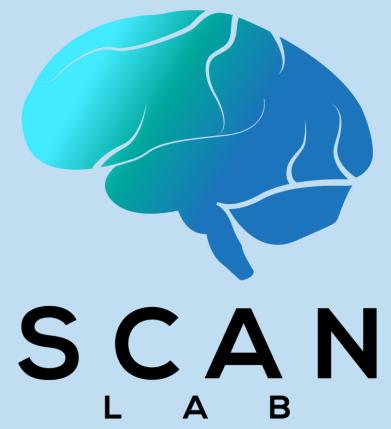




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Do you like me back? Impression formation and motivated memory for potential romantic partners



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INTRODUCTION

Socio-affective motivations impact how we update beliefs and form memories about other people.

Dating is a particularly salient motivational context.

Question 1. Does feedback from potential romantic partners impact romantic interest?

Question 2. What drives memory for people upon first meeting them?

METHODS

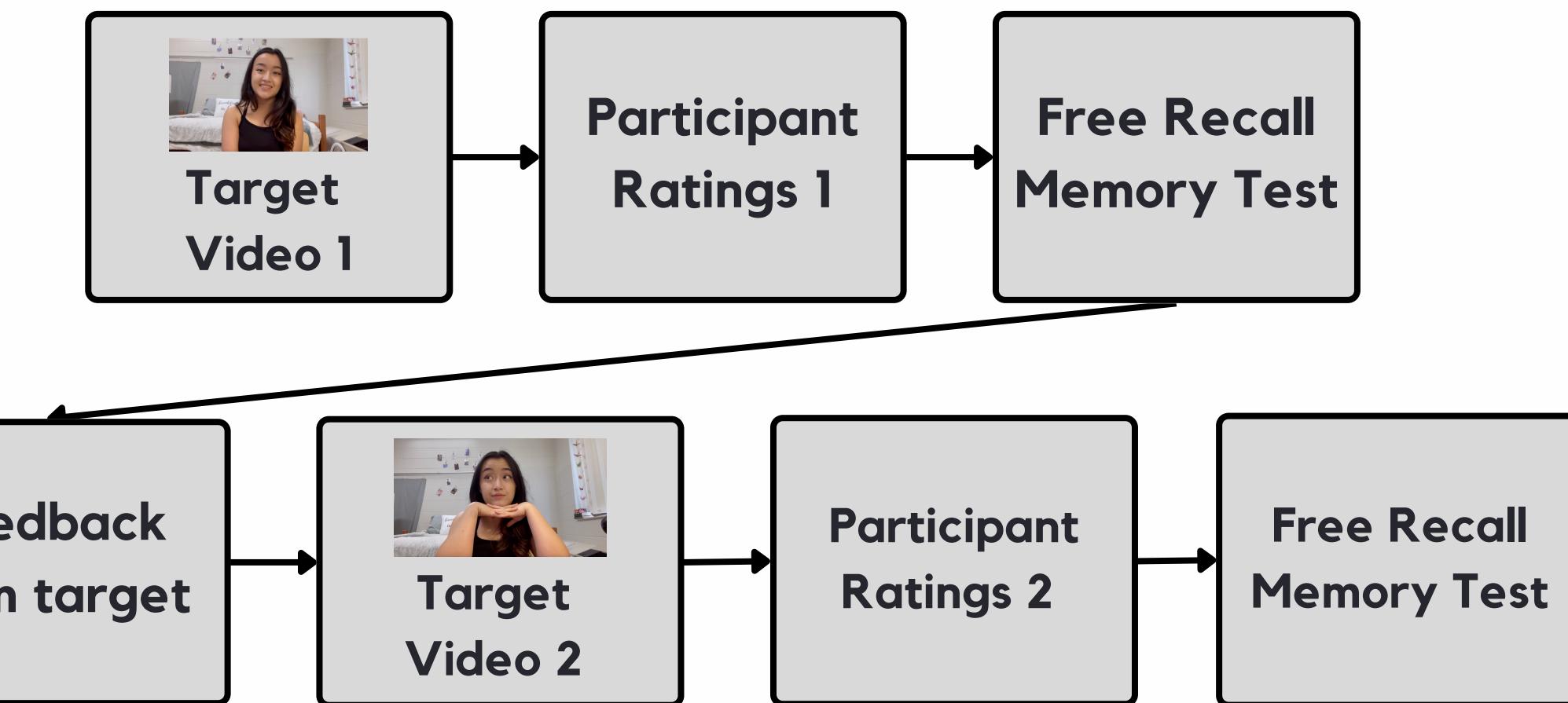
Participants: 30 (17 F, 23 straight), ages 18-29



