I’ve been noticing you around campus and I find you very attractive. Will you...

Thinking about sex

Men
Women

Less than once/month
Few times/week
Every day
Desired number of sexual partners

The Coolidge Effect

Parental Investment Theory

Mate Preferences

- Men value:
  - quantity
  - uncommitted sex
  - youth
  - attractiveness

- Women value:
  - quality
  - commitment
  - income
  - status
  - ambition
Sexual Orientation

How many people are gay?

- 37% ???
- 10% ???
- 5% ???

Prevalence of homosexual sex and attraction

- Men
- Women

Kinsey’s continuum
Is Bisexuality Real?

- Rieger, Chivers, & Bailey (2005)
  - Straight men:
    - Erotic video of women: arousal
    - Erotic video of men: no arousal
  - Gay men:
    - Erotic video of women: no arousal
    - Erotic video of men: arousal
  - Bisexual men:

Emotion

- Components of emotion
  - Cognitive
  - Physiological
  - Behavioral

Bisexual men:

Emotion

- Components of emotion
  - Cognitive
  - Happiness

Factors that have little impact on happiness

- Money
- Age
- Parenthood
- Intelligence
- Attractiveness
Factors that moderately predict happiness

- Health
- Social activity
- Religion

Factors that strongly predict happiness

- Work
- Personality
- Love/marriage

Marital Satisfaction Over Time

Hedonic Adaptation
Emotion

- Components of emotion
  - Cognitive
  - Physiological
  - Autonomic arousal
  - Polygraph

Emotion

- Components of emotion
  - Cognitive
  - Physiological
  - Behavioral
  - Nonverbal expression
  - Facial feedback hypothesis

- Joy
- Fear
- Disgust
- Surprise
- Anger
- Sadness
- Contempt
Culture and Emotion

- Ekman & Friesen (1975)
- Display rules

Theories of emotion: Commonsense

Stimulus | Conscious Feeling | Autonomic Arousal

Theories of emotion: James-Lange

Stimulus | Autonomic Arousal | Conscious Feeling

Theories of emotion: Cannon-Bard

Stimulus | Subcortical brain activity | Conscious Feeling | Autonomic Arousal
### Theories of emotion:
*Schacter*

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<th>Stimulus</th>
<th>Autonomic Arousal</th>
<th>Appraisal</th>
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