



Department of Psychology and Sport & Exercise Science

Promiscuous and Desired?

The Interplay of Sociosexuality, Mate Value, and Sex

Bachelor's Thesis

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1 Abstract

The study at hand examined the sex-specific relation of sociosexuality and mate value. To capture mate value in its conceptual width, self-, partner-, and rater-perceived mate value have been distinguished. The to date world largest speed-dating study (Wurst & Back, 2016) served as this investigation's data base. Preceding studies in the field indicated positive relations of unrestricted male sociosexuality regarding all three facets of mate value, while unrestricted female sociosexuality solely had been linked to increased self-perceived mate value. Contrarily, the findings of this study exclusively pointed to a positive relation of unrestricted female sociosexuality and partner-perceived mate value. Hence, it raises the question whether the general role of sociosexuality in the context of dating has so far been overrated. Further, it induces a reevaluation of female sociosexuality in regard to mate value-perception. Limitations of this study a described and temporal-distinctive directions of future investigations are proposed.

Die vorliegende Studie untersuchte das geschlechtsspezifische Verhältnis von Soziosexualität und Partnerwert. Um das Konzept des Partnerwerts in seiner Breite zu erfassen, wurde hinsichtlich seiner Wahrnehmung durch das bewertete Individuum selbst, durch einen Datepartner und einen Beobachter unterschieden. Die weltweit bislang größte Speed-Dating-Studie (Wurst & Back, 2016) stellte die Datengrundlage dieser Untersuchung dar. Vorhergehende Studien auf dem Gebiet zeigten positive Beziehungen unrestringierter männlicher Soziosexualität in Bezug auf alle drei Facetten des Partnerschaftswerts, während unrestringierte weibliche Soziosexualität ausschließlich mit einem erhöhten selbst wahrgenommenen Partnerschaftswert in Verbindung gebracht wurde. Im Gegensatz dazu wiesen die Ergebnisse dieser Studie ausschließlich auf ein positives Verhältnis von weiblicher Soziosexualität und vom Datingpartner wahrgenommenem Partnerwert hin. Daher stellt sich die Frage, ob die allgemeine Rolle der Soziosexualität in Bezug auf Datingsituationen bisher überbewertet wurde. Darüber hinaus wird eine erneute Betrachtung der weiblichen Soziosexualität in Bezug auf die Wahrnehmung des Partnerwerts angeregt. Einschränkungen dieser Studie werden beschrieben und zeitebenensensitive Richtungen zukünftiger Untersuchungen vorgeschlagen.

Promiscuous and Desired? The Interplay of Sociosexuality, Mate Value, and Sex

In pre-modern times, when religion forbade unbound mating, strategic rather than romantic marriages were common. Hence, it was rather easy to define a person's value as a mate: nobles focused on suitable spouses to forge alliances with or to settle conflicts, commoners sought for partners who plainly displayed decent workforce or would bring useful goods, like property, funds or livestock, into marriage (Luhmann, 1986). Today, in individualistic post-modern times, courting has widely detached from such materialism. On digital dating stages like Tinder or eHarmony, singles try to depict themselves as desirable mates without necessarily focusing on material assets: while some users predominantly display their beauty, others introduce themselves as cosmopolitans, as good souls, as deep-thinkers – or simply as a person easy to have fun with. Obviously, individual desirability as a romantic partner, one's *mate value* (see Wurst, Humberg, & Back, 2017), has become multifactorially conditioned.

Undoubtedly, people do not only differ in desirable features like beauty, intelligence and agreeableness, but also in the willingness to engage in uncommitted sex – captured by one's *sociosexuality* (Penke & Asendorpf, 2008; Simpson & Gangestad, 1991). This sociosexual orientation could be another factor connected to individual mate value. Theoretical support comes from the Christian ideal of an immaculate marriage contracted by virgin spouses, identifying only a virtuous partner as valuable. Likewise, the antagonistic advice to “sow one's wild oats” before committing to a stable partnership, and the idea of a valuable partner being experienced, point out to a possible interconnection of mate value and sociosexuality.

