

# Personality

What makes us who we are?

**Psychology 305A: Lecture 17**

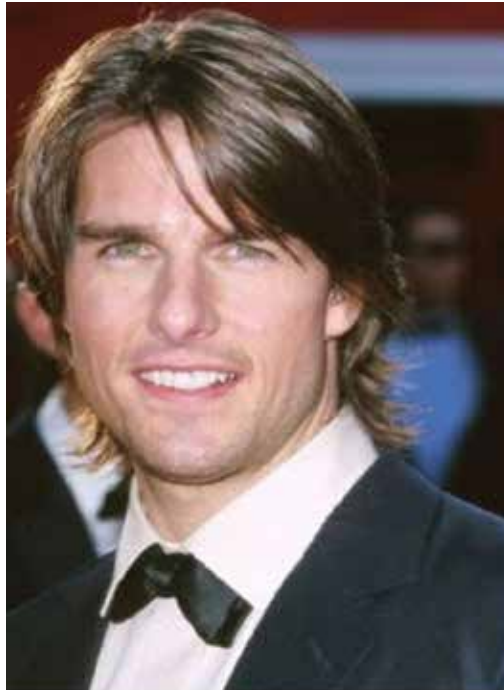
**Evolutionary Perspective Part II**

# Class Update

- Today: Evolutionary approach Part 2
- Friday: Exam 4
  - MC and essay (each worth roughly half)
  - Will include genetic approach, physiology, and evolution (up to today), and Body Doubles
  - Will include Big 5 in a cumulative sense (know the traits and their facets!)
  - If you missed Body Doubles, you missed it.
- We will begin cognitive approach on Mon., Nov. 4
  - Read Chapter 12 for MONDAY (not on exam).



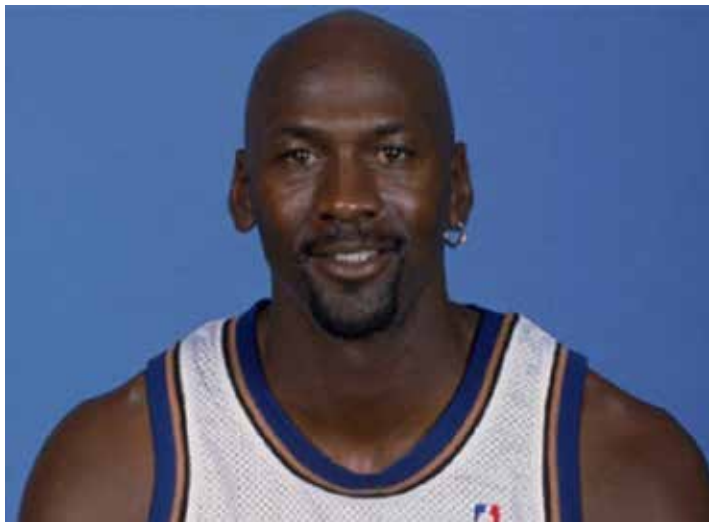
George W. Bush: 0%



Tom Cruise: 0%



Tony Blair: 0%



Michael Jordan: 0%



David Beckham: 0%



**President Campore: 69%**



**Thomas Sankara: 51%**

# Burkina Faso Study



Selon vous, laquelle des émotions la personne avait quand la photo a été prise? Choisissez une émotion seulement. *[cocher une réponse]*

