

OBSERVER AND TARGET SEXUAL AROUSAL
EFFECTS ON HETEROSEXUAL INTERPERSONAL BEHAVIOR

by

LAURA M. MILNER

B. A., University of Georgia, 1978

A MASTER'S THESIS

submitted in partial fulfillment of the
requirements for the degree

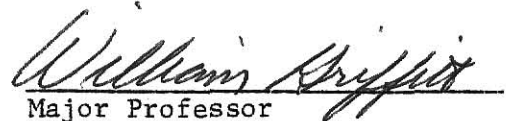
MASTER OF SCIENCE

Department of Psychology

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1981

Approved by:


Major Professor

**THIS BOOK
CONTAINS
NUMEROUS PAGES
WITH THE ORIGINAL
PRINTING BEING
SKEWED
DIFFERENTLY FROM
THE TOP OF THE
PAGE TO THE
BOTTOM.**

**THIS IS AS RECEIVED
FROM THE
CUSTOMER.**

SPEC
COLL
LD
2668
T4
1981
M546
C.2

ACKNOWLEDGEMENTS

First, I wish to thank my two confederates, Rob Fleming and Laura Hall, for their incredible persistence and endurance. Secondly, appreciation is expressed to the members of my committee, Dr. William Griffitt, Dr. Leon Rappoport, and Dr. E. J. Phares. Their sense of humor made this experience more enjoyable. I am especially grateful to Bill Griffitt whose tolerance and patience still continues to amaze me. Last of all, I am extremely indebted to my friends at Kansas State and University of Georgia. Their interest and support make my bad days better, and my better days, the best.

Table of Contents

	Page
Introduction	1
Method	6
Results.	11
Discussion	32
References	38
Appendix A	41
Appendix B	44
Appendix C	46
Appendix D	48
Appendix E	50
Appendix F	52
Appendix G	54
Appendix H	56
Appendix I	58
Appendix J	62

List of Tables

Table 1. Self-ratings of sexual arousal after having seen the confederate's responses.13
Table 2. Ratings of marriage desirability.15
Table 3. Ratings of perceived sexuality.17
Table 4. Date request response19
Table 5. Ratings of threat20
Table 6. Ratings of threat21
Table 7. Ratings of adjustment23
Table 8. Ratings for the item "nasty".24
Table 9. Ratings of intelligence26
Table 10. Ratings of sexual inexperience.27
Table 11. Ratings of sexual desire.29
Table 12. Ratings of sexually desirable31

OBSERVER AND TARGET SEXUAL AROUSAL:
EFFECTS ON HETEROSEXUAL INTERPERSONAL BEHAVIOR

Increasingly large amounts of data are being compiled in an attempt to identify the determinants of interpersonal attraction. One such determinant is the perceived physical attractiveness of the stimulus person (Byrne, Ervin, & Lamberth, 1970; Walster, Aronson, Abrahams, & Rottman, 1966). Other variables include similarity (Byrne, 1971), propinquity (Festinger, Schachter, & Back, 1950), self-esteem (Walster, 1965), and the physical environment (Griffitt, 1970, 1971). The list goes on.

In recent years, more and more research is indicating the significance of sexual arousal as a mediator of interpersonal attraction. Epstein and Smith (1957), using men's rate of orgasm (experience) as an indicant of sexual drive (arousal), found that the more experienced males rated photographically-depicted women as more sexually attractive than did the less experienced males. Stephan, Berscheid, and Walster (1971) found that photographs of female targets were rated more highly in attractiveness by aroused males than by nonaroused males. Other studies, however, have shown that sexual arousal and attractiveness interact. Manipulating both subject sexual arousal and target attractiveness, Istvan and Griffitt (1978) found that evaluations of an unattractive stimulus female were lowered while the evaluations of a highly attractive female were unaffected by sexual arousal. In a subsequent study, Weidner, Istvan, and Griffitt (1979) found similar results for females. Nonaroused females rated an unattractive male target as more sexually attractive than did aroused females, and aroused subjects rated medium- and high-attractive targets as more sexually attractive than did nonaroused subjects. As such, these findings indicate

that sexual arousal does not always produce a positive effect, but contingent on target attractiveness, intensifies positive or negative reactions.

In the preceding studies, however, only the subjects were aroused, and they were evaluating persons not physically present but only symbolically represented. Such noninteractive situations definitely limit any conclusions that can be drawn from this research. Consider then a 2 (Subject high arousal/low arousal) X 2 (Confederate high arousal/low arousal) X 2 (Subject positive affect/negative affect) X 2 (Sex of Subject) design whereby there are two opposite-sex persons with the following characteristics interacting:

1. Each may or may not be sexually aroused;
2. Each is aware of the other's arousal or nonarousal;
3. Each is aware that the other is aware of his/her arousal or nonarousal.

The results of such an experiment should be dependent not only upon the level of subject and confederate arousal, but also on subject affect and subject perception of confederate arousal. The model that will be used in guiding the predictions for this experiment is the Reinforcement-Affect Model of Attraction as proposed by Byrne and Clore (1970; Clore & Byrne, 1974). Using a classical conditioning framework, the Clore and Byrne model makes four basic assertions:

1. a variety of social communications and other interpersonal events can be classed as either reinforcing or punishing;
2. reinforcing events elicit positive affect, while punishing events generate negative affect;
3. stimuli associated with positive or negative affect acquire the capacity to evoke that affect;

4. stimuli that evoke positive affect are liked, while stimuli that evoke negative affect are disliked.

Several investigators have shown that erotic stimuli elicit various positive and negative affective responses (Byrne, Fisher, Lamberth, & Mitchell, 1974; Griffitt, 1973; Schmidt & Sigusch, 1970). Furthermore, research has shown that such affective responses will influence individuals' evaluations and behaviors. For instance, Byrne, et al. (1974) found that males high in negative affect and low in positive affect and females high in negative affect tended to rate erotica as more pornographic and to advocate stronger legal measures concerning the dissemination of erotica. Using a discrimination task Griffitt and Kaiser (1978) found that those subjects high in positive affect would make more choices leading to the "reward" of erotic stimuli while those subjects high in negative affect would make more responses to avoid the erotica.

Further modifications of the Reinforcement-Affect Model specifically in regard to the relationship between sexual arousal, affective responses, and heterosexual behavior (Griffitt, 1977; Griffitt & Kaiser, 1978; Griffitt, May, & Veitch, 1974) have led to the following four assertions:

1. Many aspects of sexuality including sex stimuli, sex arousal, and sexual behaviors elicit a variety of feelings which are experienced subjectively as positive and/or negative;
2. Heightened sex arousal enhances our sensitivity to and, consequently, the perceptual salience of sex stimuli;
3. People are "sex objects" and constitute collections of sex stimuli;
4. Heightened sex arousal will, thus, enhance our sensitivity to and the salience of human sex stimuli and intensify our evaluative and

behavioral reactions (whether positive or negative) to such stimuli and the people associated with them.

In support of the first assertion, it has, as already mentioned, been shown that sexual stimuli can elicit affective responses (Byrne et al., 1974; Griffitt, 1973; Schmidt & Sigusch, 1970). With regard to Assertion #2, Istvan (1975) found that sexually aroused male subjects perceived a female confederate as more sexual than nonaroused subjects. In a test of Assertion #3, Griffitt (1977) reported that when judging nude women, high sex arousal was associated with males giving large breast size estimates and with ratings of the breasts, waist, genitals, and total body as being highly sexually attractive. Further research has shown that when sexually aroused, those persons who respond favorably to sexual stimulation also respond more positively to opposite-sex targets in terms of increased eye contact and evaluations while those persons primarily negatively affected will physically avoid heterosexual targets in terms of seating proximity (Griffitt, May, & Veitch, 1974). To date, however, the preceding study had been the only research testing Assertion #4 using physically present and not symbolically represented targets.

