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The Differences of Attraction Patterns Between Gay/Lesbian/Bisexual People and Heterosexual People

Katherine Hawes

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Abstract
Attraction patterns have been studied in the past and it is known that there are differences between the attraction patterns of straight males and the attraction patterns of straight females. However, the attraction patterns of gay/lesbian and bisexual individuals have not been thoroughly examined. The present study explores the differences of attraction patterns between gay/lesbian individuals and straight individuals. It asks the question whether a person’s attraction patterns are due to the gender that someone is or the gender to which someone is attracted. It was hypothesized that attraction patterns are more due to the gender that someone is rather than the gender to which someone is attracted.
The Differences of Attraction Patterns Between Gay/Lesbian/Bisexual People and Heterosexual People

When comparing gay and straight relationships there are some similarities and some differences that have been found. These similarities and differences could come about for various reasons. For example, there could be a difference between the attraction patterns of males and females regardless of sexual orientation, or there could be a difference between the attraction patterns of gay females and straight females; or even gay males and straight males. Each of these comparisons is useful to take note of whether it’s showing a difference between genders, a difference between sexual orientation or a similarity between gender or sexual orientation. There have been many similarities and differences found when comparing the relationship dynamics of gay people and heterosexual people or the attraction patterns of gay people and heterosexual people.

Many similarities were found when looking at the dynamics of the relationship. Heterosexual couples proved to be similar to gay/lesbian couples in various ways. For example in the study by Farr, Forssell, and Patterson (2010), it was found that the average amount of time that a couple had been together was 13 years regardless of whether the couple was a gay/lesbian couple or a heterosexual couple. In addition, it was found that attachment security was similar whether the couple was gay, lesbian or heterosexual. Lesbians, however, had a slightly higher rate of secure attachments (91%) than gay and heterosexual couples (88%). In addition, in this study, everyone, regardless of sexual orientation, reported being satisfied with their relationship and sexual activity (Farr, Forssell, & Patterson, 2010).

When comparing the characteristics of gay/lesbian relationships to heterosexual relationships, the study done by Antonelli, Dettore, Lasagni, Snyder and Balderrama-Durbin
found that there are more similarities than differences between gay/lesbian and heterosexual couples. This study, like many others, found that gay/lesbian couples and heterosexual couples score similarly when comparing their relationship satisfaction. This satisfaction, as well as relationship stability, are shown to be driven by similar principals. In addition, the features that correlate to having a quality relationship are similar for lesbian, gay and heterosexual couples (Antonelli, Dettore, Lasagni, Snyder, & Balderrama-Durbin, 2014).

When comparing the reports of straight women and lesbians in relationships, various factors were also found to be similar. For example no significant difference was found between lesbians and heterosexual women regarding views about life, relationship issues, career decisions, demonstration of affection, sexual relations and decision making. The majority of both lesbians and heterosexual women reported that being in a committed relationship was important to them (64%). Differences found between the proportions of heterosexual women and lesbians that were considering divorce, reported frequent disagreements and who stated that they got on each other’s nerves were nonsignificant (Matthews, Tartaro, & Hughes, 2002).

However, there are some differences that have been found between the relationships of heterosexual couples, lesbian couples and gay male couples. One factor that was found to be different between the varying couples was sexual activity. Lesbians reported the least amount of sexual activity (once a month or less) gay male couples reported the highest amount of sexual activity (more than two or three times a month), and heterosexual couples lay in the middle regarding sexual activity levels (two to three times a month) (Farr et al., 2010).

Other differences found were that lesbians were shown to be more satisfied with the responsiveness and emotional understanding of their partner. They showed more satisfaction than both gay male and heterosexual couples. This goes along with the fact that lesbians have
been shown to report more intimacy than heterosexuals. Gay males, along with lesbians reported greater satisfaction than heterosexuals with the quality of leisure time spent together, and physical intimacy. However despite the increased satisfaction of homosexual couples, it was also shown that homosexuals reported shorter relationship duration in comparison to heterosexuals. This could be due to the fact that homosexual couples have less social support of their relationships and experience fewer barriers for if they wanted to end their relationship. Additionally, the majority of homosexual couples don’t have children, which would be another barrier to ending a relationship. Moreover, it is apparent that many same-sex couples experience social challenges to their relationship due to rejection by society or even by their own families. These difficulties could very well lead to strain on the relationship or termination of the relationship (Antonelli et al., 2014).