Colère

Dégoût

Peur

Content

Fier

Triste

Surpris

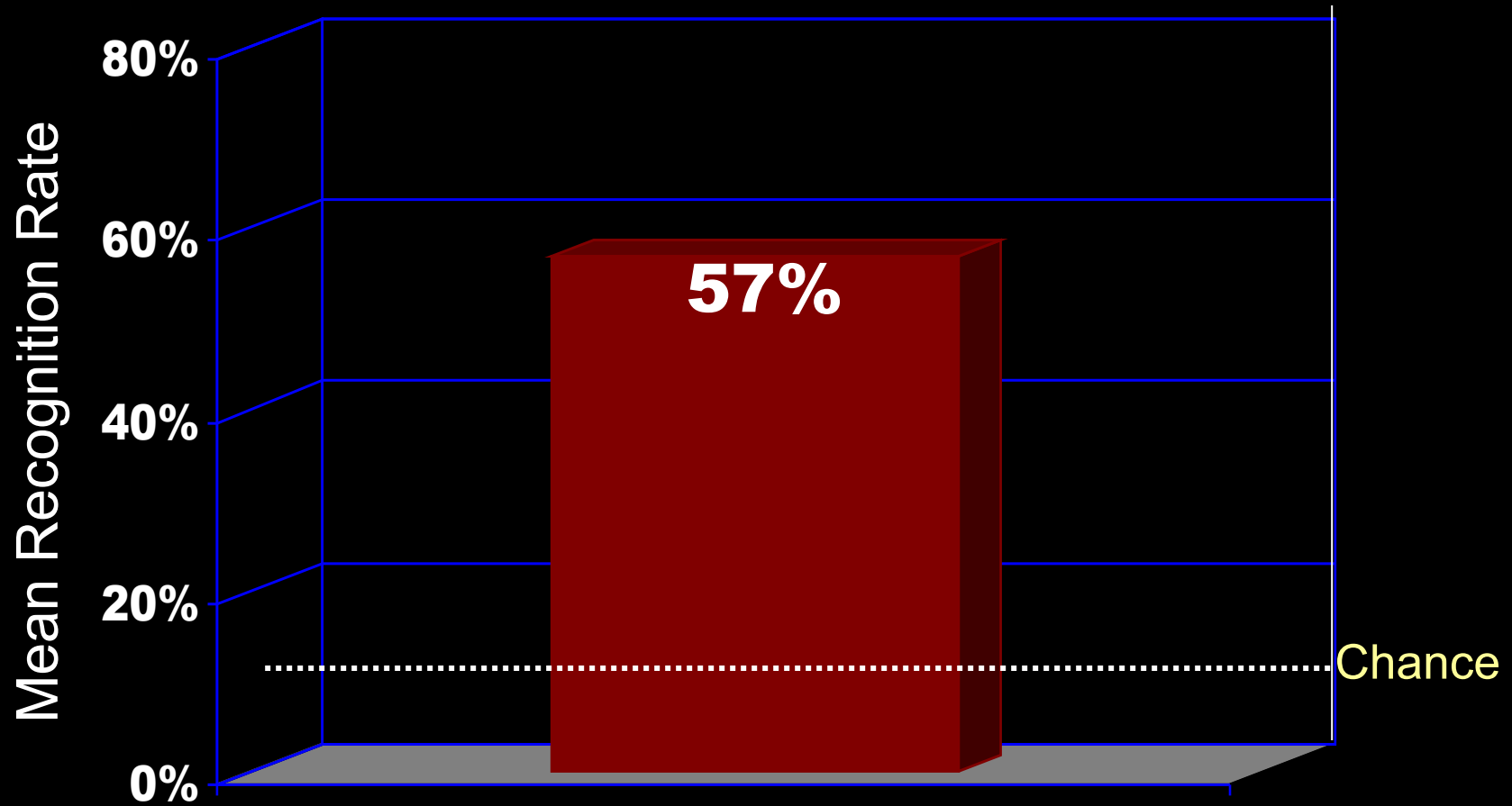
Avoir Honte

Autre émotion: \_\_\_\_\_

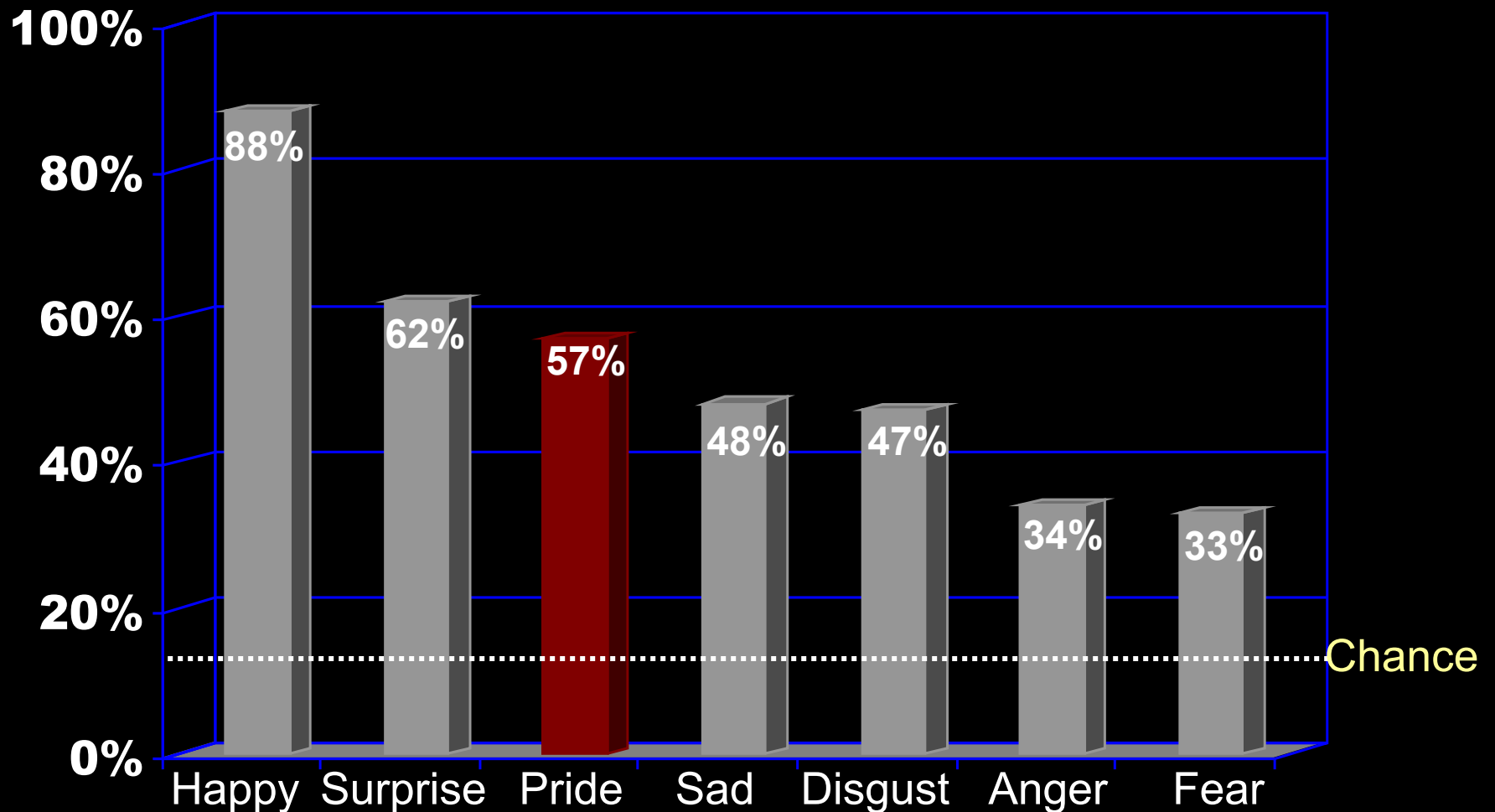
Je ne sais pas

**Could they recognize pride?**

# Pride Recognition



# Pride Recognition is Comparable to Other Emotions





# But, recognition was lower than in Western cultures

- Complicated procedure
  - Difficulty of translation
  - Illiterate participants must remember response options
  - Novelty of task
- Previous research on preliterate cultures
  - Very low recognition rates: 30-50% in some samples