It was therefore the purpose of the present experiment to further investigate Assertion #4 and to conceptually take the Griffitt, May, and Veitch study one step farther by observing the effects on an interaction when subjects have knowledge of a physically-present opposite-sex other's state of sexual arousal. By way of overview, subjects, in either low or high sexual arousal-producing conditions interacted with and evaluated an opposite-sex confederate who appeared to be low or high in sexual arousal in response to erotica. On the basis of the previous findings, it was expected that highly sexually aroused male subjects would evaluate a female

confederate more positively than would low aroused male subjects. Previous research (Griffitt, 1975) on reactions to an opposite-sex person's sexual responsiveness indicates that males prefer highly sexually responsive women both for dating and marriage. Therefore, it was expected that the "sexually aroused" female confederate would receive more favorable ratings than the "low aroused" female confederate. Furthermore, both the low and high "sexually aroused" confederates were expected to receive the most favorable ratings from positive-affect male subjects.

Similarly, it was expected that the highly sexually aroused female subjects would evaluate a male confederate more positively than would low aroused female subjects. However, unlike the male subjects, the female subjects were not expected to give the "sexually aroused" confederate higher ratings than the "low aroused" confederate. Previous research (Griffitt, 1975) indicates that while females prefer a highly responsive male as a marital partner, dating preferences are determined by the woman's level of sexual responsiveness with less responsive women being more attracted to less responsive men. Furthermore, it has been shown that women, when estimating the influence of erotica upon men, will project significantly more erotic arousal to males than males report for themselves (Griffitt, 1973). This over-estimation of the impact of erotica upon men in conjunction with the findings that show low and medium sexually responsive women prefer less responsive men suggests that the "highly aroused" male confederate would receive less overall positive ratings relative to the "low aroused" male confederate. It was, however, expected that the positive-affect female subjects would give more favorable ratings to both the "low aroused" and "high aroused" male confederates than would the negative-affect females.

In summary, the three predictions are as follows:

1. The low and high "sexually aroused" confederates were expected to receive the most favorable ratings from the positive affect subjects.
2. The "sexually aroused" female confederate was expected to receive more favorable ratings than the "low aroused" female confederate, and the "sexually aroused" male confederate was expected to receive less favorable ratings than the "low aroused" male confederate.
3. Highly aroused subjects were expected to evaluate the opposite-sex confederate more positively than the low aroused subjects.

METHOD

Pretesting

At the beginning of Fall semester, 1979, students in introductory psychology classes at Kansas State University were administered the Sexual Opinion Survey (SOS) (White, Fisher, Byrne, & Kingma, 1976) (See Appendix A). The SOS is designed to assess dispositional affective responses to sexual stimuli by having subjects respond to 21 statements. The SOS has been shown to be related to attitudes about pre- and extra-marital sex, evaluations and restrictiveness judgments of erotica, as well as sex guilt. On the basis of their scores, subjects were then assigned to conditions to try to insure equal distribution of positive and negative affective responses across cells.

Subjects

The subjects were 32 males and 40 females from introductory psychology classes who agreed to participate in partial fulfillment of their course requirements in two seemingly unrelated experiments: 1. Picture Judgment and 2. Password Games.

Procedure, Part 1

Upon arrival for the experimental session, each subject, along with an opposite-sex confederate of medium attractiveness was informed that the "first" experiment involved the viewing of sexually explicit slides and the completion of related questionnaires. They were asked to read and sign a consent form (See Appendix B), assured of anonymity, and given the opportunity to withdraw from the experiment with no loss in experimental credit. Three females refused to participate. Those subjects in the subject low-arousal conditions then completed the Feelings Scale (Byrne & Sheffield, 1965) on which self-ratings are made on 11 dimensions, each presented on a 7-point scale (See Appendix C). The dimensions are sexually aroused, disgusted, entertained, anxious, bored, angry, afraid, curious, nauseated, depressed, and excited. The subject and confederate together were shown the correct use of the response panel with a sample slide and then separated for the actual judgments. Judgments of the slides were made on a response panel with keys labeled 1 through 9. The responses appeared on a display panel in an adjacent room. The two rooms were divided by a wall with a one-way mirror through which the slides were projected onto a screen.

Subject high arousal-confederate high arousal condition. The subject was exposed to a set of 19 slides (for a period of 20 seconds each) depicting sexually explicit heterosexual activities (Schmidt & Sigusch, 1970) (See Appendix D) designed to elicit sexual arousal. The subject was asked to rate each slide on a 1 to 9 scale with respect to "the degree to which it is sexually arousing to you," and to record his/her responses on the response panel in front of him/her. The subject then completed the Feelings Scale.

At the end of this phase of the experiment, the subject was taken back to where the confederate was waiting, and the confederate was taken to the

experimental room. At this point, the Experimenter returned to the subject and told the subject that she (experimenter) had just received a phone call from a prospective employer and asked the subject if s/he would "watch" the slide projector and also record the confederate's responses. One male and one female refused. After having explained that consent had been given by the confederate for the subject to see her/his responses, the subject was shown how to record the responses on the data sheet. The Experimenter then excused herself. Since the slides were projected through a curtained one-way mirror onto a screen, the subject was not re-exposed to the slides. The confederate's responses to the slides were prearranged to indicate (See Appendix D) that s/he was highly aroused ($\bar{M} = 7.42$ per slide). The Experimenter then returned, thanked the subject for the help, and readministered the Feelings Scale on the pretense of needing to assess his/her feelings in this unexpected experimental situation. As a manipulation check of the subject's awareness of the confederate arousal, the subject was also asked to complete the Experimenter's Perception of Subject's Feelings Scale (See Appendix E) on the pretense that the subject is the "Experimenter" for the session. If the subject gave the item "sexual arousal" a rating less than four for the "highly aroused" confederate (or a rating greater than four for the "low aroused" confederate), the experiment was terminated. The experiment was terminated for three male subjects.

The subject and confederate were then taken to another room to begin Part 2: Password Games (which will be discussed in a later section).

Subject high arousal-confederate low arousal condition. The same procedure was followed with the exception that the confederate's responses ($\bar{M} = 2.58$ per slide) indicated that s/he was not very aroused by the slides (See Appendix D).

Subject low arousal-confederate high arousal condition. In this condition the confederate was shown the slides first. Using the same excuse as before, the subject was induced to record the confederate's responses. The confederate's responses indicated that s/he was highly aroused ($\bar{M} = 7.42$).

At the end of this phase of the experiment, the Experimenter returned, thanked the subject for the help, and using the same excuses as before, administered the Feelings Scale and the Experimenter's Perception of Subject's Feelings Scale.

The subject was then seated in front of the response panel in anticipation of his/her turn, and the confederate taken out. At this point, the projector "broke down." The subject was told that while he/she would receive credit for this experiment, he/she would not be able to participate. The subject and confederate were then taken to another room for "Password Games."

Subject low arousal-confederate low arousal condition. The same procedure as in the preceding condition was followed with the exception that the confederate's responses indicated that s/he was not very aroused by the slides ($\bar{M} = 2.58$).

Part 2: Password Games

Procedure

The subject and confederate were informed that "this is an experiment in verbal-nonverbal communication. You will be playing the game Password, and afterwards, asked to fill out some questionnaires. On the basis of this information, if you would, please fill out this 'informed consent' form" (See Appendix F). The additional consent form was intended to impress

upon the subjects the unrelatedness of the Picture Judgments and Password Games experiments.

Through a rigged drawing, the confederate was always chosen to receive the clues and the subject to give them. The confederate had been pre-instructed to miss 5 of the 10 words, and the randomly selected words s/he should correctly guess and the words s/he should miss had also been specified (See Appendix G).

After having assessed whether the subject and confederate had ever seen Password on T.V., the following instructions were given:

There are 10 words in all. You (indicating the subject) have 30 seconds to get her/him to correctly guess each word. You can give as many clues in that time period as you want. You (indicating the confederate) can guess as many times in that time period as you want. There does not have to be a one-to-one correspondence: if you (indicating the subject) come up with a string of clues, just blurt them right out. If you (indicating the confederate) come up with a string of guesses, just blurt them right out. There are two restrictions: (indicating the subject) you cannot use forms of the word like if you want her/him to get "chemistry," you cannot say "chemist...." Secondly, you must use one-word clues. Are there any questions?