In addition, when comparing the reports of heterosexual woman and lesbian woman in relationships, various differences have been found. Lesbian woman were more likely to report that their partner helped with household tasks (27%) than heterosexual woman (12%). Additionally, lesbians were more likely to report having more than one sexual partner in the past 12 months (32%) than heterosexual women (7%). However, heterosexual women were significantly more likely to say that they wished that their partner would be different (15%) than lesbians (0%). In addition, heterosexual women were much more likely to report that their partner desired more sex than them (70%) than lesbians did (30%) (Matthews et al., 2002).

When it comes to relationship dynamics there are some marked differences between straight couples and gay/lesbian couples. However, when it comes to attraction patterns, part of the time, differences arise due to gender differences between individuals rather than sexual orientation differences. For example, it is found that homosexual and heterosexual men are more
category specific in their attractions and sexual arousal than homosexual and heterosexual women. Men being more category specific means that their attractions and arousal are more strongly directed at a single sex, meanwhile a woman’s attractions and arousal are directed more equally between both sexes. The gender of the individual rather than the sexual orientation caused the difference in the levels of category specificity. It was shown that men, whether homosexual or heterosexual, would report significantly different levels of attraction to males or females than females, whether homosexual or heterosexual, did. In addition, males viewed one gender of photos for a significantly longer time than they did the other gender, while women viewed each set of photos for more equal amounts of time (Lippa, 2012).

Differences that occurred because of sexual orientation include that homosexual men reported some levels of attraction to models rated as the least attractive, whilst heterosexual men reported no attraction models rates as the least attractive. In addition, heterosexual men refused to report any level of attraction to even the most attractive male model, while homosexual men had less problems reporting at least some level of attraction to the most attractive female model. The main difference found between heterosexual and lesbian women is that that lesbians in general show stronger category specificity than heterosexual women (Lippa, 2012).

A separate study called Implicit Sexual Associations in Heterosexual and Homosexual Women and Men, agrees that lesbians do exhibit greater category specificity than heterosexual women. Lesbians show a strong bias in their attraction to primarily female stimuli. In fact, in this study, the only people who failed to show strong category specificity were heterosexual women. Heterosexual females were shown to have some levels of arousal to both male and female stimuli. Due to the results that this study brought fourth, it was questioned why lesbians showed category specificity while heterosexual woman had shown sexual arousal to both genders. There
are already theories out there about females being more sexually malleable. This helps account for the fact that heterosexual females show arousal to males and females. However, if females in general were more sexually malleable then supposedly it would apply to lesbians as well. It has been speculated that lesbians have sexual appraisals similar to heterosexual males. Nonetheless, data from the study done by Snowden and Gray (2013) disproves this idea. Lesbians may have presented having a strong category specific bias toward females, which is the same as what heterosexual males presented. However, the pattern of the associations that lesbians made were distinct from heterosexual males. Heterosexual males showed clear category specificity in relation to genital arousal, meanwhile it is less clear where or not lesbians show category specific genital arousal (Snowden, & Gray, 2013). This study tentatively shows that the sexual arousal patterns between heterosexual males and lesbians are not identical to each other. Additionally, it shows that due to the category specificity of heterosexual females, attraction patterns of heterosexual females and homosexual males are also not identical to each other. However, it is still unanswered whether or not the attraction patterns that people have are more due to the gender that someone is or the gender to which someone is attracted.

It is difficult to find very much information comparing the attraction patterns of heterosexuals and homosexuals. Therefore we fill the gap in the literature by researching the differences in attraction patterns between gay/lesbian and heterosexual individuals. Additionally, our methods of measuring attraction patterns are unique. Instead of having people rate each photo on a scale, which is the standard method, we instead have the participants sort them from who they find the least attractive to who they find the most attractive. This is closer to what people actually do when judging the viability of a potential romantic partner. In real life situations people tend to compare potential romantic partners to each other rather than
individually rating each person on a scale. Therefore this method of measurement is closer to what happens in the real world and may have more external validity.