As a matter of fact, several studies over the last decade found evidence of a relation between mate value and sociosexuality (e.g., Asendorpf, Penke &, Back, 2011; Boothroyd, Jones, Burt, DeBruine, & Perrett, 2008; Gomula, Nowak-Szczpanska, & Danel, 2014). Regardless of the specific quality of the at times contradicting results, all authors recognized the significance of sex in the context of mate value and sociosexuality. In spite of gender-mainstreaming, their findings suggest that female and male promiscuity relate to individual mate value in different ways.

This bachelor's thesis aims at shedding light on the interplay of mate value, sociosexuality and sex. On the basis of the world largest speed-dating study (Wurst & Back, 2016), it tries to sort out whether the concept of a male sexual adventurer, utterly incorporated by the Venetian author Giacomo Casanova, is connected to heightened desirability as a romantic partner. Likewise, the relation of female sociosexuality and mate value is examined. It is asked whether rigid sexual ideas in the sense of female purity and virginity, quintessentially represented by Lessing's (1998) tragic figure Emilia Galotti, murdered by her father in order to prevent her defloration, are still in effect. In

contrast to preceding studies which each captured different facets of human mate value, this study explored the concept in its width. Instead of solely focusing on a subject's reflexive estimation, a multi-perspective approach which additionally covered the assessment by an interactive counterpart and the evaluation by a passive third was deployed.

2 Theoretical Background and Prior Empirical Research

2.1 Sociosexuality

From an evolutionary-biological point of view, reproduction is a crucial factor for individual life success. Classically, two main human mating strategies are to be distinguished: short-term and long-term mating strategies (Buss & Schmitt, 1993). Whereas short-term strategies consist of the striving to pass on one's genes by frequent mating with different partners without major contributions to raise possible descendants, long-term strategies focus on a specific partner and the common care for possible offspring. As mating strategies are intertwined with actual sexual behavior, the personality trait *sociosexuality* is of central relevance in the context of mating strategies. It indicates that there are individual differences in the willingness to have uncommitted sex (Kinsey, Pomeroy, & Martin, 2003; Kinsey, Pomeroy, Martin, & Gebhard, 1998; Penke et al., 2008a; Simpson et al., 1991): people with an unrestricted sociosexuality are likely to be pursuing short-term mating strategies, whereas sociosexual restriction is linked to a long-term orientation (Back, Penke, Schmukle, & Asendorpf, 2011a).

2.2 Mate Value

Searching for an adequate mating partner, one's own desirability plays an important role. As people usually look for partners with maximal desirability (Wurst et al., 2017), individuals perceived as valuable mates have an enhanced likelihood to match with desirable partners. In consequence, the evaluation as a mating partner – one's *mate value* – becomes an important currency on the so called mating market. Following Wurst et al. (2017), mate value is to be defined as the “individual's overall value to potential partners“ (p. 3). This individual mate value derives from diverse sources. Apparently, physical attractiveness is the leading influence in its formation (Asendorpf et al., 2011; Back et al., 2011b; Olderbak, Malter, Abril Wolf, Jones, & Figueredo, 2017). Furthermore, factors such as “status, intelligence, warmth/caring, self-assuredness, or faithfulness“ (Wurst et al., 2017, p. 5) are influential. It is important to note that there are different perspectives on a subject's value as a mating partner: For one, an individual can estimate his or her own mate value (*self-perceived mate value*). Moreover, a person in direct interaction with a subject can assess that person's value as a potential partner (*partner-perceived mate value*). Finally, an uninvolved observer can estimate an individual's value on the mating market (*rater-perceived mate value*). The actual source of a certain

mate value rating should be of considerable importance in everyday life: a positive evaluation by a potential mating partner likely influences a subject's mating success in another, probably more profound way than the subject's reflexive assessment or an evaluation by a passive bystander.