It should be noted at this point that the subjects had signed up for two experiments that would supposedly take 1 hour and 15 minutes. The additional time was planned so that another dependent measure to be described shortly could be assessed in addition to the paper and pencil measures. After the game was over, the Experimenter emphasized the fact that the experiment was over 25 minutes earlier than expected. The Experimenter then

excused herself to get the questionnaires. While the Experimenter was gone, the confederate asked the subject if he/she would like to go over to the Union for a snack since the experiment was going to be over early. The Experimenter returned and separated the subject and confederate for the purpose of filling out the questionnaires and noted the answer of the subject to the confederate's request for a "date." The subject was given the following instructions:

I have some questionnaires here that are pretty self-explanatory. Remember, however, you are completely anonymous. You won't see her/his answers; s/he won't see yours, and I'll be around if you have any questions.

The questionnaire packet included the following: 1. Performance Judgments in which team, personal, and partner responsibility for the Password Games were assessed by the subject (See Appendix H); 2. Personality Impressions Scale which required the subject to make ratings of the target on forty semantic-differential type dimensions relevant to heterosexual impressions and/or evaluations (See Appendix I); 3. Dating and Marriage Desirability Scale which assessed the desires of the subject to date and marry the confederate (See Appendix J); 4. The subject's marital and dating status (See Appendix J); 5. Feelings Scale.

The subject's questionnaires were then collected. The subject was questioned as to any suspicions, debriefed verbally, fully informed of the purpose of the experiment, sworn to secrecy, and dismissed.

RESULTS

Manipulation Checks

To determine the effectiveness of the subject and confederate arousal manipulations, items on the four feelings scales were analyzed in 2 (Sex of

Subject) X 2 (Subject Arousal) X 2 (Confederate Arousal) analyses of variance. The results of the self-rating of sexual arousal on the first Feelings Scale administered served as the manipulation check for the subject arousal. The results indicated that those subjects in the subject high-arousal condition ($\bar{M} = 3.50$) were significantly more aroused than those subjects in the subject low-arousal condition ($\bar{M} = 2.19$), $F(1,64) = 11.57$, $p < .001$. Subjects ratings of sexual arousal on the Experimenter's Perception of Subject's Feelings Scale served as the manipulation check for subject's perception of confederate arousal. The results indicated that subjects in the confederate high-arousal condition ($\bar{M} = 5.94$) judged the confederate to be more sexually aroused than the subjects in the confederate low-arousal condition ($\bar{M} = 2.55$), $F(1,64) = 173.39$, $p < .001$.

The self-ratings of sexual arousal on the Feelings Scale administered after having seen the confederate's responses to the erotica indicated that subjects in the subject high-arousal condition ($\bar{M} = 3.22$) were still more sexually aroused than subjects in the subject low-arousal condition ($\bar{M} = 2.16$), $F(1,64) = 8.90$, $p < .01$. Furthermore, subjects in the confederate high-arousal condition ($\bar{M} = 3.12$) were significantly more sexually aroused following exposure to the confederate's responses than subjects in the confederate low-arousal condition ($\bar{M} = 2.27$), $F(1,64) = 5.69$, $p < .025$. Additionally, there was significant Sex of Subject X Subject Arousal X Confederate Arousal interaction, $F(1,64) = 4.28$, $p < .05$. Female subjects in the subject high-confederate high arousal condition were significantly more aroused than female subjects in all other conditions. The male subjects in the subject high-confederate low arousal condition were significantly more aroused than female subjects in the same condition (See Table 1).

Table 1

Self-ratings of sexual arousal after
having seen the confederate's responses

		FEMALES	MALES
SUBJECT LOW AROUSAL	CONFEDERATE LOW AROUSAL	1.40 ^a _a	2.25 ^a _a
	CONFEDERATE HIGH AROUSAL	2.00 ^a _a	3.00 ^a _a
SUBJECT HIGH AROUSAL	CONFEDERATE LOW AROUSAL	1.80 ^a _a	3.63 ^b _a
	CONFEDERATE HIGH AROUSAL	4.22 ^a _b	3.25 ^a _a

Note: Within sex, means sharing a common subscript are not significantly different in a Newman-Keuls test. Within condition, means sharing a common superscript are not significantly different in a Newman-Keuls test.

The self-ratings of arousal at the end of the experiment indicated that there were no significant differences due to the subject or confederate arousal manipulations.

Major Dependent Measures

Dating desirability, marriage desirability, two derived scores from the Personality Impressions Scale (perceived sexuality and likeability), and the date response were analyzed in 2 X 2 X 2 analyses of variance. These dependent variables are of major interest because it is assumed they assess global or general impressions. Results indicate a main effect of Sex of Subject for dating desirability, $F(1,64) = 6.56, p < .025$. Female subjects indicated a greater desire to date the male confederate ($M = 5.58$) than did the males to date the female confederate ($M = 4.97$).

A main effect of Sex of Subject for marriage desirability indicated a greater desire of female subjects to marry the male confederate ($M = 4.70$) than of male subjects to marry the female confederate ($M = 4.00$), $F(1,64) = 6.77, p < .025$. Additionally, there was a significant Sex of Subject X Subject Arousal interaction, $F(1,64) = 4.37, p < .05$. Aroused females had a greater desire to marry the male confederate than aroused male subjects had to marry the female confederate (See Table 2).

Previous factor analytic research (Griffitt, 1975) has identified two major factors in the Personality Impressions Scale. One factor is "sexuality" and consists of careful-careless, dull-exciting, stimulating-unstimulating, active-passive, modest-immodest, tense-relaxed, sexy-not sexy, retiring-outgoing, willing-unwilling, liberal-conservative, sexually experienced-sexually inexperienced, inhibited-uninhibited, seductive-nonseductive, and sexually responsive-sexually unresponsive. Results indicated a main effect of Sex of Subject for perceived sexuality, $F(1,64) = 5.45, p < .025$.

Table 2

Ratings of marriage desirability

	FEMALES	MALES
SUBJECT LOW AROUSAL	4.20 ^a _a	4.06 ^a _a
SUBJECT HIGH AROUSAL	5.20 ^a _a	3.94 ^b _a

Note: Within sex, means sharing a common subscript are not significantly different in a Newman-Keuls test. Within condition, means sharing a common superscript are not significantly different in a Newman-Keuls test.

Higher sexuality ratings were given by female subjects to the male confederate (\bar{M} = 64.80) than by male subjects to the female confederate (\bar{M} = 60.66). A main effect of Confederate Arousal indicated that the aroused confederate (\bar{M} = 64.83) received higher overall perceived sexuality ratings than the low-aroused confederate (\bar{M} = 60.63), $F(1,64) = 5.58$, $p < .05$. There was a marginally significant Sex of Subject X Confederate Arousal interaction, $F(1,64) = 3.90$, $p < .10$. Female subjects gave higher sexuality ratings to the male confederate in the confederate high-arousal condition than to the confederate in the confederate low-arousal condition. Also female subjects gave higher sexuality ratings to the male confederate in the confederate high-arousal condition than male subjects gave the female confederate in the same condition (See Table 3).

The second factor in the Personality Impressions Scale is "likeability" and consists of happy-sad, unpleasant-pleasant, dislikeable-likeable, adjusted-maladjusted, unworthy-worthy, nice-nasty, weak-strong, and intelligent-unintelligent. The analysis of the likeability rating indicated a main effect for Sex of Subject, $F(1,64) = 12.59$, $p < .001$. Female subjects gave higher ratings of likeability to the male confederate (\bar{M} = 48.90) than male subjects gave to the female confederate (\bar{M} = 43.00). There was also a significant Sex of Subject X Subject Arousal interaction, $F(1,64) = 10.30$, $p < .01$. Newman-Keuls analyses indicated that the aroused female subjects gave higher likeability ratings to the male confederate (\bar{M} = 51.30) than aroused male subjects gave to the female confederate (\bar{M} = 40.06), $p < .05$.