Despite the sparse amount of information out there, it is clear that attraction patterns can be influenced by someone’s sexual orientation or by someone’s gender. However, it is unclear if gay females attraction patterns are more similar to straight females or straight males and if gay males attraction patterns are more similar to straight males or straight females. In other words, it’s uncertain whether attraction patterns are more due to the gender that someone is, or the gender to which someone is attracted. In addition, it’s also possible that all gay people regardless of their gender have more similar attraction patterns than they do to straight people of any gender. However, this study specifically will be comparing the attraction patterns of gay people with the attraction patterns of straight people.

**Methods**

**Participants**

Participants were 64 SUNY College at Brockport students. Of these participants there were 23 straight males, 26 straight females, 8 gay/bisexual females and 7 gay/bisexual males. The majority of participants were gathered via an online recruitment system for the college of Brockport called SONA. These people were given required psychology credit for participating. However, due to the limited population of gay/lesbian and bisexual people, some people from this population were recruited through the use of flyers or a promotional email sent by the campus’s lesbian, gay, bisexual and transgender (LGBT) organization to all of its members. During the second half of data collection gay/lesbian and bisexual people were compensated $10 for participating due to the small number that were participating.

**Measure**
Participants were given a 5 question demographic questionnaire which included questions asking the participant’s age, gender, sexual orientation, race/ethnicity and relationship status.

**Procedure**

Participants are first lead into a room and given the informed consent. The informed consent is read aloud by the research assistant and the participants are asked to sign the informed consent if they agree to all the terms.

The participants are then given a card with an arbitrary number on it in order to make it easy for the research assistant to enter the results into the computer. The participants are then lead into private rooms and asked to wait until the research assistant comes and tells them what to do next.

Once the research assistant arrives in the room, they ask the participant if it would be more appropriate for them to rate males, females or both, based on their sexual orientation. If the participant chooses to rate both males and females it is randomly selected whether they will rate males or females first. The participant is then given a stack of 50 photos of the appropriate gender. In order to reduce confounds, the photos are put in the same order each time they are presented to a new participant.

The participant is instructed to arrange the photos from least attractive to most attractive, stacking them up so that the person they find least attractive is on the bottom and the person they find most attractive is on the top. The participant is also instructed to open the door to the private room when they are finished with the task.

Once the participant understands the instructions, the research assistant leaves the room and records the time so that when the participant finishes they can record the time again and will be able to calculate the total time that it took for the participant to finish the task.
Once the participant is done with the rank-order sorting task, the time is recorded and then they are given a demographic questionnaire to fill out while the research assistant enters the data from the sorting task into the computer. The demographic questionnaire contains 5 questions, “Gender,” “Sexual orientation,” “Race/Ethnicity,” “Relationship status,” and “Age.”

Once the results of the rank-order sorting task are entered on the computer and the participant is finished with the demographic questionnaire, the participants are given the second task. However, if the participant has chosen to rate both males and females then they will instead be asked to rate the set of photos of the other gender at this time. If they initially rated males then they will be now asked to rate females and vice versa. The experiment will continue this way for people who chose to rate both genders through each task. The person will first do the task with one gender and then do the task with the other gender before moving onto the next task.

The second task is the long-term/short-term task. In this task the participant is given the same 50 photos and is asked if they would be willing to enter into a short or long term relationship with each person. They are asked to sort the photos into three categories, yes, no or maybe. Each participant must answer the long term and short term conditions separately and it is chosen randomly whether the participant will complete the long term relationship question first or the short term relationship first.

Once the participant is done with this task and the times and data are recorded, then they are given the final task. This task is the same as the second task, however, if they previously had answered if they would be willing to enter into a long term relationship they would then be asked if they would be willing to enter into a short term relationship and vice versa.

Once the final task is completed the participant is told that they are free to go and the rest of the data is entered into the computer.
Results

The first results that will be presented are the results about the rank-order sorting task. Data for the rank-order sorting task are shown in Figure 1. The sorting task revealed many different things, and despite our low number of gay participants, we were still able to get some significant results. The statistical test used to analyze the collected data for the rank-order sorting task was an ANOVA test. The most significant of all the findings was the difference between the standard deviation of the straight males and gay/bisexual males in the rank-order sorting task. The mean of straight males was 7.6 while the standard deviation was 2.2 and the mean of gay males was 11.2 while the standard deviation was 3.9. The difference between straight and gay males was significant, $F(76.54, 98) = 18.02, p = .000$. Gay females and straight females lay in-between the two extremes. Straight females had a mean of 10.2 and a standard deviation of 2.2 and gay females had a mean of 9.8 and standard deviation of 3.2, however the difference between them was not significant, $F(85.41, 98) = 6.23, p = .47$. This indicates that straight males were the least varied in who they thought was attractive and gay males were the most varied in who they thought was attractive. Straight females lay slightly closer to the results of the gay males and gay females lay slightly closer to the results of the straight males, however these differences were not significant. However, the difference between the straight males and straight females was found to be significant, $F(98, 98) = 0.27, p = .000$.

