Attraction, Social Attraction, and Social Exclusion (Rejection)

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Similarity and oppositeness

• Similarity is a common and significant cause of attraction. People are strongly attracted to look-a-likes in physical (bone-structure) and social appearance (characteristics) ("like attracts like"). Most spouses are similar in many basic respects. Don’t blame your partner. (idiot)

• Opposites attract; people are drawn to people dissimilar to themselves. (contrary conclusion)
Social rewards

- **Reinforcement**: Perform behaviors
- The importance of interpersonal rewards (2 strategies)
- **Favors**: Bring benefits to the recipient and make the person feel positively toward the person.
- **Praise**: Is a reliable way to get them to like you.
- Most people feel good when they receive a compliment. {rewards promote liking}