The analysis of the date response indicated a main effect of Confederate Arousal, $F(1,64) = 12.17$, $p < .001$. The aroused confederate received more "no" (2) responses (\bar{M} = 1.47) to the date request than the low-aroused confederate (\bar{M} = 1.12). Additionally, there was a marginally significant

Table 3

Ratings of perceived sexuality

	FEMALES	MALES
CONFEDERATE LOW AROUSAL	60.95 ^a _a	60.31 ^a _a
CONFEDERATE HIGH AROUSAL	68.65 ^a _b	61.00 ^b _a

Notes: Within sex, means sharing a common subscript are not significantly different in a Newman-Keuls test. Within condition, means sharing a common superscript are not significantly different in a Newman-Keuls test.

Subject Arousal X Confederate Arousal interaction, $F(1,64) = 3.98$, $p < .06$. Aroused subjects said "no" more frequently to the aroused confederate than to the low-aroused confederate (See Table 4).

In summary, analyses indicated that, with the exception of the date response, significant Sex of Subject main effects resulted for all of the major dependent measures. That is female subjects perceived the male confederate as more sexual, more likeable, more desirable to date, and more desirable to marry than male subjects judged the female confederate. Furthermore, subject arousal interacted with sex of subject for marriage desirability and likeability. That is, sexually aroused female subjects perceived the male confederate as more desirable to marry and more likeable than highly aroused male subjects judged the female confederate.

Individual Personality Impression Scale Items of Interest

Individual items on the Personality Impressions Scale were analyzed in 2 X 2 X 2 analyses of variance; however, only those items of main interest — items felt to be particularly relevant to heterosexual interpersonal attraction and sexual perceptions, will be reported. Results indicate a significant Sex of Subject X Subject Arousal interaction for the item, "threatening," $F(1,64) = 4.67$, $p < .05$. The trend suggests that the aroused males perceived the female confederate as more threatening than did the low-aroused males or the high-aroused females perceived the male confederate (See Table 5).

There was also a significant Sex of Subject X Subject Arousal X Confederate Arousal interaction, $F(1,64) = 5.69$, $p < .025$. As Table 6 shows, female subjects in the subject low-confederate low arousal condition and the subject high-confederate high arousal condition judged the male confederate to be less threatening than did the female subjects in the subject low-

Table 4

Date request response

	SUBJECT LOW AROUSAL	SUBJECT HIGH AROUSAL
CONFEDERATE LOW AROUSAL	1.18 ^a _a	1.06 ^a _a
CONFEDERATE HIGH AROUSAL	1.33 ^a _a	1.61 ^a _b

Note: Within subject arousal, means sharing a common subscript are not significantly different in a Newman-Keuls test. Within confederate arousal, means sharing a common superscript are not significantly different in a Newman-Keuls test.

Table 5

Ratings of threat

	FEMALES	MALES
SUBJECT LOW AROUSAL	2.25 ^a _a	1.81 ^a _a
SUBJECT HIGH AROUSAL	2.10 ^a _a	2.88 ^a _a

Note: Within sex, means sharing a common subscript are not significantly different in a Newman-Keuls test. Within condition, means sharing a common superscript are not significantly different in a Newman-Keuls test.

Table 6

Ratings of threat

		FEMALES	MALES
SUBJECT LOW AROUSAL	CONFEDERATE LOW AROUSAL	1.60 ^a _a	1.63 ^a _a
	CONFEDERATE HIGH AROUSAL	2.90 ^a _b	2.00 ^a _{a,b}
SUBJECT HIGH AROUSAL	CONFEDERATE LOW AROUSAL	2.60 ^a _{a,b}	2.50 ^a _{a,b}
	CONFEDERATE HIGH AROUSAL	1.60 ^a _a	3.25 ^b _b

Note: Within sex, means sharing a common subscript are not significantly different in a Newman-Keuls test. Within condition, means sharing a common superscript are not significantly different in a Newman-Keuls test.

confederate high arousal condition. The male subjects in the subject low-confederate low arousal condition judged the female confederate as less threatening than the male subjects in the subject high-confederate high arousal condition. In the subject high-confederate high arousal condition, the female subjects perceived the male confederate to be less threatening than the male subjects perceived the female confederate.

Analysis of the item, "adjusted," indicated a main effect for Sex of Subject, $F(1,64) = 7.78$, $p < .01$. The female subjects ($M = 5.90$) perceived the male confederate as more adjusted than the male subjects ($M = 5.31$) perceived the female confederate. Additionally, there was a significant Sex of Subject X Subject Arousal interaction, $F(1,64) = 8.12$, $p < .01$. Aroused male subjects judged the female confederate as less adjusted than low-aroused male subjects or the high-aroused female subjects judged the male confederate (See Table 7).

There was a significant Sex of Subject X Subject Arousal interaction for the item, "nasty," $F(1,64) = 4.13$, $p < .05$. The trend suggests that the aroused male subjects perceived the female confederate as nastier than did low-aroused males and nastier than low- and high-aroused females perceived the male confederate (See Table 8).

Analysis of the item, "insincere," indicated a significant Sex of Subject X Subject Arousal interaction, $F(1,64) = 7.20$, $p < .01$. Newman-Keuls analyses indicated that highly aroused male subjects ($M = 3.06$) judged the female confederate to be more insincere than the aroused female subjects ($M = 1.95$) judged the male confederate, $p < .05$.

A significant main effect of Sex of Subject was found for the item, "intelligence," $F(1,64) = 15.70$, $p < .001$. Male subjects ($M = 5.22$) perceived the female confederate as less intelligent than the female subjects ($M = 6.05$) perceived the male confederate. A significant main effect,

Table 7

Ratings of adjustment

	FEMALES	MALES
SUBJECT LOW AROUSAL	5.80 ^a _a	5.81 ^a _a
SUBJECT HIGH AROUSAL	6.00 ^a _a	4.81 ^b _b

Note: Within sex, means sharing a common subscript are not significantly different in a Newman-Keuls test. Within condition, means sharing a common superscript are not significantly different in a Newman-Keuls test.

Table 8

Ratings for the item "nasty"

	FEMALES	MALES
SUBJECT LOW AROUSAL	1.95 ^a _a	1.75 ^a _a
SUBJECT HIGH AROUSAL	1.75 ^a _a	2.75 ^a _a

Note: Within sex, means sharing a common subscript are not significantly different in a Newman-Keuls test. Within condition, means sharing a common superscript are not significantly different in a Newman-Keuls test.

$F(1,64) = 7.68, p < .01$, of Subject Arousal indicated that highly aroused subjects ($M = 5.34$) judged the confederate as less intelligent than low aroused subjects ($M = 5.93$). There was also a significant Sex of Subject X Subject Arousal interaction, $F(1,64) = 5.26, p < .05$. As Table 9 shows, highly aroused male subjects judged the confederate as less intelligent than did aroused female subjects or low-aroused male subjects.

For the item, "worthy," significant Sex of Subject X Subject Arousal interaction, $F(1,64) = 10.90, p < .01$ was found. Newman-Keuls comparisons indicated that males in the subject high-arousal condition ($M = 4.94$) judged the female confederate as less worthy than males in the subject low-arousal condition ($M = 6.13$), $p < .05$.

A significant main effect of Subject Arousal was found for the item, "sexually conservative," $F(1,64) = 4.04, p < .05$. The subjects in the subject low-arousal condition ($M = 3.63$) rated the confederate as more sexually conservative than subjects in the subject high-arousal condition ($M = 3.02$). A significant main effect, $F(1,64) = 14.39, p < .001$, of Confederate Arousal indicated that the low aroused confederate ($M = 3.89$) was judged to be more sexually conservative than the aroused confederate ($M = 2.75$).

