

Contents

| | | |
|---|---|----|
| 1 | INTRODUCTION | 1 |
| | Attitude: A Hypothetical Construct | 2 |
| | Attraction: A unidimensional or a multidimensional variable? | 3 |
| | Measuring Attitudes | 4 |
| 2 | EFFECT OF ACCIDENTAL CONSEQUENCES ON LIKING | 11 |
| | Effect of Chance Consequences | 11 |
| | Effect of Treating Another Unjustly | 14 |
| | Theory of cognitive dissonance | 14 |
| | Compensation or justification? | 20 |
| | Aggrandizement of a beneficiary | 26 |
| 3 | REWARDS OTHERS PROVIDE: REDUCTION OF ANXIETY, STRESS, LONELINESS OR INSECURITY | 29 |
| | Liking Produced by Rewards Others Provide | 29 |
| | Anxiety | 31 |
| | Ordinal position, anxiety, and affiliation | 35 |
| | Stress | 36 |
| | Social Isolation | 38 |
| | Insecurity | 39 |
| | Self-esteem and romantic liking | 42 |
| 4 | REWARDS OTHERS PROVIDE: PROPINQUITY | 46 |
| | Proximity as an Intensifier of Sentiment | 46 |
| | Increased Probability of Acquiring Information | 49 |

| | | |
|---|--|-----|
| 5 | REWARDS OTHERS PROVIDE: THE RECIPROcity-OF-LIKING RULE | 52 |
| | The Incongruency Exception | 54 |
| | Do the theories conflict? | 60 |
| | The Ingratiation Exception | 62 |
| | The Sequence Exception | 64 |
| | Deprivation and Satiation | 67 |
| 6 | REWARDS OTHERS PROVIDE: SIMILARITY | 69 |
| | Similarity of Attitudes | 69 |
| | Evidence that liking causes the perception of similarity | 70 |
| | Evidence that attitudinal similarity produces liking | 71 |
| | Limitations to the rule that similarity engenders liking | 75 |
| | Similarity of Personality | 77 |
| | Association as a cause of similarity | 79 |
| | Association as a consequence of similarity | 79 |
| | Association as a consequence of proximity | 80 |
| | Personal Similarity and Marital Happiness | 82 |
| | Theory of complementary needs | 82 |
| | The need completion principle | 86 |
| | Correlation in mental health | 88 |
| | Similarity along Other Dimensions | 89 |
| | Physical characteristics | 90 |
| | Intelligence and education | 90 |
| | Social characteristics | 91 |
| 7 | REWARDS OTHERS PROVIDE: COOPERATION VS. COMPETITION | 92 |
| | Cooperation and Competition | 92 |
| | Development of antagonism | 93 |
| | Reduction of hostility | 94 |
| | Frustration and Aggression | 97 |
| | What determines how frustrating an experience is? | 98 |
| | The inhibition of aggressive acts | 100 |
| | The direction of aggression | 101 |
| 8 | COURTSHIP AND LOVE | 105 |
| | Choice of a Romantic Partner | 106 |
| | Level-of-aspiration theory | 107 |
| | Setting up the hypotheses | 107 |
| | Designing the experiment | 108 |
| | Results of the experiment | 109 |
| | Counterindications for Reciprocal Liking | 111 |
| | REFERENCES | 115 |