As described, physical attractiveness and other factors such as status and intelligence are important in defining the individual mate value. Relatively recent investigations suggest that sociosexuality is to be recognized as another relevant constitutional factor of mate value (e.g., Asendorpf et al., 2011; Back et al., 2011b; Boothroyd et al., 2008; Penke et al., 2008a). However, research indicates the necessity of differentiating between the particular facets of mate value in terms of their relation to sociosexual orientation. Besides, sex seems to be an important determinant in the context of sociosexuality and mate value.

2.2.1 Sociosexuality and self-perceived mate value. Preceding investigations linked self-perceived mate value with unrestricted sociosexuality: In a large online study Penke et al. (2008a) found sociosexually unrestricted men and women¹ equally self-ascribing increased levels of mate value compared to more restricted consensuals. A smaller online investigation by Gomula et al. (2014) introduces sex as a moderator of the relation of sociosexuality and mate value. Their results support Penke et al.'s (2008a) findings in terms of male self-assessments, while dismissing a relation between female unrestricted sociosexuality and self-perceived mate value: only sociosexually unrestricted men perceived themselves as more valuable mates than their more restricted consensuals, female sociosexual orientation was not systematically linked with a certain self-perception as a mating partner.

2.2.2. Sociosexuality and partner-perceived mate value. Regarding mate value assessed by a potential mate, Asendorpf et al. (2011) discovered relations with a subject's sociosexual orientation. In this context, they suggest the existence of a sex difference: while male partner-perceived mate value correlates positively with unrestricted sociosexual orientation, there is no effect concerning female partner-perceived mate value and unrestricted sociosexuality.

It has to be explained that in their laboratory-based *Berlin Speed-Dating Study* Asendorpf et al. (2011) do not refer directly to the concept of mate value perceived by a social counterpart. Instead they use the term *popularity* as an equivalent. In the speed-dating context, popularity describes the "probability of being chosen as a dating partner" (Asendorpf et al., 2011, p. 17). In their findings, the features that were connected to high popularity (mate value) differed significantly between the two sexes: while female mate value perceived by the dating partner mainly depended on physical features,

¹ The prevalent literature in the context of sociosexuality, mate value and sex is centered on heterosexual cisgender populations, whereas homosexuality and transgenderism still are out of focus. When speaking about men and women in the following, heterosexual people with traditional gender identities are described.

male unrestricted sociosexuality was – besides other minor factors like income and education – “attractive to women and showed incremental validity over and above men’s physical attractiveness” (Asendorpf et al., 2011, p. 24).

To explain this sex-related divergence, the authors state that increased male sociosexuality could signalize heightened mating experience and advanced mating skills to women. Why these features do not enhance female popularity in a similar way is not further explained. A link can be established where the authors try to explain the relation between male shyness and lowered popularity (Asendorpf et al., 2011, p. 26). Here, they underline the importance of traditional sex roles. These could possibly add to an explanation of the discovered sex gap in the relation of sociosexuality and mate value. An illustration of this idea comes from Back and colleagues’ (2011a) familiar explanation for the considered findings. It refers to sex-typical mating tactics and states that men – unlike women – act in a gender-coherent way when showing behavior that indicates unrestricted sexuality. When comporting in an unrestricted way, sexually unrestricted men should “have an easier time acting and deciding in a mating context [...], because in enacting the typical and widely expected sex-specific behavioral scripts, they can rely on their natural personality-based behavioral tendencies” (Back et al., 2011a, p. 985). The less restricted men are in terms of sociosexuality, the higher should be the impact of behavioral facilitation and the easier should a male person master a mating situation successfully. Consequently, the fulfillment of typical male sex roles is rewarded with increased partner-perceived mate value and thus higher chances to be desired as a romantic partner. In a nutshell: promiscuous men have heightened opportunities to pass on their genes with a valuable partner, because it is easier for them to follow sex-specific behavioral scripts, which makes them appear as more valuable mates. On the contrary, sexually unrestricted behavior is not aiding to increase female mate value, because promiscuity is not a driving force of sex-typical female behavior – agreeableness is (cf. Back et al., 2011a).