The analysis of the item, "sexually experienced," revealed a significant Sex of Subject X Subject Arousal interaction, $F(1,64) = 4.47, p < .05$. Newman-Keuls comparisons indicated that highly aroused male subjects ($M = 3.87$) judged the confederate as more sexually inexperienced than aroused female subjects ($M = 2.90$) judged the male confederate, $p < .05$. Additionally, there was a significant Sex of Subject X Subject Arousal X Confederate Arousal interaction, $F(1,64) = 11.23, p < .01$. As Table 10 shows female subjects in the subject high-confederate low arousal condition and the subject low-confederate high arousal condition judged the male confederate as more sexually

Table 9

Ratings of intelligence

	FEMALES	MALES
SUBJECT LOW AROUSAL	6.10 ^a _a	5.75 ^a _a
SUBJECT HIGH AROUSAL	6.00 ^a _a	4.69 ^b _b

Note: Within sex, means sharing a common subscript are not significantly different in a Newman-Keuls test. Within condition, means sharing a common superscript are not significantly different in a Newman-Keuls test.

Table 10

Ratings of sexual inexperience

		FEMALES	MALES
SUBJECT LOW AROUSAL	CONFEDERATE LOW AROUSAL	3.00 ^a _{a,b}	3.75 ^a _a
	CONFEDERATE HIGH AROUSAL	3.60 ^a _a	2.75 ^a _b
SUBJECT HIGH AROUSAL	CONFEDERATE LOW AROUSAL	3.60 ^a _a	3.75 ^a _a
	CONFEDERATE HIGH AROUSAL	2.20 ^a _b	4.00 ^b _a

Note: Within sex, means sharing a common subscript are not significantly different in a Newman-Keuls test. Within condition, means sharing a common superscript are not significantly different in a Newman-Keuls test.

inexperienced than the female subjects in the subject high-confederate high arousal condition. The male subjects in the subject low-confederate high arousal condition judged the female confederate to be less sexually inexperienced than the male subjects in all other conditions. In the subject high-confederate high arousal condition, males judged the female confederate more sexually inexperienced than the females judged the male confederate.

A significant main effect of Confederate Arousal was found for the item, "strong sexual desires," $F(1,64) = 27.08, p < .001$. The highly aroused confederate ($M = 5.24$) was perceived as having stronger sexual desires than the low aroused confederate ($M = 3.87$). A significant three-way interaction of Sex of Subject X Subject Arousal X Confederate Arousal was also found, $F(1,64) = 8.33, p < .01$. Females in the subject high-confederate high arousal condition judged the male confederate as having stronger sexual desires than female subjects in all other conditions. The low aroused male confederate was judged by highly aroused females to have weaker sexual desires than the confederate in all other conditions. The male subjects in the subject low-confederate high arousal condition judged the female confederate as having stronger sexual desires than the male subjects in the subject low-confederate low arousal condition. In the subject high-confederate high arousal condition, the female subjects judged the male confederate as having stronger sexual desires than the male subjects judged the female confederate (See Table 11).

Analysis of the item, "passionate," indicated a significant Sex of Subject X Subject Arousal interaction, $F(1,64) = 5.58, p < .025$. Newman-Keuls comparisons indicated that highly aroused female subjects ($M = 5.15$) perceived the male confederate as more passionate than highly aroused male subjects ($M = 4.19$) perceived the female confederate, $p < .05$.

Table 11

Ratings of sexual desire

		FEMALES	MALES
SUBJECT LOW AROUSAL	CONFEDERATE LOW AROUSAL	4.30 ^a _b	3.75 ^a _a
	CONFEDERATE HIGH AROUSAL	4.90 ^a _b	5.13 ^a _b
SUBJECT HIGH AROUSAL	CONFEDERATE LOW AROUSAL	3.30 ^a _a	4.13 ^a _{a,b}
	CONFEDERATE HIGH AROUSAL	6.20 ^a _c	4.75 ^b _{a,b}

Note: Within sex, means sharing a common subscript are not significantly different in a Newman-Keuls test. Within condition, means sharing a common superscript are not significantly different in a Newman-Keuls test.

A main effect of Confederate Arousal was found for the item, "seductive," $F(1,64) = 6.37, p < .025$. The highly aroused confederate ($M = 4.66$) was perceived as more seductive than the low aroused confederate ($M = 4.16$). There was also a significant Sex of Subject X Subject Arousal interaction, $F(1,64) = 4.05, p < .05$; however, Newman-Keuls comparisons failed to reach significance, and the means did not suggest a clear trend.

Analysis of the item, "attractiveness," yielded a significant main effect of Sex of Subject, $F(1,64) = 31.99, p < .001$. The female subjects ($M = 6.13$) rated the male confederate as more attractive than the male subjects ($M = 4.75$) rated the female confederate. There was also a marginally significant Sex of Subject X Subject Arousal interaction, $F(1,64) = 3.06, p < .10$. Newman-Keuls analyses indicated that highly aroused female subjects ($M = 6.30$) found the male confederate more attractive than highly aroused male subjects ($M = 4.50$) found the female confederate, $p < .05$.

For "sexually desirable" there was a significant Sex of Subject X Subject Arousal interaction, $F(1,64) = 5.58, p < .025$. The trend suggested that males in the subject high-arousal condition found the female confederate less sexually desirable than the female subjects in the same condition found the male confederate or than the males in the subject low-arousal condition found the female confederate (See Table 12).

A significant main effect of Sex of Subject was found for the item, "sexy," $F(1,64) = 4.39, p < .05$. Female subjects ($M = 4.80$) rated the male confederate as sexier than male subjects ($M = 4.22$) rated the female confederate. Additionally there was a significant Sex of Subject X Subject Arousal interaction, $F(1,64) = 6.25, p < .025$. Newman-Keuls comparisons indicated that highly aroused female subjects ($M = 5.15$) rated the male

Table 12

Ratings of sexually desirable

	FEMALES	MALES
SUBJECT LOW AROUSAL	4.65 ^a _a	5.13 ^a _a
SUBJECT HIGH AROUSAL	5.00 ^a _a	4.19 ^a _a

Note: Within sex, means sharing a common subscript are not significantly different in a Newman-Keuls test. Within condition, means sharing a common superscript are not significantly different in a Newman-Keuls test.

confederate as sexier than highly aroused male subjects ($M = 3.88$) rated the female confederate, $p < .05$.

In summary, it is important to note that a Sex of Subject X Subject Arousal interaction resulted for every item with the exceptions of the "sexually conservative" and "strong sexual desires" items. The results indicate that in contrast with the sexually aroused female subjects' perceptions of the male confederate and/or the low aroused male subjects' perceptions of the female confederate, the sexually aroused male subjects judged the female confederate less favorably.

For instance, analyses of items relevant to interpersonal attraction indicated that the sexually aroused male subjects judged the female confederate as more threatening, less adjusted, nastier, more insincere, less intelligent, and less worthy than the low sexually aroused male subjects and/or the highly aroused female subjects perceived the male confederate. Items relevant to perceptions of sexuality also indicated Sex of Subject X Subject Arousal interactions. That is, the highly aroused male subjects judged the female confederate as more sexually inexperienced, less passionate, less attractive, less sexually desirable, and less sexy than the aroused female subjects judged the male confederate.

DISCUSSION

By way of review, recall that both the low and high "sexually aroused" confederates were expected to receive the most favorable ratings from the positive affect subjects. This hypothesis was based on the theoretical postulate as well as supportive empirical evidence (Griffitt, May, & Veitch, 1974) suggesting that heightened sexual arousal intensifies evaluative and behavioral reactions (whether positive or negative) to sexual stimuli and the

people associated with them. Also recall that subjects were pretested using the Sexual Opinion Survey (SOS)---a scale designed to assess dispositional affective responses to sexual stimuli and shown to be related to attitudes about pre- and extra-marital sex, evaluations and restrictiveness judgments of erotica, as well as to sex guilt. On the basis of their scores, subjects were then assigned to conditions to try to insure equal distribution of positive and negative affective responses across cells. Analyses of variance revealed no systematic effects of affective responses upon the ratings of the confederates. The score distributions of the male subjects and female subjects were different. The mean for the males was -5.72 with a standard deviation of 15.40. The mean for the females was -22.93 with a standard deviation of 22.00. Median splits were performed to divide the subjects into positive and negative affect groups. The split for males occurred at -04, and the split for females occurred at -29. The median splits resulted in an N as small as four for some cells and in one cell, an N of three resulted. The uneven median splits made the utilization of the entire range of scores necessary. Subsequently, a series of regression analyses including SOS scores as predictors were performed on the major dependent variables (dating and marriage desirability and sexuality and likeability factors). However, no consistent pattern of results involving the SOS measure was found.

