

ARE MATE PREFERENCES RELATED TO VALUES?

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Introduction

Presently there are competing theories explaining the relative similarity in mate preferences across cultures. One theory proposed by Buss (1994) focuses on the biological origins of human behavior, based on parental investment theory (Trivers, 1972), which is pervasive in biology and behavioral ecology research.

Another theory proposed by Eagly and Wood (1999) takes a more social structural perspective, proposing that men and women differ in mate preferences due to differential gender roles in society. Gender roles are influenced by traditions and cultural norms.

A direct study of cultural differences relating to mate preferences has not been conducted. We attempted to test the hypothesis that culture would have an effect on mate preferences on individuals, and that this effect might be mediated by different cultural values.

The connection between one's values and culture has been noted by various studies (see Bardi and Schwartz 2003; Oishi, Schimmack, Diener & Suh. 1998; Rokeach, 1973; Schwartz and Bardi 2001). We propose that if culture has an effect on mate preferences, it would be mediated through the association between the individual's values and their mate preferences.

Methods

College students at the University of Pune, India (N=257, mean age=20.5, M=106, F=151) and Oakland University, MI, USA (N=393, mean age=20, M=82, F=311) completed anonymous surveys indicating their mate preferences and values that they considered important. Mate preferences were recorded using the Mate Preference Scale developed by Buss et al. (1990) and values were recorded on a checklist of 34 values created by the experimenter (Indian sample), and Portrait Values Questionnaire (PVQ) by Schwartz (1994) (American sample).

Results & Discussion

Due to some practical constraints, the analysis of the Indian and the American samples was slightly different. For the Indian sample we performed RDA (Redundancy Analysis) to view the relationship between Values and Mate Preferences of the participants. With redundancy analysis linear regression is applied in order to represent Y as linear function of X and then Principal Component Analysis is applied in order to visualize the result. Due to the 18 X 34 linear combinations in the data, we could not analyze the entire data; instead we analyzed the top linearly associated 60%.

Based on the available data, we observed that there was no clear relationship between the mate preferences and values chosen by our Indian student sample. The figures below depict the random nature of the connections between mate preferences and top ranked values.

