

DO YOU LIKE ME BACK? IMPRESSION FORMATION AND MOTIVATED MEMORY FOR POTENTIAL ROMANTIC PARTNERS

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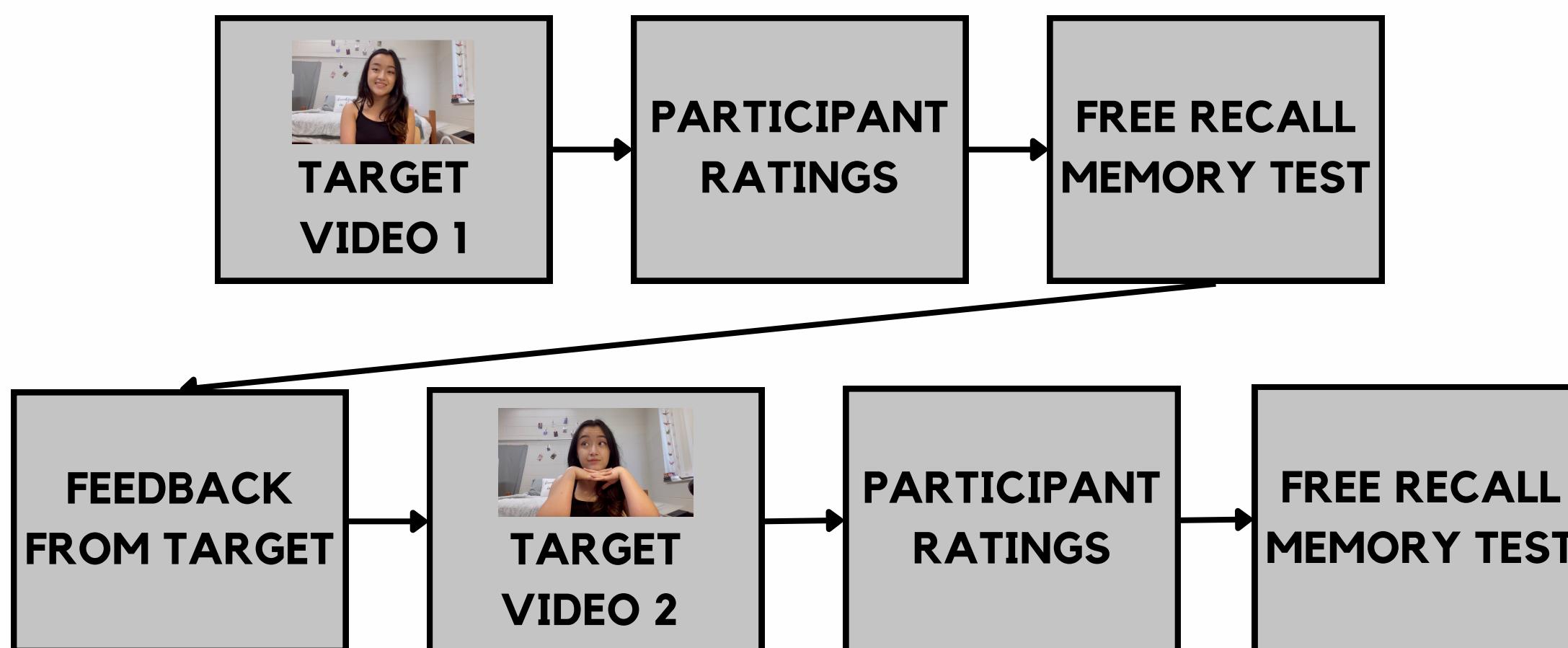
INTRODUCTION

How do socio-affective motivations impact how we update beliefs and form memories about other people?

QUESTIONS

1. Does feedback from potential romantic partners impact romantic interest?
2. What drives memory for others in the context of dating?