2.2.3 Parental investment theory. The idea of behavioral facilitation explaining the sex-related difference in the relationship of sociosexuality and mate value roots in the *parental investment theory* (Trivers, 1972). It states that men tend to pursue short-term mating strategies while women apply long-term mating strategies. According to the theory, this is the case because men suffer much lower costs by impregnation than women and therefore experience genetic advantages in a closer link to promiscuity.

2.2.4 Sociosexuality and rater-perceived mate value. At first sight, the rater-based findings of Boothroyd and colleagues (2008) seem to contradict the deduction of the parental investment theory employed above: in their online study, sociosexually unrestricted women were more popular among male raters, while female raters vice versa showed a preference for restricted men.

As a premise of their investigations, Boothroyd et al. (2008) suppose that humans are able to estimate a person's sociosexuality on the sole basis of static facial cues (e.g., photographs) more accurately than chance would predict. The authors showed photographs of potential mates to a mixed group of observers who were asked to rate the pictured people of the other sex in terms of their apparent sociosexuality. Earlier, the people shown on the photographs had assessed their actual sociosexuality by completing Simpson et al.'s (1991) *Sexual Orientation Inventory* (SOI) – which by now has been updated by Asendorpf et al. (2011). Confirming the authors' assumption, the observers' estimations correlated positively with the self-reports of the pictured persons.

In a next step, Boothroyd et al. (2008) asked observers to rate the shown faces regarding their attractiveness. Here, attractiveness was understood as a positive consideration of a person as a possible mate, and thus can be understood as an equivalent of mate value (the higher the mate value, the more likely the recognition as a possible mate). The results received by Boothroyd et al. (2008) are surprising, especially in the light of Asendorpf et al.'s (2011) argumentation in the context of partner-perceived mate value: throughout the different conditions of their investigation and more or less regardless of the temporal perspective of the mating (long- vs. short-term), sociosexually unrestricted women were rated as more attractive, while their male counterparts were perceived as less attractive mates than restricted consensuals.²

To explain the results of their investigation following the idea of the parental investment theory, Boothroyd et al. (2008) understand the lowered popularity of unrestricted men with regard to their impaired suitability as a long-term partner. A convincing explanation for the lacking female short-term interest in promiscuous men has not been presented. The positive correlation between apparent female promiscuity and corresponding attractiveness as a mate is explained via women's outward appearance: physically attractive women possibly could be "having greater sexual opportunities and thus [be] developing a less restricted outlook" (Boothroyd et al., 2008, p. 216).

Besides the general popularity of unrestricted women, the unbowed male interest even in a long-term setting left the authors surprised: in accordance to the understanding of the parental investment theory, "one might expect that males would avoid long-term relationships with females who may be more likely to be unfaithful" (Boothroyd et al., 2008, p. 216). Out of a male long-term perspective, female extra-pair courting endangers the common endeavor of raising an offspring (she could be leaving for another man) or brings alien genes, which from an evolutionary point of view

² In a first study, Boothroyd et al. (2008) examined the relation of facial attractiveness and sociosexuality. The results are coherent to the here presented: facial attraction and ascribed unrestricted sociosexuality correlated significantly in the case of women, whereas male sociosexuality was connected to lowered facial attractiveness ratings. Facial attractiveness can be understood as closely related to the concept of mate value as it is its major criterion (cf. Asendorpf et al., 2011).

are explicitly unwanted, into the core-group. As a potential explanation for the increased popularity of sociosexually less restricted women even in long-term settings, the authors bring up the possibility of observers not connecting unrestricted sociosexuality to infidelity (Boothroyd et al., 2008). Furthermore, the authors name the male advantage of lowered mating effort when courting unrestricted women as a possible explication of their study results.

