Evolution of Desire:

30 - 50 % of divorces are due to extramarital affairs and jealousy.

Conflict in mating is norm not the exception

Love is common across cultures

Some features in many species pose threat their survival. Why does they have such features?

Character evolved for reproductive benefits rather than survival benefits - sexual selection

2 forms of sexual selection - intrasexual competition and members choose mate based on preferences. The preferential characteristics evolve in other sex as it is chosen more often.

Theory of sexual selection breakthrough - late 1970 and 1980s

Conducted study on 37 cultures all over the world - over 10k people participated in the survey.

**Sexual Strategies**

Strategy - to accomplish goals and solve problems.

Adaptations - evolved solutions for survival and sexual strategies. Strategy doesnt necessarily mean conscious plan - most sexual strategies are carried out without awareness.

Clear desires in mate evolved because of our ancestors who chose a mate wisely.

**Attracting a Mate**

People who posses desirable characteristics are great in demand.

Female preferences determine ground rules of the male contests. Men compete to attract females.

Female compete with each other in many species. The tactics used by each sex is dictated by the preferences of opposite sex.

**Keeping a Mate**

Necessary for long term relationship. Infidelity risked long term relationship - jealousy was evolved to combat infidelity.

Sexual jealousy - produce 2 radical actions - vigilance or violence - difference manifestation of same psychological strategy of jealousy.

Jealous - not rigid, sensitive to context and environment. Strategy of jealousy give rise of various behaviors in humans.

**Replacing a Mate**

There is a pattern in getting rid of the mates.

Conflict between the sexes

Culture and Context

Cues for women - economic resources, social status and older age

**Sexual Strategies for Women**

Financial resources even if she’s earning

Social status

Age

Emotional stability

Commitment

Find cues for resource youth and health

**Men**

Physical attractiveness

Doesnt care about resource and status

Fidelity, chastity, and loyalty

Enjoy variety

**Personality preference**

Ambition

Industriousness

Intelligence

Dependability

Emotional stability

**Tactics for long-term mating**

Persistance

Kindness

Investment

Displaying commitment

Fidelity and loyalty

Openness and honesty

Demonstration of love

**Men**

Physical attractiveness

Doesn’t care about resources or status

Fidelity, chastity and loyalty

Enjoy variety

**Big 5**

Openness to experience - intellect + openness

Conscientiousness - industriousness + orderliness

Extroversion/Introversion - Enthusiasm + assertiveness

Agreeableness - compassion + politeness

Neuroticism - volatility + withdrawal

**16 Personality**

| Introvert / Extrovert | Sensual / Intuitive |
| --- | --- |
| Thinking / Feeling | Judging / Perceive |

**Big 5**

**Long term characteristics & Personal values**

Persistance

Kindness

Investment

Displaying commitment

Fidelity and loyalty

Openness and honesty

Demonstration of love

Ambitious

Industriousness

Dependability

Emotional stability

Openness - good communicator

Confidence

Physical attractiveness

Sex