Introduction
Sexual Strategies in Life History Theory
• Two types of Sexual Strategies: Long-term vs. Short-term (quality of offspring vs. quantity of offspring)
• Evidence shows that an individual’s sexual strategy is a function of the environment (safe-environment linked to Long-term mating preference, dangerous environment linked to Short-term mating preference)

Attachment styles and Sexual Strategy orientation
• Recent Research shows evidence that attachment insecurity may be a predictor of Short-term mating orientation in an individual
• Does attachment security predict Long-term mating orientation in an individual?

Hypotheses
1. Online-dating profiles interested in long-term relationships will be rated as more attractive by participants primed with attachment security than control participants.
2. Online-dating profiles interested in short-term relationships will be rated as less attractive by participants primed with attachment security than control participants.
3. Women will rate online-dating profiles interested in long-term relationships as more attractive than profiles interested in short-term relationships as compared to men.

Methods
• Online profiles were made in Microsoft Word and were loosely based on the templates used by the actual dating site they represent.
• 40 Participants, 15 women, and 25 men ranging in age from 18-29 (M =19.28), were recruited through the KU Sonia system.
• Participants were all heterosexual and were primed with either a security word prime (love, embrace, secure) or a neutral prime (pencil, umbrella, university) for 20 ms.

Procedure
Online profile rating
• Participants were primed with either a secure or a neutral prime and asked to complete the furniture task (distractor task)
• Participants were asked to rate the attractiveness of 18 online dating profiles using a Likert scale from 1-7 (1 being not attractive, 7 being very attractive). Nine of these profiles expressed interest in a short-term, non-committed relationship, and the other 9 expressed interest in a long-term, committed relationship. (Participants were primed with the same stimuli from the furniture task before rating each profile)
• After rating the profiles, the participant answered a series of demographic questions
• Finally, participant completed a debriefing questionnaire to ensure they were primed effectively

Below are two of the online dating profiles used in the study.

Results
Sexual Strategy Preference: Secure vs. Control

For males, the average rating for long-term profiles was 3.21 (secure priming), and 2.77 (control), and the average rating for short-term profiles was 2.62 (secure priming) and 2.45 (control).

For Females, the average rating for long-term profiles was 2.79 (secure priming), and 2.39 (control), and the average rating for short-term profiles was 1.46 for both the secure group and the control group.

Discussion
• Hypothesis 1: Results are in the right direction but not significant.
• Hypothesis 2: Not supported. Security priming had little to no effect on the rating for short-term profiles.
• Hypothesis 3: There was a significant effect for Gender. Women rated online-dating profiles interested in long-term relationships as more attractive than men did (.81)

• Issues with the current study:
  • Power was not high enough, we plan on running more participants.
  • Low number of women participants.
  • Issues with the photos used in the profiles (on average, almost all were rated as less than average on attractiveness, despite being used in previous studies).

References