# Do people actually show the pride expression after a success?

- Is it just a recognizable stereotype, or is it an actual behavioral display
- If evolved to promote status
  - Must communicate success and increased status to others
  - Should occur after success

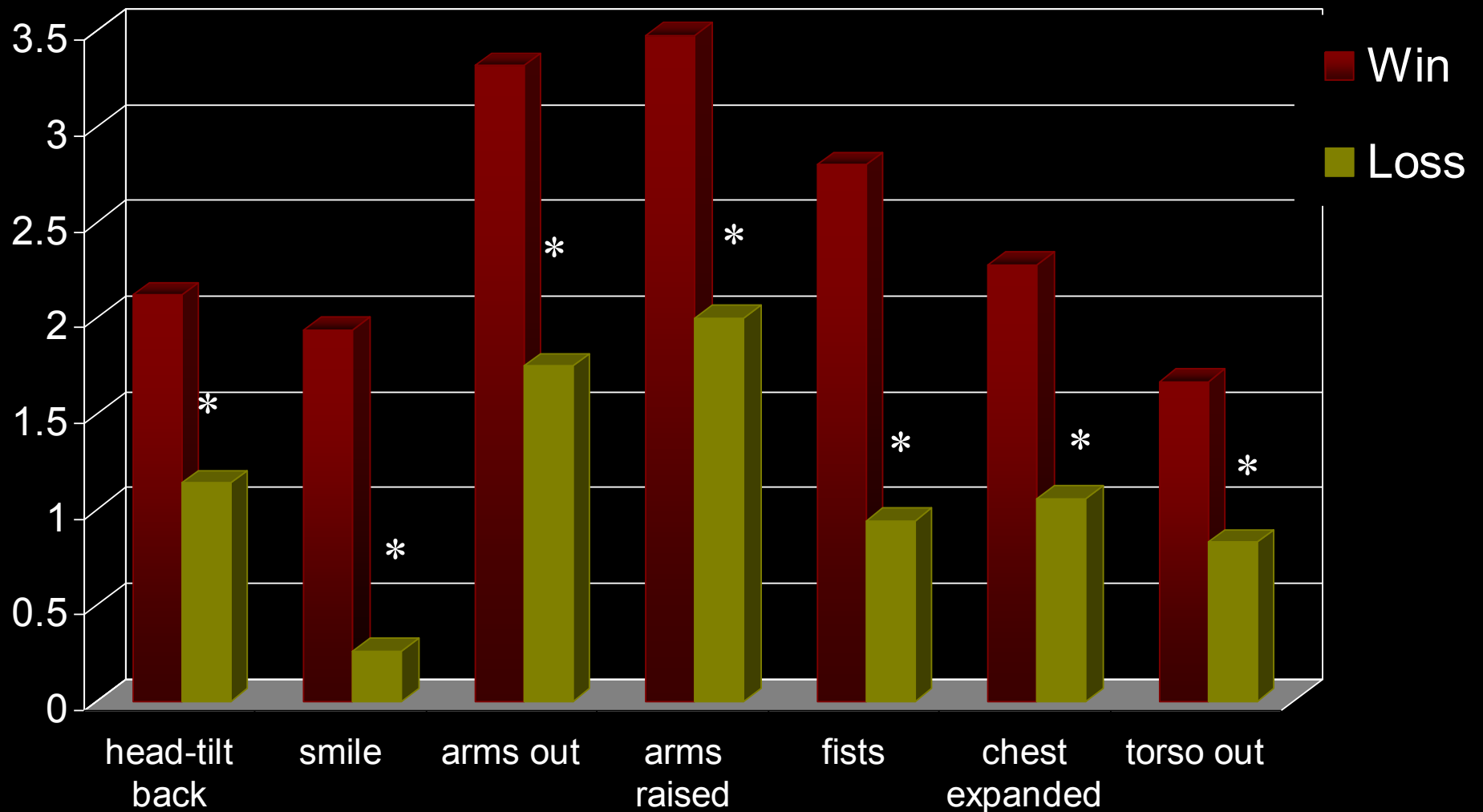
