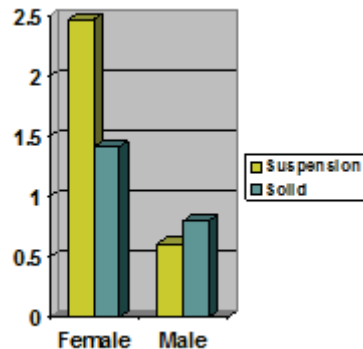


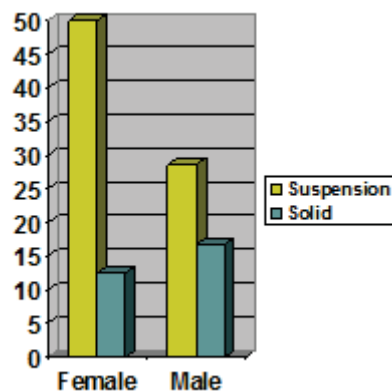
Lecture 1 – Introduction

Unconscious Attraction

1. Causes of general physiological arousal may be unconsciously confused with sexual arousal
2. Suspension bridge
 - a. Male/Female interviewer approaches a single man after crossing the suspension or the solid bridge, asking him to participate in a study
 - b. Write a brief story about character of a picture (TAT)
 - c. Story coded for "sexual imagery"



- d. Participants are told that they can ring the experimenter



Unconscious "Helpfulness"

1. Invited to participate in an experiment that consist several task
 - a. First Task
 - i. "Mouse clicking - fairly easy and boring task of clicking a moving box - reacted by a male or female experimenter"
 - b. Second task
 - i. Read a text on a computer screen
 - ii. Casual sex story or control story
 - c. Third Task
 - i. Writing feedback on the first mouse clicking task to the experimenter who created the task
 - d. Helpfulness ranked
 - i. Number of words used
 - ii. Length of time spent