

THE LAWS OF ATTRACTION

Nobody really knows what the laws of attraction are, but numerous studies have given us some understanding.

It would appear that humankind is hardwired to fulfil its single purpose – and that is to produce offspring.

This means that there are some very basic factors in attraction that dominate.

Read this research passage and answer the following TRUE or FALSE questions.


Love is in the air

Zingaphi Mbalo asks ...

Why do we find some people more attractive than others?



Here are the results of some recent studies:

 Love changes the way our brains work. **Lucy Brown** is a professor in the Department of Neurology at the College of Medicine in New York. She studies the human brain. She found that when people saw photographs of their lovers a chemical called dopamine flooded into their brains. Dopamine makes us feel pleasure, and makes us want to do something. So love has the same effect as some drugs like cocaine, and some foods like chocolate!

Without us knowing it, smell is one way our bodies decide whether a person would make a good mother or father. We unknowingly choose people who smell different to us

This is because our children are more likely to be healthy if they have a wider spread of



genes. This avoids inbreeding. A problem is that birth control pills reverse a woman's usual smell choices. Women on birth control pills may choose someone who smells similar, even though a man with very different genes would be better for her offspring

If the left- and right-hand sides of your face look exactly the same, you have a greater chance of getting a date. This symmetry makes us more attractive. One possible explanation is that the symmetry tells us if someone is in good health. The more diseases and illnesses someone has, the less

symmetrical their faces are.



In one study by the EP Research Group in America, men rated women with long hair as more attractive than short-haired women. Men described long-haired women as determined, intelligent, independent and healthy. But they also said that the short-haired women in the study were honest, caring, emotional and feminine.

Short men have to work harder to get dates. A team at the University of Chicago studied more than 20 000 online daters. They found that to be as successful at getting dates, a man who is only 1.5 metres tall needed to earn a lot more money than a man who is 1.8 metres tall! One explanation for this prejudice against short men is that taller men look stronger and more able to protect their offspring

Humans use humour as a way of measuring intelligence and creativity. A study by the AARP Global Network showed that personality and sense of humour are more important than physical appearance when it

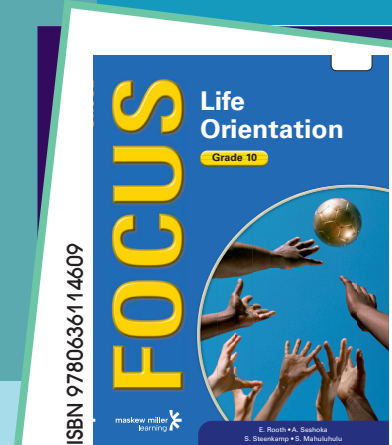
comes to choosing a date. But what men and women mean by sense of humour is different. Women prefer someone who makes them laugh, while men want someone who will laugh at their jokes. Researchers at the International Society for Humour Studies say that a woman decides whether a man is smart by his humour, while a man uses his humour to seduce women!



Love is in the air – TRUE OR FALSE

- 1 Dopamine is a chemical that floods the brain that makes u feel pleasure.
- 2 *Smells are important when choosing a partner or mate.*
- 3 An asymmetrical face is generally thought to be unattractive.
- 4 MEN PREFER WOMEN WHO HAVE LONG HAIR.
- 5 *Short men are thought to be at an advantage over taller men.*
- 6 Tall men are perceived to be better providers as they appear stronger.
- 7 *Funny people are generally thought to be more intelligent.*
- 8 The most important factor for choosing a partner, for all genders, is personality.
- 9 **WOMEN PREFER MEN WHO LAUGH AT THEIR JOKES.**
- 10 *Men prefer women who make them laugh.*

T	F
T	F
T	F
T	F
T	F
T	F
T	F
T	F
T	F
T	F



© Copyright 2025 Maskew Miller Learning. All Rights Reserved.