# 2004 Olympics: Judo Competition



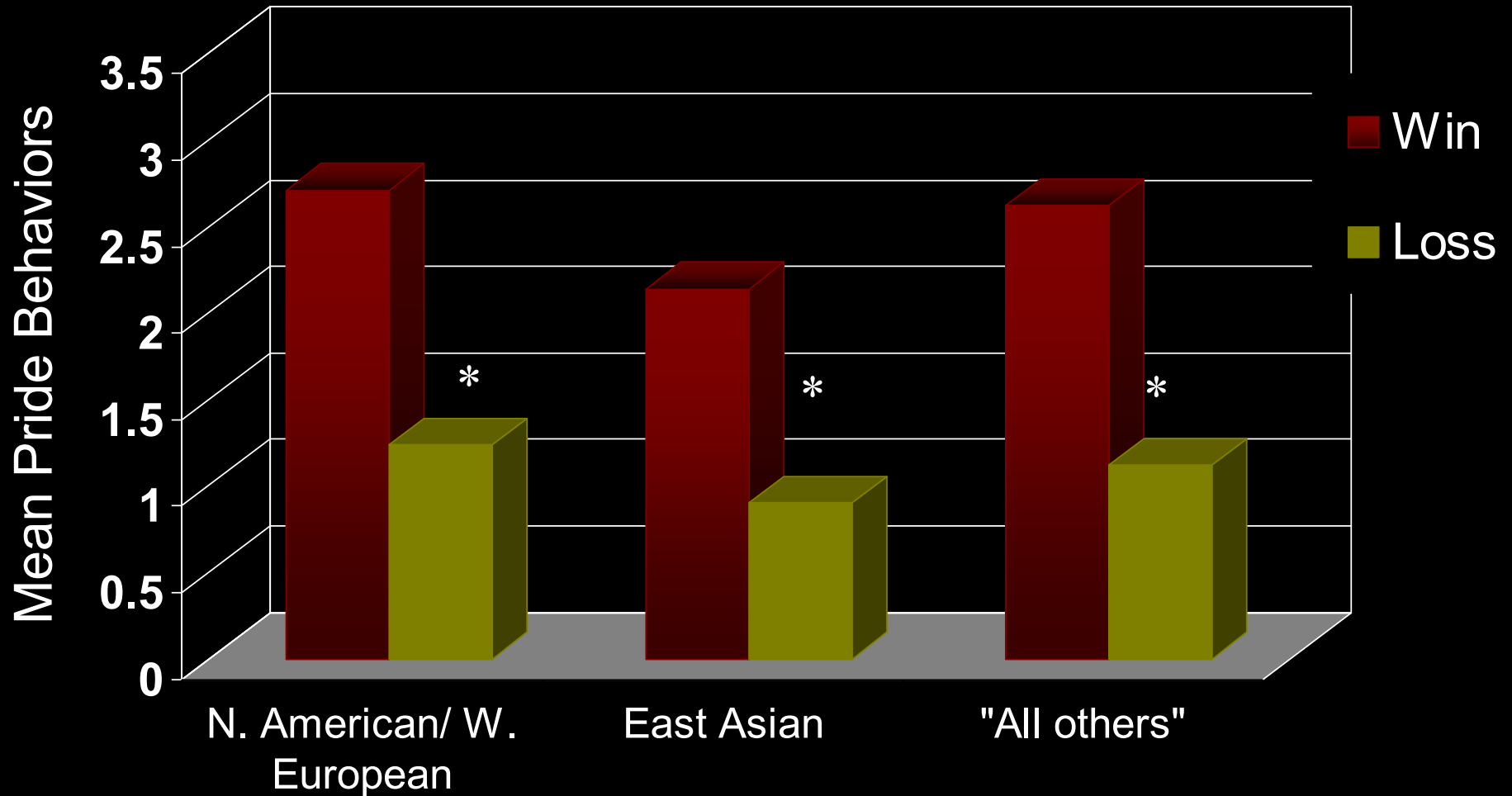
# Olympic Judo Study

- Official photos by Judo Federation photographer
- 48% winners
- 46% women
- 36 nations
  - North American/Western European
  - East Asian
  - Eastern Europe/ South/Central American, Australian

