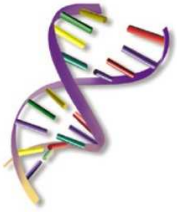


Dating Adverts



For the purposes of this activity, you need to imagine that you are going to place an advert in the 'personals' column of a newspaper, advertising for a partner. You have only **forty words** to outline (1) the characteristics you are looking for in a potential partner and (2) the characteristics you have to make yourself attractive to them.

NB. I **won't** ask you to read these out, this is mainly to get you thinking. We'll be discussing some more general ideas about personal ads and the things people look for in a potential partner.

The question of what people find attractive in potential mates has been looked at in a number of studies. Using the available resources, write brief notes on the procedures and findings of the two studies below:

Dunbar (1995)

Buss (1989)