METHODS



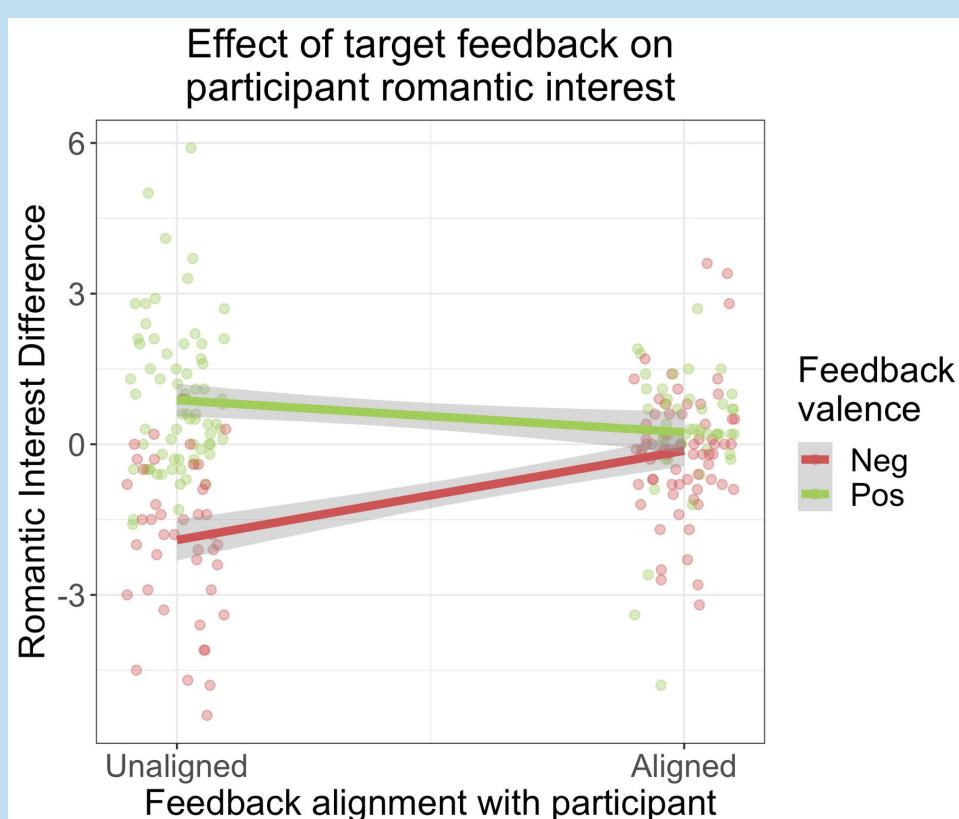
Participants: 30 (17 F, 23 straight), ages 18-29

Stimuli: 16 dating profile videos created with hired actors.

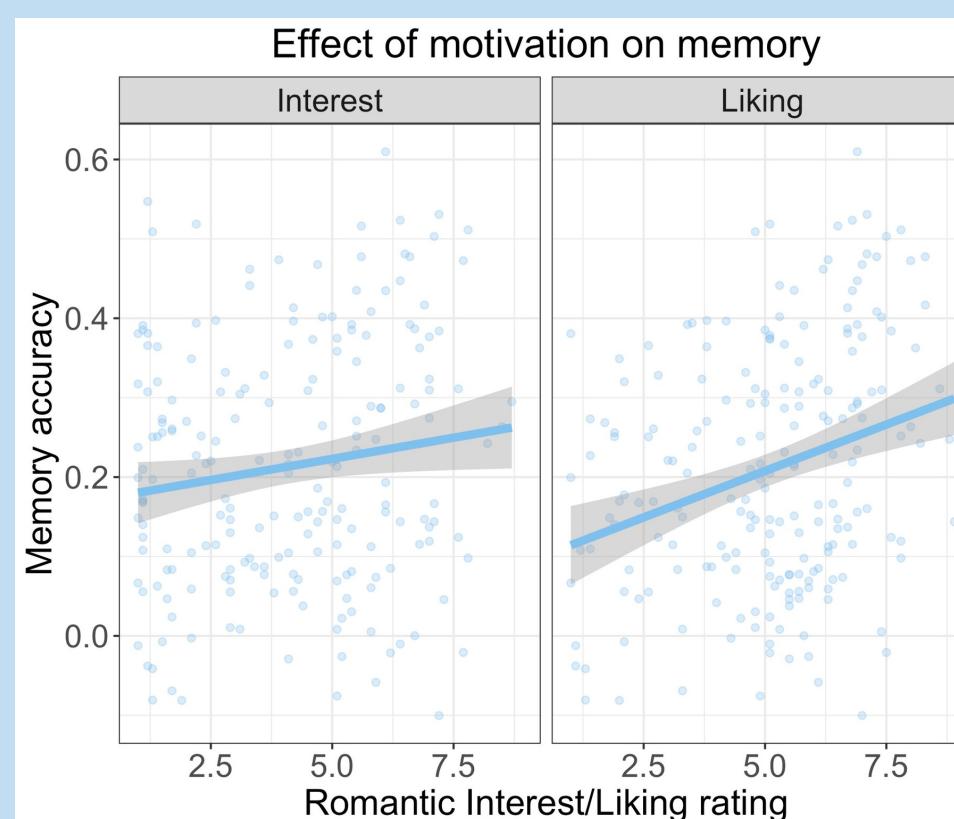
Participants watched 2 videos each of 8 sexuality-matched dating profile targets during fMRI.