# Pride Behaviors Are Displayed in Response to Success



# All Cultures Show Pride Response to Success



# The Pride Expression

- Cross-cultural behavioral response to success
- Universally recognized
- May be an evolved signal of success
- But, is the pride expression *innate*?
  - Could the expression be a learned display?

# Paralympics Judo Study: Blind Athletes





# Born-Blind Show Pride Response



\* $p < .05$



Good Morning America Video Clip

# Pride in Advertising

[http://www.germancarblog.com/2010/09/  
mercedes-benz-sls-amg-triumph-  
commercial-released/](http://www.germancarblog.com/2010/09/mercedes-benz-sls-amg-triumph-commercial-released/)

# Evidence for Evolutionary Perspective: Universal Emotions



**Surprise**



**Anger**



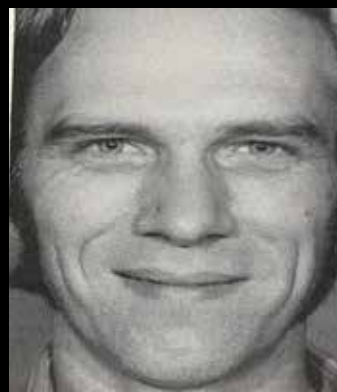
**Disgust**



**Pride**



**Fear**



**Happiness**



**Sadness**

# Evolutionary Perspective: Sex Differences

- Throughout evolutionary history, men and women faced different problems in reproduction
  - Men need to make sure they invest in *their* children
    - External fertilization
  - Women need to find a mate who will provide resources during the pregnancy and after
- Result: gender-specific relationship strategies and desires