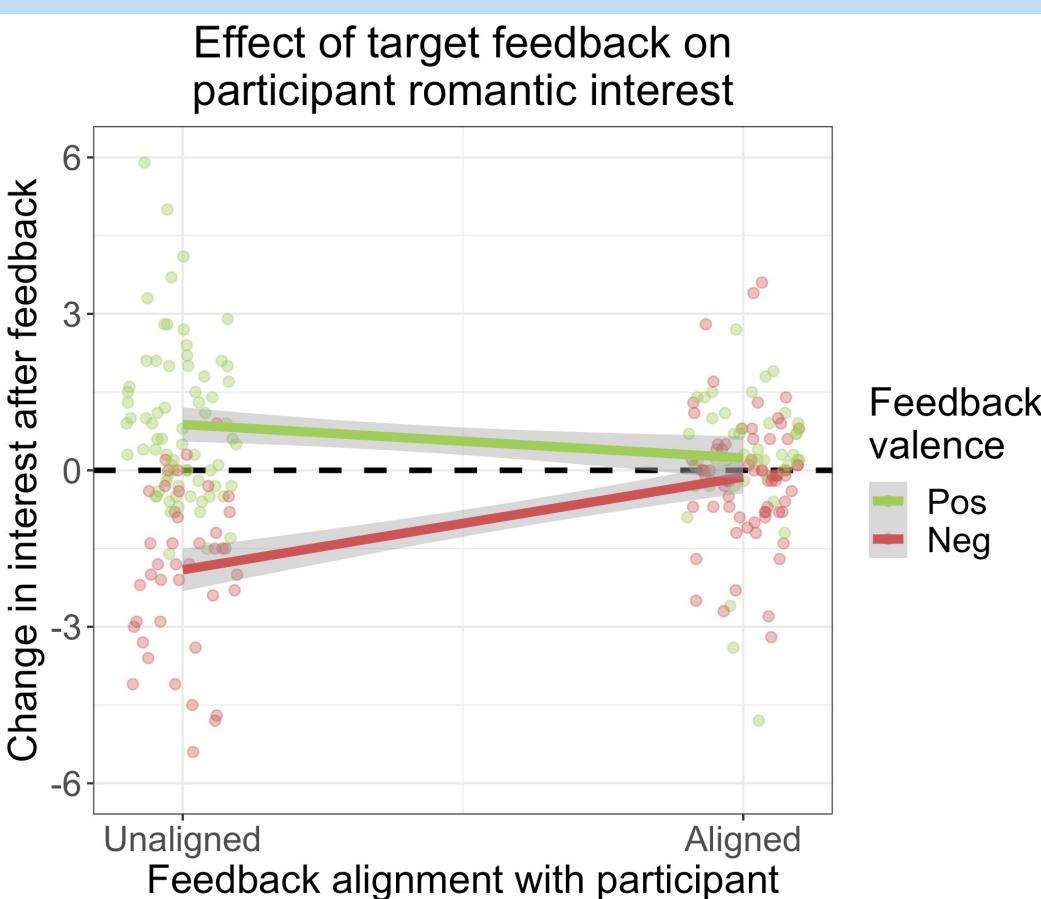
Stimuli: 16 dating profile videos created with hired actors.

Participants watched 2 videos each of 8 sexuality-matched dating profile targets during fMRI.

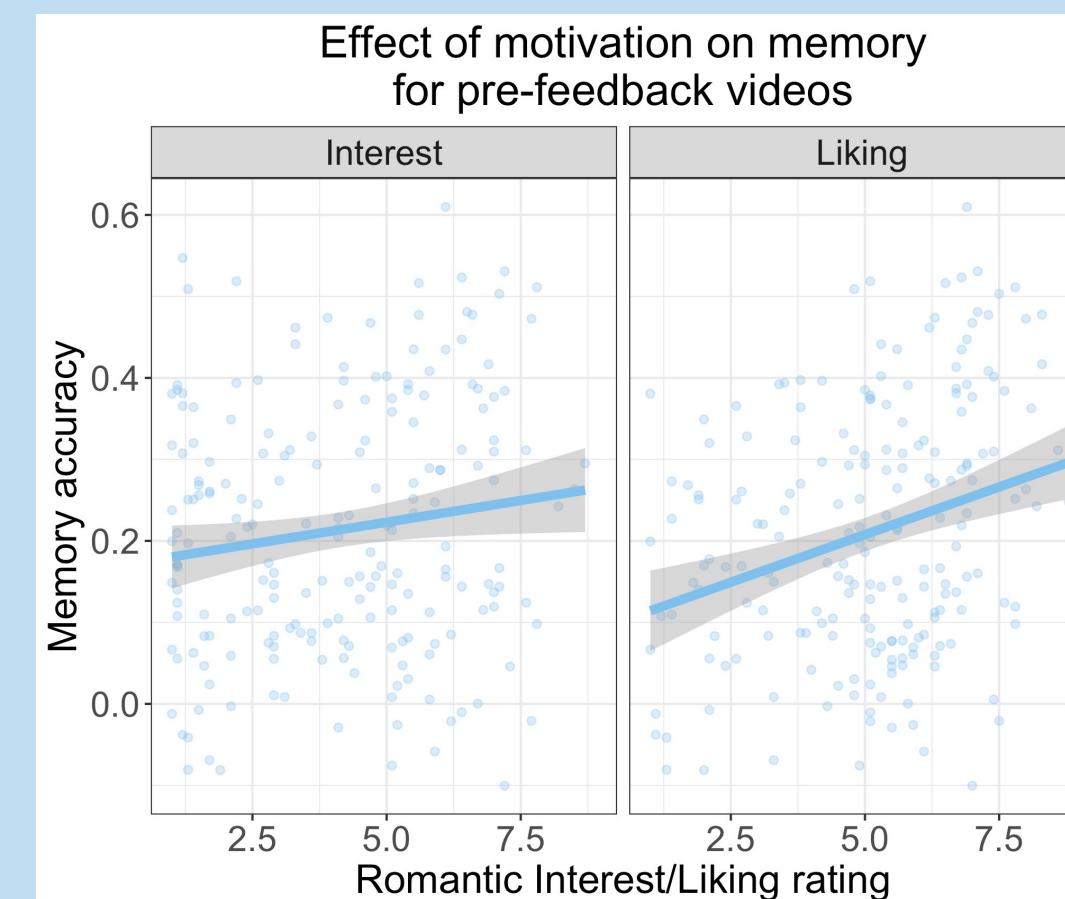
Feedback was manipulated to be either aligned or unaligned with participant rating.



