiveness on all four aspects of speed-date success (popularity, selectivity, amount of matches, satisfaction with matches) was shown to be stronger for men. These findings are new in the area of speed-date studies. Further investigation and experimentation into gender differences regarding speed-date is strongly recommended. It would also be interesting for speed-date studies to achieve this in a longitudinal study. Will the findings from this study still occur after a longer period of time? After two months, for example, it could be that participants changed their minds on how satisfied they are with their matches. Due to, for instance, a new romantic relationship, or a romantic relationship with a person from the speed-date.

For a stronger generalizability, it is recommended to future studies to undertake research in different age group samples. All findings these studies will provide contribute to the area of speed-date research. The challenge then will be to fabricate an identical speed-date event that contains another age group.

Conclusion

The present study was designed to determine the effect of physical attractiveness on speed-date success. The purpose of the current study was to determine whether success in a speed-date could be defined through not only popularity, selectivity, and amount of matches, but also through someone's satisfaction with their matches. Physically attractive men were shown to be more popular, more selective, have more matches and be more satisfied with their matches than physically unattractive men. Physically attractive women were shown to be more popular and have more matches than physically unattractive women. No effect was found for physically attractive women on selectivity or satisfaction with their matches. Taken together, these findings suggest a role of satisfaction with matches in speed-date success, and these data suggest that success in a speed-date can be achieved through physical attractiveness.

So, does being physically attractive make you successful in a speed-date? For women, this is still an area to investigate. For men in this study, it definitely is so.

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Appendix A

Dateboekje

Beste speeddater,

Hier voor je ligt het dateboekje van het speeddate evenement. Het is de bedoeling dat je na elke date één van de vijftien identieke vragenlijsten in dit boekje invult. Bepalend voor een **match** is vraag 3: 'Ik zou met deze persoon op date willen'. Als jullie beiden '**JA**' antwoorden op deze vraag zijn jullie een 'match' en zullen jullie na afloop van het evenement elkaars contactinformatie per mail ontvangen. Alle overige informatie, die niet direct leidt tot een match, zal anoniem blijven.

Neem na iedere date de tijd om de vragenlijst in te vullen. Het is van belang dat je zo volledig en zorgvuldig mogelijk antwoord geeft op alle twaalf vragen.

Bij voorbaat dank.

Thijs, Esmée en Nikki

Vragen na afloop van elke date

1. Vul het nummer van je date in: ____

Omcirkel het antwoord dat het meest op jou van toepassing is.

- 2. Ik kende deze persoon al: JA / NEE
- 3. Ik zou met deze persoon op date willen: JA / NEE
- 4. Ik kan me voorstellen dat ik een kortstondige, seksuele relatie met deze persoon zou hebben: JA / NEE
- 5. Ik kan me voorstellen dat ik een langdurige, romantische relatie met deze persoon zou hebben: JA / NEE

Geef voor de volgende vijf stellingen aan in hoeverre je het eens of oneens bent met deze stelling. Je maakt hierbij gebruik van de volgende schaal: 1 = helemaal mee oneens tot 7 = helemaal mee eens.

- 6. Ik denk dat deze persoon over het algemeen betrouwbaar is.
1 2 3 4 5 6 7
- 7. Ik heb het gevoel dat ik deze persoon gedurende de speeddates echt heb leren kennen.
1 2 3 4 5 6 7

Naam: _____

Leeftijd: _____ **Jouw eigen date nr:** _____

Geslacht: M / V

8. Ik heb het gevoel dat ik mezelf zou kunnen zijn bij deze persoon.

1 2 3 4 5 6 7

9. Ik had het gevoel dat deze persoon mij echt begreep en waardeerde.

1 2 3 4 5 6 7

10. Ik had het gevoel dat er een klik was tussen mij en deze persoon

1 2 3 4 5 6 7

11. Ik had het gevoel dat er een vonk oversprong tussen mij en deze persoon.

1 2 3 4 5 6 7

Omcirkel het antwoord dat het meest op jou van toepassing is.

12. Ik denk dat deze persoon met mij op date zou willen:
JA / NEE

Appendix B



Hallo speed-dater!

Hierbij de een na laatste vragenlijst na jouw speed date sessie @ Studio!

De vragen zullen gaan over jouw uitkomst van het speed date event.

De vragenlijst zal maximaal 3 minuten in beslag nemen.

Onder de respondenten worden in totaal 10 bioscoopbonnen verloot, dus invullen maar!

Je deelname is geheel anoniem, de informatie wordt alleen gebruikt voor academisch onderzoek en antwoorden zijn nooit terug te leiden naar jou als persoon.

>>



Hoe tevreden ben je met je eerste match?

1 = zeer ontevreden	2	3	4	5	6	7	8	9	10 = zeer tevreden
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ben je van plan contact op te nemen met je eerste match?

- Ja
 Nee

Als je eerste match contact met jou opneemt, ben je dan van plan om hierop in te gaan?

- Ja
 Nee

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Heb je het idee dat je mogelijk een relatie zou kunnen krijgen met je eerste match?

Maak gebruik van de volgende schaal: 1 = zeker niet, 10 = zeker wel.

1 = zeker niet	2	3	4	5	6	7	8	9	10 = zeker wel
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

>>

Appendix C



**The following 9 questions are related to the picture above.
Please rate the appearance of this person on the following characteristics.**

I think this person is...

Unattractive = 1	2	3	4	5	6	7	8	9	Attractive = 10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I think this person is...

Untrustworthy = 1	2	3	4	5	6	7	8	9	Trustworthy = 10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I think this person is...

Not classy = 1	2	3	4	5	6	7	8	9	Classy = 10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I think this person is...

Not sexy = 1	2	3	4	5	6	7	8	9	Sexy = 10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I think this person is...

Not cute = 1	2	3	4	5	6	7	8	9	Cute = 10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I can imagine that I would date this person

- Yes
- No

I can imagine that I would have a long, romantic relationship with this person

- Yes
- No