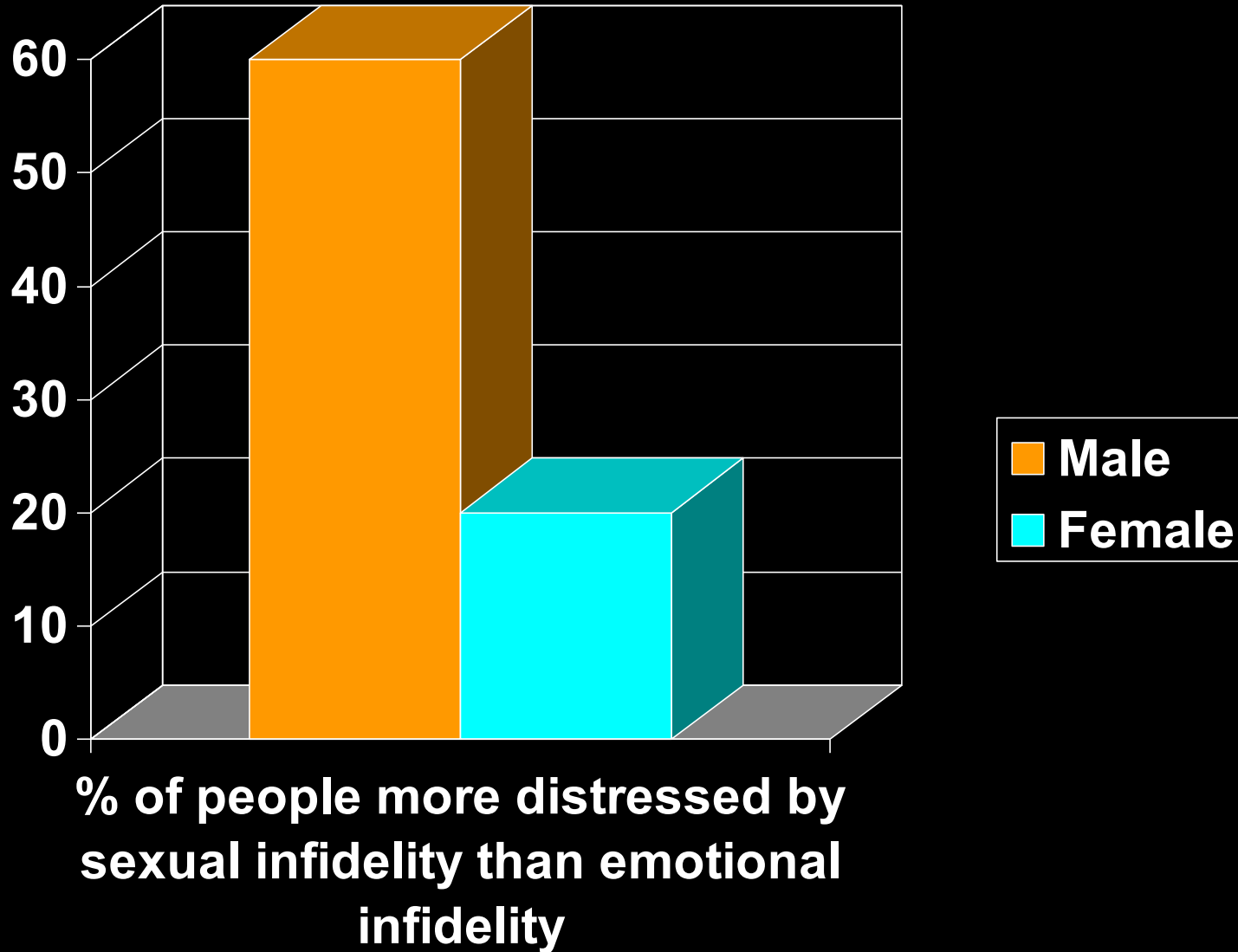
# Hypotheses

- Jealousy is the adaptive solution
  - Motivates people to make sure they're not being cheated on
- Gender differences in mating problem should lead to gender differences in source of jealousy
  - External fertilization → Sexual jealousy
  - Internal fertilization → Emotional jealousy

# Buss, Larsen, Westen, & Semmelroth (1992)

- Which would distress you more:
  - Imagining your romantic partner forming a deep emotional attachment to someone else
  - Or...
  - Imagining your romantic partner enjoying passionate sex with someone else?

# Results





# Further Evidence

- Gender difference replicates across cultures
- Men show higher physiological arousal (heart rate, sweat) during sexual infidelity imagery than emotional infidelity imagery
- Women show higher physio arousal during emotional infidelity imagery

# Do you buy it?

- Why else might we see these gender differences?

# What about gender differences in the way we think about sex?

- If your partner has a deep emotional connection with someone else, do you think he/she will have sex with him/her?
- If your partner has passionate sex with someone else, do you think he/she loves him/her?

# Results

- Women more likely to think that for men, love = sex
- Men more likely to think that for women, sex = love
- Jealousy difference may due to a “double-shot” effect
- But... Buss found that the effect holds even when participants are told to assume NO SEX or NO LOVE

# How else might we explain the difference?

- Cognitive Load study
  - Found that women became more like men when both under cog load
  - Both genders found sexual infidelity problematic
- But, would we expect an evolved brain mechanism that detects and regulates responses to infidelity to operate automatically?
  - Even if it did, could it work this way in an imagined scenario task?

# How else might we account for the sex difference?

- Distinct Emotion findings
  - Sexual infidelity leads to anger
  - Emotional infidelity leads to sadness
- Still gender differences, but the difference is in the negativity of different emotions

# Next Class

- Exam 4
- For next Monday, Nov. 8: Begin Cognitive Approach
  - Read Larsen & Buss, Ch. 12