Research (Griffitt, 1975) indicates that both males and females prefer highly sexually responsive opposite-sex persons for marriage. However, while males also prefer highly responsive women for dating, female sexual preferences are determined by women's level of sexual responsiveness with low and medium sexually responsive women being attracted to less responsive men. These findings in conjunction with other data (Griffitt, 1973) suggesting

that women over-estimate the impact of erotica on men provided the basis for the second set of hypotheses. It was predicted that the "sexually aroused" female confederate would receive more favorable ratings than the "low aroused" female confederate and that the "sexually aroused" male confederate would receive less favorable ratings than the "low aroused" male confederate. Sex of subject was thus expected to interact with confederate arousal. Only one such interaction approached significance. Female subjects gave higher sexuality ratings to the "highly aroused" male confederate than to the "low aroused" male confederate. Also female subjects gave higher sexuality ratings to the "highly aroused" male confederate than male subjects gave to the "highly aroused" female confederate.

The main effect for confederate arousal indicated that the "highly aroused" confederate was judged as more sexual, more seductive, and less conservative than the "low aroused" confederate. This perception of high sexual motivation could account for the greater frequency of "no" responses received by the "highly aroused" confederate than by the "low aroused" confederate when requesting a date. Since the subjects actively interacted with the confederate for only ten minutes during the Password Games, subjects may have perceived that the "highly aroused" confederate's request was motivated primarily by sexual needs whereas the "low aroused" confederate's request may have been perceived as motivated primarily by interpersonal liking.

The research (Griffitt, 1975) indicating that women have a preference for a potential dating partner matching but not exceeding their own sexual responsiveness suggests that women may also have preferences for an actual date that matches but does not exceed their sexual arousal state. Indeed, one question the present study addresses is the impact of awareness of an

opposite-sex other's sexual arousal state. Three-way interactions indicate that the male confederate in the subject high-confederate low arousal condition was judged to have weaker sexual desires than the male confederate in the other three conditions. Furthermore, the female subjects in the subject low-confederate low arousal condition and the subject high-confederate high arousal condition judged the male confederate to be less threatening than the female subjects in the subject low-confederate high arousal conditions. It appears, then, that the low-aroused female subjects perceived the "highly aroused" male confederate as having very strong sexual desires and as being very threatening. These results seem to lend support to the notion that women may prefer a male matching but not exceeding their own sexual arousal state. Moreover, the present study suggests that one potential source of the dating preference may lie in the perceived threat of the situation...a perception probably removed in marriage thus explaining women's preference for a highly sexually responsive marital partner regardless of their own sexual responsiveness.

A third hypothesis of the present study predicted that in general, highly aroused subjects would evaluate the opposite-sex confederate more positively than would the low aroused subjects. Subject arousal main effects were thus expected. Results actually indicated several main effects for Sex of Subject as well as Sex of Subject X Subject Arousal interactions. Additional research (Istvan & Griffitt, 1978; Istvan, Griffitt, Weidner, & Milner, unpublished manuscript; Weidner, Istvan, & Griffitt, 1979) indicates that sexual arousal intensifies not only positive or negative affective responses to explicitly sexual stimuli but that sexual arousal also influences reactions to a target's physical and sexual attractiveness and subsequent ratings of dating and marriage desirability. That is, ratings of

attractiveness, and consequently ratings of dating and marriage desirability, of medium- and high-attractive targets are enhanced by sexual arousal whereas sexual arousal lowers such ratings of low-attractive targets. In the present study, main effects for sex of subject indicated that male subjects judged the female confederate as less attractive, less sexual, less sexy, and less desirable to date than female subjects judged the male confederate. Consider that highly aroused male subjects tended to perceive the female confederate as nastier, less intelligent, more threatening, less worthy, and less sexually desirable than did the low aroused male subjects. Furthermore, the highly aroused male subjects judged the female confederate as less attractive, less adjusted, less intelligent, nastier, less sincere, more threatening, less sexually experienced, having weaker sexual desires, less sexy, less passionate, less sexually desirable, less likeable, and less desirable to marry than highly aroused female subjects judged the male confederate. Thus it appears that the male subjects initially perceived the female confederate as unattractive and that sexual arousal intensified this initial perception as well as evaluative impressions in a negative direction. Indeed, the Sex of Subject X Subject Arousal interactions of the present study not only support the notion that sexual arousal will increase or decrease ratings of attractiveness and subsequent ratings of dating and marriage desirability, but that sexual arousal, mediated by target physical attractiveness, will influence other evaluations. Of course, previous research (Dion, 1975; Jackson & Houston, 1975; Krebs & Adinolfi, 1975) has indicated that physical attractiveness elicits several interpersonal attributions including for example, "what is beautiful is good." However, the present study suggests that these evaluations will be even further polarized by sexual arousal.

Obviously, such speculations would have to be borne out by future research. A replication of the present study with the systematic variation of confederate attractiveness would address these hypotheses. Furthermore, the present results indicate that the subject's affective responses to the confederate's physical attractiveness, intensified by sexual arousal, had more impact than subject's affective responses to their own sexual arousal or the arousal state of the confederate. A replication could thus more accurately assess the influence of affective responses to one's own sexual arousal or opposite-sex other's sexual arousal.

References

- Byrne, D. & Clore, G. L. A reinforcement model of evaluative responses. Personality: An International Journal, 1970, 1, 103-128.
- Byrne, D. & Sheffield, J. Response to sexually arousing stimuli as a function of repressive and sensitizing defenses. Journal of Abnormal Psychology, 1965, 70, 114-118.
- Byrne, D., Ervin, C. R., & Lamberth, J. Continuity between the experimental study of attraction and real-life computer dating. Journal of Personality and Social Psychology, 1970, 16, 157-165.
- Byrne, D. The Attraction Paradigm. New York: Academic Press, 1971.
- Byrne, D., Fisher, J., Lamberth, J., & Mitchell, H. Evaluations of erotica: Facts or feelings. Journal of Personality and Social Psychology, 1974, Vol. 29, No. 1, 111-116.
- Clore, G. & Byrne, D. A reinforcement-affect model of attraction. In T. L. Huston (Ed.), Foundations of Interpersonal Attraction. New York: Academic Press, 1974.
- Dion, K. What is beautiful is good. Journal of Personality and Social Psychology, 1972, 24, 285-290.
- Epstein, S. & Smith, R. Thematic apperception, Rorschach content, and ratings of sexual attractiveness of women as measures of sex drive. Journal of Consulting Psychology, 1957, 21, 473-478.
- Festinger, L., Schachter, S., & Back, K. Social Pressures in Informal Groups. New York: Harper, 1950.
- Griffitt, W. Environmental effects of interpersonal affective behavior: Ambient effective temperature and attraction. Journal of Personality and Social Psychology, 1970, 15, 240-244.