2.3 Dealing with Contradicting Results

Even in the light of the parental investment theory it still seems possible to create coherence between the at first glance contradicting results of Asendorpf et al. (2011) and Boothroyd et al. (2008). The theoretical contrariness at hand could be dissolved by taking a possible relevance of foci into account. The idea of behavioral facilitation by following sex-specific scripts to explain Asendorpf et al.'s (2011) results focusses on the male as an actor: men who act in a sociosexually unrestricted way follow ancient sex-typical scripts and appear more natural and convincing by that. The diminished mate value of unrestricted – sex-role confirm – men described by Boothroyd and colleagues (2008), which *prima facie* seems surprising could be explained by realizing a shift of focus. It is no longer the acting male, but the pondering female who is in the center of attention. It is her long-term-orientated needs and expectations defining what is desirable: steadiness and reliability. This idea of women preferring less promiscuous men for long-term mating and the idea of men comporting in a more natural and convincing way when following traditional short-term-orientated sex-roles are not in conflict.³

In further addressing the diverging findings of Asendorpf et al. (2011) and Boothroyd et al. (2008), a conceptual difference between the considered studies is important to note. While Asendorpf et al. (2011) drew their findings out of perceptions of persons in direct interaction with the subject whose mate value is assessed, Boothroyd et al. (2008) used data generated by uninvolved observers. This adds to the possibility that the conclusions of the different authors are actually not conflicting. Although contradicting intuition, persons in direct contact and uninvolved observers could be subject to systematically different perceptual influences and therefore rate one and the same person in a different way.

2.4 The Present Research

Given these ambiguities, the study at hand is dedicated to a revisionary examination of the matter. On the foundation of the world largest speed-dating study *Date me for Science* (Wurst & Back, 2016), it assesses whether and how individual sociosexuality and mate value are intertwined. Special attention was paid to on the possibly moderating role of sex, and the multi-perspective

³ Nonetheless, the lacking female short-term interest in promiscuous men remains without explication.

character of the mate value estimate. Due to methodological relatedness, as the data basis results from a speed-dating study as well, hypotheses were tested in accordance to the relevant results of the Berlin Speed-Dating Study (Asendorpf et al., 2011; Back et al., 2011a; Back et al., 2011b) where possible. However, regarding self-perceived mate value, literature offered no interaction-based results of preceding studies. Therefore, hypotheses were postulated following the results of the aforementioned online study preceding the Berlin Speed-Dating Study (Penke et al., 2008a), which had been realized by two of the later authors of the speed-dating investigation. Equally, in the case of rater-perceived mate value, no interactionist investigation was carried out so far. The only existing results come from Boothroyd and colleagues' (2008) online study. The disparate character of data inquiry within the scope of this thesis led to the decision not to follow Boothroyd et al.'s observations in postulating hypotheses. Instead, assumptions were heuristically transferred from the speed-dating results at hand: it was supposed that the heterosexual, opposite-sex rater evaluate participants in a similar way as the participants' dating partners do. Throughout the study, mate value was captured by a multi-perspective approach accounting for its subjective character. To the best knowledge of the author, there has not been a single study exhaustively examining the multiple perspectives on mate value in relation to sociosexuality and sex before. Therefore, in the context of sex this thesis aimed at shedding light on sociosexuality's relation to a) self-perceived mate value, b) dating partner-perceived mate value, and c) rater-perceived mate value.

2.4.1 Hypotheses. Hypotheses were deduced from the results of the related Berlin Speed-Dating Study (Asendorpf et al., 2011; Back et al., 2011a) and a preceding online study (Penke et al., 2008a) as the following: Unrestricted sociosexuality and self-perceived mate value are positively related. This applies for men (Hypothesis 1) as well as for women (Hypothesis 2). While male unrestricted sociosexuality and mate value perceived by the opposite-sex speed-dating partner are positively related (Hypothesis 3), female unrestricted sociosexuality and mate value perceived by the opposite-sex speed-dating partner are not related (Hypothesis 4). Similarly, male unrestricted sociosexuality and rater-perceived mate value are positively related (Hypothesis 5), while female unrestricted sociosexuality and rater-perceived mate value are not related (Hypothesis 6).