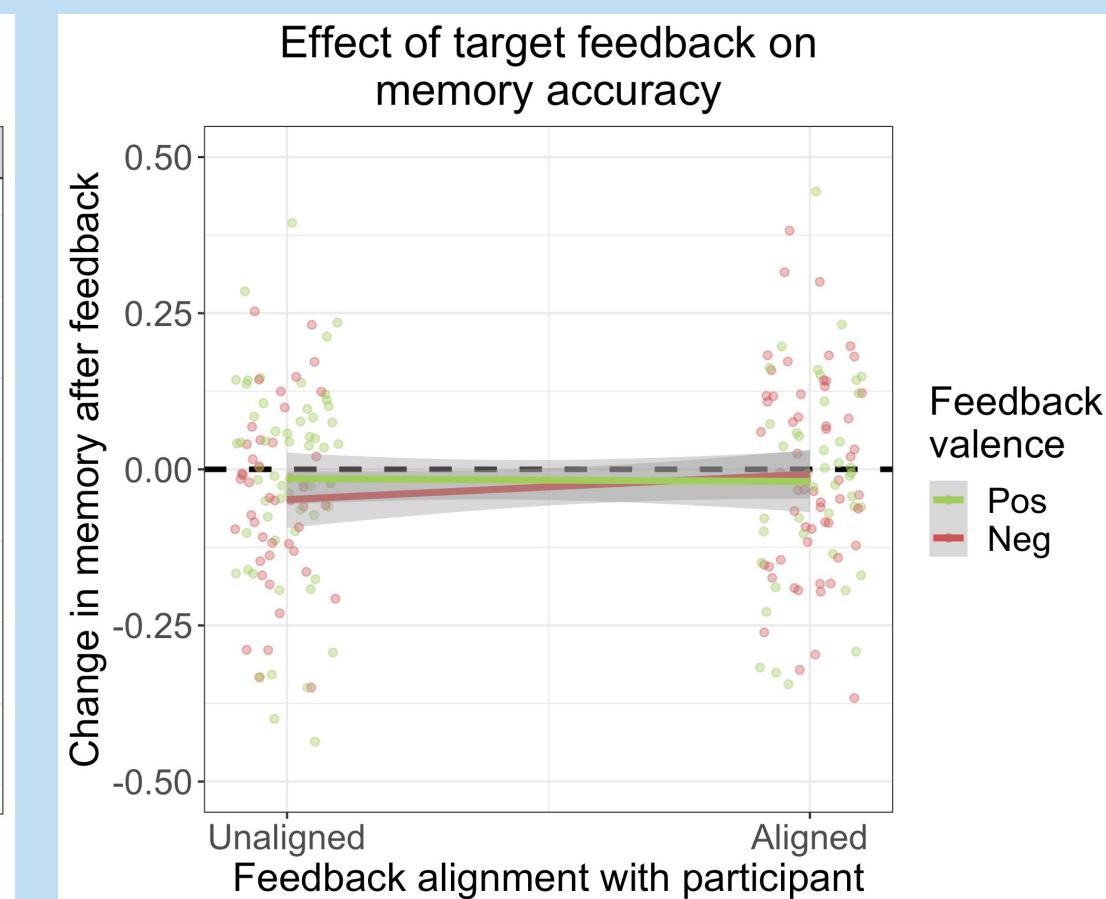
RESULTS



Q1 results: Romantic interest changed more in response to negative unaligned feedback than positive unaligned.



Q2 results: Both romantic interest and liking impacted memory for target videos, but the effect was stronger for liking.



Q2 results: Neither feedback valence nor feedback alignment with participant interest significantly affected memory.

CONCLUSIONS

Participants adjust their romantic interest for a potential partner in response to feedback.

Memory for potential partners is driven by participants' interest more than target feedback.

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