- Griffitt, W. & Veitch, R. Hot and crowded: Influences of population density and temperature on interpersonal affective behavior. Journal of Personality and Social Psychology, 1971, 17, 92-98.
- Griffitt, W. Response to erotica and the projection of response to erotica in the opposite sex. Journal of Experimental Research in Personality, 1973, 6, 330-338.
- Griffitt, W., May, J., & Veitch, R. Sexual stimulation and interpersonal behavior: Heterosexual evaluative responses, visual behavior, and physical proximity. Journal of Personality and Social Psychology, 1974, Vol. 30, No. 3, 367-377.
- Griffitt, W. Sex and heterosexual attraction (boy meets girl---then what?). Paper presented at a meeting of the Society of Experimental Social Psychology, Lafayette, Indiana, 1975.
- Griffitt, W. Sexual stimulation and sociosexual behaviors. Paper presented at the International Conference on Love and Attraction, Swansea, Wales, United Kingdom, 1977.
- Griffitt, W. & Kaiser, D. L. Affect, sex guilt, gender, and the rewarding-punishing effects of erotic stimuli. Journal of Personality and Social Psychology, 1978, Vol. 36, No. 8, 850-858.
- Jackson, D. & Houston, T. Physical attractiveness and assertiveness. Journal of Social Psychology, 1975, 96, 80.
- Istvan, J. Emotional arousal and sexual attraction. Unpublished Masters thesis, Kansas State University, 1975.
- Istvan, J. & Griffitt, W. Sexual arousal and evaluation of attractive and unattractive opposite-sex stimulus persons. Paper presented at a meeting of the Midwestern Psychology Association, Chicago, Illinois, 1978.

- Istvan, J., Griffitt, W., Weidner, G., & Milner, L. Sexual arousal and the polarization of perceived sexual attractiveness, unpublished manuscript.
- Krebs, D. & Adinolfi, A. Physical attractiveness, social relations, and personality styles. Journal of Personality and Social Psychology, 1975, 31, No. 2, 245-253.
- Schmidt, G. & Sigusch, V. Sex differences in response to psychosexual stimulation. Journal of Sex Research, 1970, 6, 268-283.
- Stephan, W., Berscheid, E., & Walster, E. Sexual arousal and heterosexual perception. Journal of Personality and Social Psychology, 1971, 20 (1), 93-101.
- Walster, E. The effect of self-esteem on romantic liking. Journal of Experimental Social Psychology, 1965, 3, 468-472.
- Walster, E., Aronson, V., Abrahams, D., & Rottman, L. Importance of physical attractiveness in dating behavior. Journal of Personality and Social Psychology, 1966, 4, 508-516.
- Weidner, G., Istvan, J., & Griffitt, W. Beauty in the eyes of the horny beholderess: Evaluation of attractive, medium attractive, and unattractive men by sexually aroused women. Paper presented at a meeting of the Midwestern Psychology Association, Chicago, Illinois, 1979.
- White, L., Fisher, W., Byrne, D., & Kingma, R. Development and validation of a measure of affective orientation to erotic stimuli: The sexual opinion survey. Paper presented at a meeting of the Midwestern Psychology Association, Chicago, Illinois, 1976.

APPENDIX A

NAME _____
(Please Print)

Male _____

Social Security # _____

Female _____

Sexual Opinion Survey

Please respond to each item as honestly as you can. There are no right or wrong answers and your answers are completely anonymous.

1. I think it would be very entertaining to look at hard-core pornography.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

2. Pornography is obviously filthy and people should not try to describe it as anything else.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

3. Swimming in the nude with a member of the opposite sex would be an exciting experience.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

4. Masturbation can be an exciting experience.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

5. If I found out that a close friend of mine was a homosexual it would annoy me.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

6. If people thought I was interested in oral sex, I would be embarrassed.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

7. Engaging in group sex is an entertaining idea.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

8. I personally find that thinking about engaging in sexual intercourse is arousing.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

9. Seeing a pornographic movie would be sexually arousing to me.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

10. Thoughts that I may have homosexual tendencies would not worry me at all.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

11. The idea of my being physically attracted to members of the same sex is not depressing.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

12. Almost all pornographic material is nauseating.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

13. It would be emotionally upsetting to me to see someone exposing themselves in public.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

14. Watching a go-go dancer of the opposite sex would not be very exiting.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

15. I would not enjoy seeing a pornographic movie.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

16. When I think about seeing pictures showing someone of the same sex as myself masturbating it nauseates me.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

17. The thought of engaging in unusual sex practices is highly arousing.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

18. Manipulating my genitals would probably be an arousing experience.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

19. I do not enjoy daydreaming about sexual matters.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

20. I am not curious about explicit pornography.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

21. The thought of having long-term sexual relations with more than one sex partner is not disgusting to me.

I Strongly Agree ____:____:____:____:____:____:____ I Strongly Disagree

APPENDIX B

Written Consent Form

Professional ethics and a regard for the privacy of the individual dictate our desire and obligation to inform you of the details of this experiment. Primarily, we are concerned with the normal adult's reaction to and attitudes toward the kinds of explicit sexual depictions typical of today's motion pictures, books, and magazines. As you might well anticipate, such concerns can be properly investigated only through the use of such sexual materials. During the course of this experiment, therefore, you may be required to view, read, or listen to and react to scenes depicting various sexual activities. Also, the information and questionnaires answers we shall require of you may be of a personal nature. On none of the materials, however, will your name appear. We are using a coding procedure that insures that anonymity is preserved. Should you have any reluctance to submit yourself to these procedures now or at any time during the experiment, feel completely free to terminate your participation. You, of course, will receive full experimental credit even if you do terminate your participation at any time. In addition should you have any questions or comments concerning your participation after the experimental session, feel free to contact Dr. William Griffitt (Project Director). Dr. Griffitt can be reached by calling the Psychology Department Office (532-6850) or in his office (Anderson 221g). We give you now the opportunity to weight your decision. Your signature below indicates that you fully understand and have considered all of the information above, are at least 18 years of age and give willful consent to participate in this experiment.

Name (print) _____

Signature _____

Age _____

Date _____

Experiment name _____

Experimenter _____

Witness _____

APPENDIX C

APPENDIX D

<u>Slide</u>		Confederate Responses	
		<u>Low</u>	<u>High</u>
1	Oral contact with nude breasts by M	1	4
2	Manual manipulation of F's nude genitals by M	1	5
3	Manual manipulation of nude M genitals by F	2	5
4	Oral contact with F's nude genitals	2	6
5	Oral contact with F's nude genitals	2	7
6	Breast manipulations of nude M genitals by F	3	7
7	Oral contact with nude M genitals	4	8
8	Sexual intercourse, rear entry	2	9
9	Sexual intercourse, rear entry	3	8
10	Sexual intercourse, female dominant	2	7
11	Oral contact with nude M genitals	3	8
12	Sexual intercourse, rear entry, F dominant	3	9
13	Sexual intercourse, rear entry, F dominant	3	7
14	Sexual intercourse, F dominant	3	8
15	Sexual intercourse, F dominant	4	8
16	Sexual intercourse, M dominant	3	9
17	Sexual intercourse, M dominant	2	9
18	Sexual intercourse, M dominant	4	9
19	Quiescence	$\frac{2}{49}$	$\frac{8}{141}$
		$\bar{X}=2.58$	$\bar{X}=7.42$

APPENDIX E

EXPERIMENTER'S PERCEPTION OF SUBJECT'S FEELINGS SCALE

On each of the following scales please place a check mark in the space you feel best describes your subject's feelings at this time.

Sexually aroused						
Very	_____	:	_____	:	_____	Not at All
Disgusted						
Very	_____	:	_____	:	_____	Not at All
Entertained						
Very	_____	:	_____	:	_____	Not at All
Anxious						
Very	_____	:	_____	:	_____	Not at All
Bored						
Very	_____	:	_____	:	_____	Not at All
Angry						
Very	_____	:	_____	:	_____	Not at All
Afraid						
Very	_____	:	_____	:	_____	Not at All
Curious						
Very	_____	:	_____	:	_____	Not at All
Nauseated						
Very	_____	:	_____	:	_____	Not at All
Depressed						
Very	_____	:	_____	:	_____	Not at All
Excited						
Very	_____	:	_____	:	_____	Not at All

APPENDIX F

Informed Consent by Subjects in Experiments

I, _____, have carefully read/listened (circle one)
Print name

and fully understand the instructions for this experiment on _____
Title

_____. I give my consent to serve as a subject
of Experiment

in this experiment on _____. I am aware that I can ask
Date

questions or terminate the experiment at any point.