For the long-term/short-term task many of our results ended up being insignificant, however there were a couple that were significant and some of the insignificant results would be worth mentioning. To analyze this data a t-test was used. Data for our long-term/short term task is show in both Figure 2 and Table 1.
For the short term condition, when looking at the photos sorted into the yes pile, the only comparison that was found to be significant was the comparison between gay males and straight females (equal variances assumed). During the short term condition gay males on average put significantly more photos in the yes pile ($M = 17.86, SD = 11.20$) than straight females ($M = 7.58, SD = 7.34$), $t(31) = 2.93, p = .006$. The average number of photos that straight males ($M = 13.95, SD = 8.37$) and gay females ($M = 10.00, SD = 4.14$) put in the yes pile during the short term condition was not shown to be significantly different when comparing them to the other groups of people, $t(27) = 1.27, p = .22$.

Another result for the short term condition was when looking at the photos sorted into the no pile, two comparisons were found to be significant, and both of these comparisons were significant (equal variances not assumed). For the short term condition, gay males ($M = 22.29, SD = 15.16$) on average put less photos in the no pile than straight females ($M = 35.65, SD = 9.78$), $t(31) = 2.93, p = .006$. Similarly, gay females ($M = 23.50, SD = 6.59$) on average put less photos in the no pile than straight females ($M = 35.65, SD = 9.78$), $t(32) = -0.89, p = .38$. The number of photos that straight males put into the no pile during the short term condition ($M = 26.90, SD = 8.49$) was not significantly different from any of the other groups of people.

An additional result for the short term condition was when looking at the photos sorted into the maybe pile, it was found that two comparisons were significant (equal variances not assumed). These two comparisons found to be significant were the difference between straight males and gay females along with the difference between straight females and gay females. In the short term condition, the number of photos that were put into the maybe pile for straight males ($M = 9.10, SD = 5.78$) was significantly less than the amount of photos that gay females put in their maybe pile ($M = 16.50, SD = 3.07$), $t(27) = -3.42, p = .002$. Similarly, the amount of
photos that straight females put into the maybe pile ($M = 6.73, SD = 4.30$) was significantly less than the amount of photos that gay females put in their maybe pile ($M = 16.50, SD = 3.07$), $t(32) = -5.94, p = .000$. The number of photos that gay males put in the maybe pile ($M = 9.86, SD = 6.79$) was similar to that of straight males, however, it was not shown to be significantly different from any of the groups of people, $t(26) = 0.29, p = .77$.

For the long term condition, when looking at the photos that were sorted into the yes pile, it was found that gay males put the most photos into the yes pile ($M = 11.43, SD = 9.68$), followed by straight males ($M = 10.76, SD = 6.42$), gay females ($M = 9.38, SD = 7.23$) and then straight females ($M = 6.38, SD = 4.42$). However, the differences between these values were not found to be significant.

Another result for the long term condition was when looking at the photos that have been sorted into the no pile, it was found that one comparison was significantly different (equal variances assumed). Gay females sorted significantly less photos into the no pile ($M = 22.13, SD = 12.28$) than straight females, $t(32) = 3.52, p = .001$. In addition, gay males sorted less photos into the no pile ($M = 23.00, SD = 14.67$) than did straight females ($M = 35.00, SD = 7.93$), but this result was not significant, $t(6.97) = -2.08, p = .08$. Similarly, straight males did not sort significantly different amounts of photos into the no pile ($M = 29.48, SD = 9.67$) than any other group.