3 Method

The projected bachelor's thesis is based on the speed-dating study Date me for Science (Wurst et al., 2016), which examined the staged development of romance.⁴ As one of few investigations, it tried to shed light not only on initial romantic encounters, but also on long-term processes like the

⁴ The codebook of the study is available under <http://osf.io/nwvr3/>.

formation of romantic relationships. As this thesis focused on the early staged evaluation of mate value, the provided data was not used to its full extent. For this reason, in the following only information relevant for this thesis will be brought forward.

3.1 Sample

Four hundred heterosexual, mainly student singles looking for a romantic partner took part in the speed-dating study Date me for Science conducted at the Westfälische Wilhelms-Universität in Münster, Germany. Data was collected within several months in 2015. After three participants had drawn back their data, the final sample consisted of 397 participants (200 female) with age ranging from 18 to 28 years ($M = 22.87$, $SD = 2.62$). Besides having an age between 18 and 28 years, a self-description as mainly heterosexual and the (near-term) acquisition of a university entrance diploma was necessary for participation. As a result of this, basic similarity and affinity of the participants should have been ensured. Recruitment was carried out via online social networks, as well as via local radio and brochure advertisements. Potential participants were also addressed in the academic context. Therefore, university mailing lists and bulletin-board flyers were used, and inviting announcements in lectures were made. There was no further compensation for the participation than the opportunity to meet opposite-sex singles in a mating context.

3.2 Procedure

The phase of data collection comprised 42 speed-dating events. In each of them, seven to ten participants ($M = 9.45$, $SD = 0.83$) were present. Both sexes were represented with five individuals at the maximum. A dating laboratory was prepared at Westfälische Wilhelms-Universität Münster to host the speed-dating events, all taking place at the same time (6 p.m.) and lasting for approximately three hours. The laboratory was arranged in a manner keeping men and women separated except for the one-on-one speed-date itself. Thus, there has been no contact between the sexes apart from specific dating interaction. In advance of the event, all participants completed a pre-event online questionnaire, among others, covering their sex, sociosexual orientation and fundamental personality traits. After finally arriving at the setting and having been separated in cubicles, participants completed a start-of-event questionnaire concerning their current self-perceived mate value. Thereupon, the speed-dating procedure began. Each speed-date lasted three minutes, and there was no one in the dating room except a mixed-sex dating-couple. The other participants waited in their cubicles for their first or next date. For later rater-based evaluation, all speed-dates were videotaped with a proper perspective focusing on each dating partner. Right after each speed-date, the participants were handed a post-date questionnaire inter alia referring to the perceived mate value of the recent dating partner. The questionnaire was to be filled out while seated in the cubicles. After all speed-dates had taken place, the participants were solicited to complete an end-of-event

questionnaire. As its start-of-event counterpart, this final questionnaire dealt with the participants' current self-perceived mate value. Apart from that, individual body and portrait photographs were taken before participants left. In the aftermath of the speed-dates, these photographs were assessed by 10 raters with regard to physical attractiveness, while the collected video material was evaluated by four raters regarding the participants' mate value. The raters belonged to the opposite sex than the contemplated person and defined themselves as heterosexual.

3.3 Measures

In the following, all relevant measures are presented. For a complete overview of the measures contained in the Date me for Science Study, its codebook is available online (<http://osf.io/nwvr3/>).

3.3.1 Sex. Participants were asked to indicate their sex in a forced-choice design. Male or female sex could be selected (1 = *female* and 2 = *male*).