Feedback was pseudo-randomized to be either aligned or unaligned with participant rating.

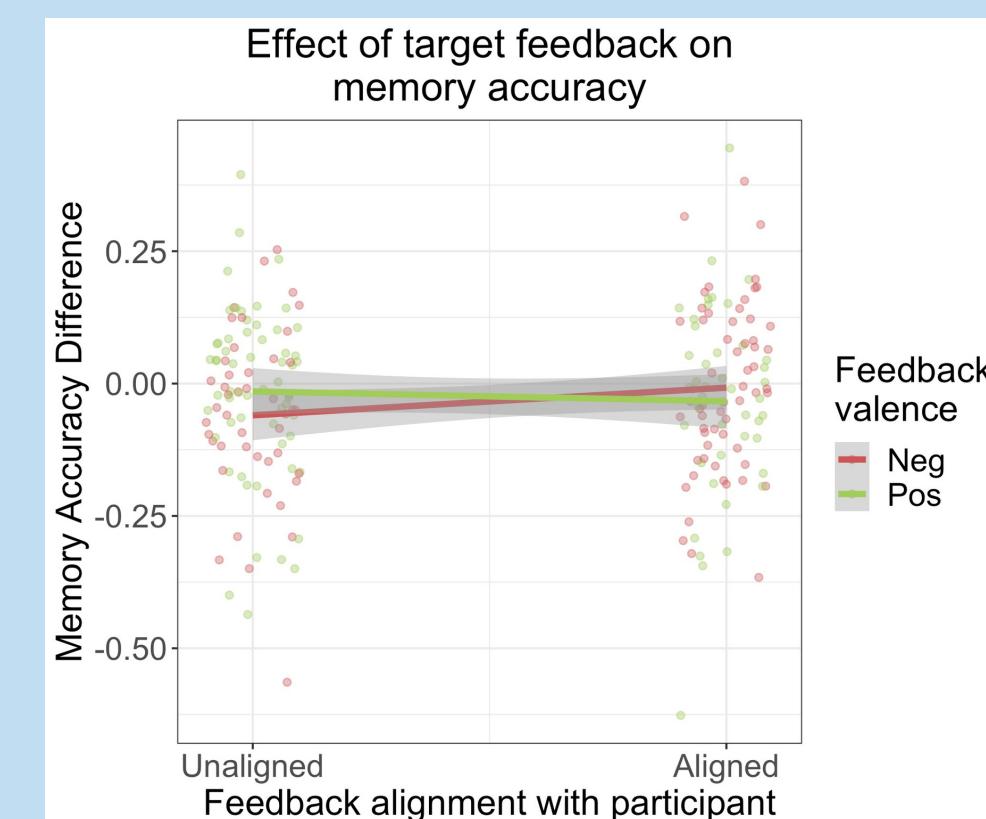
RESULTS



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



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' own romantic interest more than target feedback.

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