An additional result for the long term condition was when looking at the photos sorted into the maybe pile it was found that no comparisons were significantly different due to the fact that equal variances could not be assumed. The results, however, showed that during the long term condition, gay females put more photos into their maybe pile than straight males ($M = 9.71, SD = 5.88$), $t(8.33) = -2.00, p = .08$. Additionally, it was shown that straight females put less
photos into their maybe pile than gay males ($M = 15.57, SD = 12.65$), $t(6.57) = 1.43, p = .20$.

Lastly, gay females sorted more photographs into the maybe pile ($M = 18.50, SD = 11.92$) than straight females ($M = 8.58, SD = 5.26$), $t(7.86) = -2.29, p = .05$.

**Discussion**

The results of the experiment indicate that straight males are the least varied about who they find attractive, gay males are the most varied and straight and gay females lie somewhere in the middle. However gay females were slightly less varied about who they found attractive and straight females were slightly more varied about who they found attractive. This demonstrates that the results, according to the rank-order sorting task, showed that the attraction patterns of gay males were more similar to that of straight females than they were of straight males. This means that for gay males, attraction patterns are more due to the gender that they are attracted to rather than the gender that they are. This goes against the original hypothesis that attraction patterns would be shown to be more due to the gender that someone is rather than the gender to which someone is attracted. Gay females did not show any significant differences from straight females or straight males, so it is difficult to say if a gay female’s attraction patterns are due to the gender that they are or the gender to which they are attracted. According to the results, the mean of who they found to be attractive was closer to straight females than it was to straight males, however, since this result is not significant it’s difficult to say if this result is due to chance or not. Further studies could be done to see if any of the other results obtained could be significant given enough participants.

In addition, the results of the study according to the long-term/short-term task showed that there are significant differences for many comparisons, but not all. It was interesting that there were no significant differences between straight males and gay males in the long-
term/short-term task. They were the only comparison other than straight males and straight females that had significant differences in the rank-order sorting task, so it’s interesting that they are the only comparison that had no significant differences in the second task. However, the most significant differences we found in the long-term/short-term task were between both gay males and straight females and between straight females and gay females.

One result that we found was that straight females had significantly more no’s in both the long term and short term task than gay females. Although straight females had more no’s than gay males in both the short and long conditions, only the results from the short term condition were significant. This is interesting because according to the amount of photos sorted into the no pile, straight females are neither shown to be similar to people who are the same gender as them nor people who are attracted to the same gender as them. Straight females, on average, put the most photos in the no pile compared to any other group of people. It is a known thing that females are more selective in their mate selection than males, however, it’s interesting that this isn’t also true for gay females. Which leads us to the next finding in the long-term/short-term task.

The results that were found when comparing gay people and straight people turned out to be rather fascinating. Despite not all the results being significant, it was shown that gay people on average, put more photos in the maybe pile, but less photos in the no pile than straight people.

There could be a very practical reason for this. For a gay person, male or female, finding a potential mate is a lot more difficult than it is for a straight person. This is because the percentage of gay people in a population is much smaller than the percentage of straight people. It is possible that the small percentage of gay people in the population has forced gay people to keep their options open when it comes to finding a partner. This is demonstrated by the fact that in the study gay people put less people in the no category. This pressure that is forcing a gay
person to be less selective could have also been the reason that gay people were the groups that had the most photos in the maybe piles, for both the long and short term condition. Gay people could have been more likely to put people who they would have put in the no pile into the maybe pile because they know that their options are limited, so they are more likely to say maybe to someone who they think isn’t that attractive.

There are various limitations of the current study that should be addressed. Firstly, due to the lack of gay, lesbian and bisexual participants, the recruitment strategies for them differed from the recruitment strategies for heterosexual participants. Heterosexual participants were recruited via an online system called SONA, and they would get required psychology credit for participating in the study. It is possible that gay, lesbian or bisexual people could have also signed up this way, but the ratio of heterosexual people was much greater, which is why two additional recruitment strategies were added for gay, lesbian and bisexual people. In addition to being able to sign up for psychology credits on SONA, gay, lesbian and bisexual participants were recruited via flyers that were posted around the SUNY Brockport campus and a promotional email that was sent by the campus’s LGBT organization to all of its members. There flyers specifically asked for gay, lesbian or bisexual people to participate. The difference in the ways of recruiting different groups of participants could have led to participants of differing groups coming from different places. For example, the majority of people signing up via SONA were freshmen, and all of them were in an intro to psych class. However, the flyers had the ability to recruit gay, lesbian and bisexual people from any grade and they did not have to be in an intro to psych class.