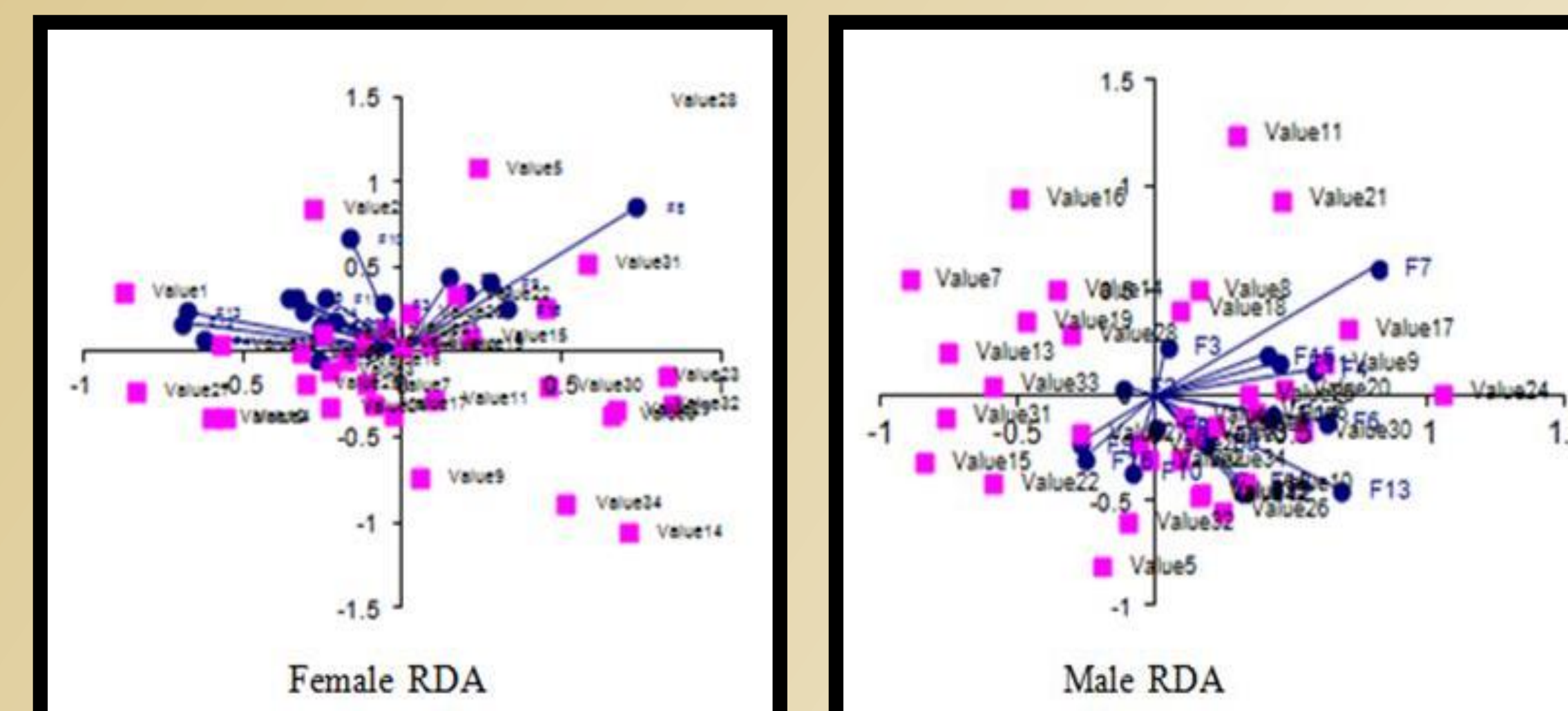


Figure 1: The length of the line (Mate Preferences) represents the averaged rating, and the Direction represents association with the values. Strong association would be represented by perfect overlap between mate preference factor and value factor.

No	QUALITY	Indian		American	
		Males	Females	Males	Females
1.	Education & Intelligence	2.55	2.70	2.77	2.49
2.	Good Health	2.61	2.63	3.16	3.26
3.	Mutual Love & Attraction	2.39	2.71	3.14	3.19
4.	Good Cook & Housekeeper	2.38	1.36	2.58	2.39
5.	Ambitiousness & Industriousness	2.09	2.45	2.75	2.63
6.	Chastity	2.10	2.60	2.68	3.03
7.	Good Looks	2.08	1.50	2.43	2.21
8.	Desire for Home & Children	2.08	2.48	3.39	3.54
9.	Refinement & Neatness	2.34	2.30	3.35	3.36
10.	Pleasant Temperament	2.06	2.23	3.16	3.42
11.	Sociability	2.05	2.17	2.51	2.39
12.	Emotional Stability	1.92	1.97	3.16	2.60
13.	Favorable Social Status	1.86	1.97	2.47	2.43
14.	Dependable Character	1.54	1.59	2.86	3.17
15.	Good Financial Prospect	1.48	1.59	2.02	1.99
16.	Religious Background	1.48	1.50	3.75	3.86
17.	Similar Background	1.26	1.33	3.21	3.10
18.	Similar Political background	.70	.54	3.28	3.43

Table 1: Differences in Indian and American students' ratings of mate preferences

	Component				
	1	2	3	4	
MP17	.693	.216	.106	.171	Good health
MP11	.685		.334	.241	Favorable social status
MP6	.660	-.164	.208	.144	Good financial prospect
MP5	.658		.307	.301	Refinement or neatness
MP18	.565	.512			Education and intelligence
MP16		.684		.168	Mutual attraction or love
MP8	.101	.631		.272	Dependable character
MP14	.389	.531	.190		Ambitiousness and industriousness
MP10	.238	.514	.304		Desire for home and children
MP9	.367	.459		.243	Emotional stability
MP13		.810			Religious background
MP7	.205	.746	.113		Chastity
MP15	.139	.631	.181		Similar political background
MP4	.304	.614	.166		Similar background
MP2		.329		.719	Pleasant temperament
MP1	.501	-.118	.281	.588	Good Cook and housekeeper
MP3	.251	.270	.105	.530	Sociability
MP12	.408		.183	.493	Good looks

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.

	Evol	Family	Conserv	Tradition
Evol	1	.373**	.291**	.447**
Family	.373**	1	.155**	.335**
Conserv	.291**	.155**	1	.211**
Tradition	.447**	.335**	.211**	1
PPM_conformity	.289**	.087	.124	.053
PPM_tradition	.185*	.067	.414**	.252*
PPM_benevolence	.068	.221*	.077	.125
PPM_universalism	.151	.218*	.065	.158
PPM_selfdirection	.101	.284**	.057	.252*
PPM_stimulation	.220*	.123	.000	.170
PPM_hedonism	.289**	.161	-.077	.265**
PPM_achievement	.368**	.298**	.056	.314**
PPM_power	.412**	.059	.191*	.232*
PPM_security	.462**	.102	.134	.322**

	Evol	Family	Conserv	Tradition
Evol	1	.373**	.291**	.447**
Family	.373**	1	.155**	.335**
Conserv	.291**	.155**	1	.211**
Tradition	.447**	.335**	.211**	1
PPF_conformity	.355**	.135**	.252**	.223**
PPF_tradition	.246**	.229**	.551**	.153**
PPF_benevolence	.082	.380**	.073	.233**
PPF_universalism	.130*	.187**	.059	.186**
PPF_selfdirection	.155**	.369**	.019	.281**
PPF_stimulation	.093	.240**	-.060	.142**
PPF_hedonism	.276**	.293**	-.032	.216**
PPF_achievement	.464**	.384**	.057	.275**
PPF_power	.478**	.254**	.088	.280**
PPF_security	.521**	.431**	.283**	.390**

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