Signature

APPENDIX G

<u>Password</u>		<u>Guess</u>
1	Intoxicated	Correct
2	Exquisite	Incorrect
3	Reptile	Correct
4	Spooky	Correct
5	Expression	Correct
6	Romantic	Incorrect
7	Gardenia	Incorrect
8	Sunburn	Incorrect
9	Margarine	Correct
10	Pantomime	Incorrect

APPENDIX H

In regards to the team performance on the Password game, I want you now to assign estimates of responsibility for the outcome of the task.

Your own ability

Not at all _____:_____:_____:_____:_____:_____ Very much

Your partner's ability

Not at all _____:_____:_____:_____:_____:_____ Very much

Your own effort

Not at all _____:_____:_____:_____:_____:_____ Very much

Your partner's effort

Not at all _____:_____:_____:_____:_____:_____ Very much

Chance or Luck

Not at all _____:_____:_____:_____:_____:_____ Very much

Task difficulty

Not at all _____:_____:_____:_____:_____:_____ Very much

In regards to your performance on the Password game, I want you now to assign estimates of responsibility for the outcome of the task.

My ability

Not at all _____:_____:_____:_____:_____:_____ Very much

My effort

Not at all _____:_____:_____:_____:_____:_____ Very much

My chance or luck

Not at all _____:_____:_____:_____:_____:_____ Very much

How difficult the task was for me

Not at all _____:_____:_____:_____:_____:_____ Very much

How I am feeling today

Not at all _____:_____:_____:_____:_____:_____ Very much

In regards to your partner's performance on the Password game, I want you now to assign estimates of responsibility for the outcome of the task.

Partner's ability

Not at all _____:_____:_____:_____:_____:_____ Very much

Partner's effort

Not at all _____:_____:_____:_____:_____:_____ Very much

Partner's chance or luck

Not at all _____:_____:_____:_____:_____:_____ Very much

How difficult the task was for my partner

Not at all _____:_____:_____:_____:_____:_____ Very much

How my partner's feeling today

Not at all _____:_____:_____:_____:_____:_____ Very much

APPENDIX I

In order to more accurately assess your perceptions and feelings of your partner, this questionnaire will be asking you to make a series of judgments concerning your impressions of your partner. The following instructions show you how to use the scales:

Instructions

If your impressions are very closely described by one end of the scale, you should place your check-mark as follows:

Very X : : : : : : Not at all

or

Very : : : : : X Not at all

If your impressions are quite closely described by one or the other end of the scale (but not extremely), you should place your check-mark as follows:

Very : X : : : : : Not at all

or

Very : : : : X : Not at all

if your impressions are only slightly described by one side as opposed to the other side (but is not really neutral), then you should check as follows:

Very : : X : : : : Not at all

or

Very : : : X : : Not at all

The direction toward which you check, of course, depends upon which of the two ends of the scale seems more characteristic of your impressions.

If you consider your impressions to be neutral on the scale, both sides of the scale equally descriptive of your impressions or if the scale is completely irrelevant, unrelated to your impressions, then you should place your check-mark in the middle space:

Very : : X : : : Not at all

Friendly	:	:	:	:	:	:	Unfriendly
Negative	:	:	:	:	:	:	Positive
Careful	:	:	:	:	:	:	Careless
Attractive	:	:	:	:	:	:	Unattractive
Uninteresting	:	:	:	:	:	:	Interesting
Dull	:	:	:	:	:	:	Exciting
Sexually Stimulating	:	:	:	:	:	:	Sexually Unstimulating
Active	:	:	:	:	:	:	Passive
Unsophisticated	:	:	:	:	:	:	Sophisticated
Modest	:	:	:	:	:	:	Immodest
Tense	:	:	:	:	:	:	Relaxed
Sexy	:	:	:	:	:	:	Not Sexy
Retiring	:	:	:	:	:	:	Outgoing
Happy	:	:	:	:	:	:	Sad
Passionate	:	:	:	:	:	:	Nonpassionate
Threatening	:	:	:	:	:	:	Nonthreatening
Unpleasant	:	:	:	:	:	:	Pleasant
Complex	:	:	:	:	:	:	Simple
Nonflirtatious	:	:	:	:	:	:	Flirtatious
Popular	:	:	:	:	:	:	Unpopular
Willing	:	:	:	:	:	:	Unwilling
Dislikeable	:	:	:	:	:	:	Likeable
Warm	:	:	:	:	:	:	Cold
Sexually Desirable	:	:	:	:	:	:	Sexually Undesirable
Adjusted	:	:	:	:	:	:	Maladjusted
Unworthy	:	:	:	:	:	:	Worthy
Nice	:	:	:	:	:	:	Nasty

APPENDIX J

Dating - If you were looking for a date and you knew this person, how desirable as a date would this person be to you? (Check one)

- ☐ This person would be very desirable as a date to me.
- ☐ This person would be desirable as a date to me.
- ☐ This person would be slightly desirable as a date to me.
- ☐ This person would be neither desirable nor undesirable as a date to me.
- ☐ This person would be slightly undesirable as a date to me.
- ☐ This person would be undesirable as a date to me.
- ☐ This person would be very undesirable as a date to me.

Marriage - If you were thinking of getting married and you knew this person, how desirable as a marriage partner would this person be to you? (Check one)

- ☐ This person would be very undesirable as a marriage partner to me.
- ☐ This person would be undesirable as a marriage partner to me.
- ☐ This person would be slightly undesirable as a marriage partner to me.
- ☐ This person would be neither undesirable nor desirable as a marriage partner to me.
- ☐ This person would be slightly desirable as a marriage partner to me.
- ☐ This person would be desirable as a marriage partner to me.
- ☐ This person would be very desirable as a marriage partner to me.

Are you currently (Circle Yes or No for each)

Dating one or more persons?	Yes	No
Dating one person exclusively?	Yes	No
"Going Steady"?	Yes	No
Engaged?	Yes	No
Married?	Yes	No

OBSERVER AND TARGET SEXUAL AROUSAL:
EFFECTS ON HETEROSEXUAL INTERPERSONAL BEHAVIOR

by

Laura M. Milner

B.A., University of Georgia, 1978

AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the
requirements for the degree

MASTER OF SCIENCE

Department of Psychology

KANSAS STATE UNIVERSITY

Manhattan, Kansas

1981

Abstract

Observer and Target Sexual Arousal: Effects on Heterosexual Interpersonal Behavior

Increasingly large amounts of data are being compiled in an attempt to identify the determinants of interpersonal attraction. In recent years, more and more research is indicating the significance of sexual arousal as a mediator of interpersonal attraction (Epstein & Smith, 1957; Griffitt, May, & Veitch, 1974; Stephan, Berscheid, & Walster, 1971; Weidner, Istvan, & Griffitt, 1979). Previous research, however, has only examined the impact of subject sexual arousal on perceptions of targets. The present study was therefore designed to include and assess the effects of knowledge of the sexual arousal state of an opposite-sex target. Forty female and thirty-two male subjects, in either low or high sexual arousal producing conditions, interacted with and evaluated an opposite-sex confederate who appeared to be low or high in sexual arousal in response to erotica.

Major dependent variables---dating desirability, marriage desirability, perceived sexuality, and likeability all indicated main effects for Sex of Subject. That is, female subjects perceived the male confederate as more sexual, likeable, more desirable to date, and more desirable to marry than male subjects judged the female confederate.

Items felt to be particularly relevant to heterosexual interpersonal attraction and sexual perceptions yielded Sex of Subject X Subject Arousal interactions. Highly aroused male subjects judged the female confederate to be more threatening, less adjusted, nastier, more insincere, less intelligent, less worthy, more sexually inexperienced, less passionate, less

attractive, less sexually desirable, and less sexy than low aroused male subjects and/or highly aroused female subjects judging the male confederate.

These findings indicate that male subjects initially perceived the female confederate as unattractive and that sexual arousal intensified this initial perception as well as evaluative impressions in a negative direction. Furthermore, the results not only suggest that sexual arousal will increase or decrease ratings of attractiveness and subsequent ratings of dating and marriage desirability, but that sexual arousal, mediated by target physical attractiveness, will influence other evaluations.