Secondly, due to the lack of gay, lesbian and bisexual people participating in the study initially, it was decided that they would be compensated for their participation to encourage more
to come. The money that they were compensated for participating remained small ($10), due to the possibility that someone may lie about being gay, lesbian or bisexual in order to get money. However, even though the monetary gain is rather small, it is still possible that someone could have lied about their sexual orientation in order to earn $10.

Thirdly, in the attraction study the photos the participants were asked to sort contained only the faces of people. Many people prefer to judge attractiveness based on the face and the body. However, since our study only included pictures of faces, these people may find it hard to judge the attractiveness of the photos. Nevertheless, since all the participants received the same photos, this shouldn’t affect the study too much. In the future however, it may be beneficial to provide participants with full body shots of people.

Fourthly, including bisexual people in the analysis of our study could compound our results because it is possible that bisexual people respond differently than people who are only attracted to one gender. However, to combat this we analyzed the study both with and without the bisexual participants.

Further studies could be done in order to examine what the results of our study correlate with. For example what does it mean if someone puts more photos in their ‘yes’ pile. It could mean a variety of things such as that they are less choosy about who they might potentially get into a relationship with. Or it could mean that they generally found the attraction levels of people to be fairly similar, therefore felt the need to put all of the ones with similar attraction levels into the same pile. Do people with more photos in their yes pile get into more relationships in general than people who have less photos in their yes pile? The same goes with participants who put more photos in their ‘maybe’ pile. Did these participants have more people in their maybe pile because they are indecisive, or because they are more open to experience? Is it possible that
some of these maybes could have been ‘no’s’ but the participant felt bad placing someone in their ‘no’ pile? Similar questions could be raised about the people who put more photos in their ‘no’ pile. Are these people extremely choosy in who they would rather get in a relationship with? Are they less likely to get into a relationship than someone who has less photos in the no pile? In addition, there are limitations to the current experiment because we don’t know exactly why we got the results that we did. Why were both gay females and straight males less varied about who they found attractive? Why were both straight females and gay males more varied about who they found attractive? Is it because in general it is easier and more straight forward to rate the attractiveness of females, while a male’s attractiveness is more ambiguous? These questions cannot be answered by the current study, but further studies could be done in order to try and answer these questions.

There are various studies that could be done in order to answer the questions posed by this experiment. A study could be done to answer the question about why the distribution of standard deviations in the rank-order sorting task turned out the way they did. A study to answer this question would have to have both straight and gay people rate both males and females based on how attractive they found each person to be. If this was done, then we could possibly then figure out if a male’s attractiveness is ambiguous and a females is not or if some other factor caused the results of our study. To answer some of the other questions posed by this experiment, people could be asked to rate the attractiveness of individuals on a scale of 1 to 10 in addition to sorting them in order from least to most attractive. Lastly, there are some more modifications that could be made to the experiment to answer some of the questions raised by the experiment. Some of these modifications include that participants could be given a questionnaire asking about how often they have gotten into relationships. They could also be given questionnaires
measuring their choosiness, openness to experience and indecisiveness. These are just some of the experiments that could be done to answer the many questions raised by the experiment.

Additionally, some revisions that could be made to the study are that, as stated earlier, participants could be given photos that show the entire body of a person rather than just the face. Furthermore, it would be interesting to see if there is a difference between heterosexual people and homosexual people on whether they take physical attraction or emotional attraction more into account when selecting a mate. This study relies solely on the physical appearance of a person, therefore, physical attraction. However, people rarely base their choice of partner solely on looks. Therefore, it would be informative to know if there is a difference between heterosexual and homosexual people on their reliance on physical appearance to choose their partner.
References


Figure 1. The differences between the standard deviations of the rank-order sorting task.
Table 1.

*The average amount of photos that people sorted into each pile.*

<table>
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<th></th>
<th>Short Yes</th>
<th>Short No</th>
<th>Short Maybe</th>
<th>Long Yes</th>
<th>Long No</th>
<th>Long Maybe</th>
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<td>16.50</td>
<td>9.38</td>
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Figure 2. The number of photos sorted into each stack for the long-term/short-term task