3.3.2 Sociosexual orientation. Self-perceived sociosexuality was measured using the revised *Sociosexual Orientation Inventory* (SOI-R; Penke et al., 2008a). This tool obtains information regarding past sociosexual behavior, current sociosexual attitudes, and sociosexual desire.⁵ It contains three items for each facet of sociosexuality, leading to nine corresponding items in total. Each item is rated on a 9-point scale, whereas the poles have different meanings depending on the covered facet. In case of the behavioral facet, past sociosexual behavior (e.g., "With how many different partners have you had sex within the past 12 months?") is counted (1 = 0 to 9 = 20 or more), while regarding the attitudinal facet, agreement to different statements (e.g., "Sex without love is OK") is indicated (1 = *strongly disagree* to 9 = *strongly agree*). Sociosexual desire is covered by asking for the frequency of sociosexual fantasies and arousal (e.g., "In everyday life, how often do you have spontaneous fantasies about having sex with someone you have just met?"; 1 = *never* to 9 = *at least once a day*). To receive individual sociosexuality scores, mean values regarding the nine questions contained by the SOI-R were calculated.

3.3.3 Self-perceived mate value. Participants were asked to indicate their current mate value ("Right now, I feel I am a desirable dating partner") on a 7-point scale ranging from 1 = *do not agree at all* to 7 = *agree completely*. As participants evaluated their current mate value both in advance of and after the speed-date event, the two scores were merged into an averaged state of self-perceived mate value during data analysis: rather than as an outlasting trait, mate value was understood as an experience-dependent state at this point (Buss et al., 2017; Kavanagh, Robins, & Ellis, 2010; Penke & Denissen, 2008b; Penke, Todd, Lenton, & Fasolo, 2007).

⁵ The different facets of sociosexuality are of no further relevance for this study as the construct is observed in as a whole. Nevertheless, and for the sake of accuracy, the SOI-R is described in its facet-based structure at this point.

3.3.4 Partner-perceived mate value. Each participant rated every one of his or her dating partners regarding the encountered person's mate value ("Most people of my sex would say that this person is a desirable partner for a long-term committed romantic relationship"; "Most people of my sex would say that this person is a desirable partner for a short-term sexual affair or a one-night stand"; "This person is successful with the opposite sex"). Again, a 7-point scale ranging from 1 = *do not agree at all* to 7 = *agree completely* was employed. As every individual got together with up to five dating partners, he or she received as many mate value ratings. These ratings were aggregated and transformed into a single participant-specific partner consensus rating. For this purpose, items were aggregated across dating-partners, and in a second step, the three items were merged by calculating a mean score.

3.3.5 Rater-perceived mate value. Along with three other statements concerning the mate value of the contemplated participant, the collected video material was evaluated by a group of raters ("Most people of my sex would say that this person is a desirable dating partner"; "Most people of my sex would say that this person is a desirable partner for a long-term committed romantic relationship"; „Most people of my sex would say that this person is a desirable partner for a short-term sexual affair or a one-night stand"). A 7-point scale ranging from 1 = *not at all* to 7 = *absolutely* was used for the rating. The resulting 12 ratings per participant (four raters with three evaluations per capita) were condensed into a single observer consensus rating. The observer consensus rating was determined by first averaging every item across raters and then calculating a mean score across items.

3.3.6 Third variables. As physical attractiveness is a major component of mate value, during this thesis' data analysis it has been controlled for it to prevent spurious correlations of sociosexuality – whose behavioral facet has been linked to heightened physical attractiveness (Weeden & Sabini, 2007) – and mate value. To rule out further potential confounding influences, it has been controlled for the Big Five personality traits.

Physical attractiveness was captured using photographs of the participants: for rating bodily attractiveness, photographs of the body were used, while portrait photographs allowed facial attractiveness ratings. In both cases, a 7-point scale ranging from 1 = *not attractive at all* to 7 = *very attractive* was applied. To condense the ratings into a characteristic number of overall physical attractiveness, the items regarding facial and bodily attractiveness were averaged across raters before a common mean score was calculated. To control for potential influences of fundamental personality traits, the *Big Five Inventory-SOEP* (BFI-S; Gerlitz & Schupp, 2005) was used. With its help, brief self-descriptions regarding each participant's basic personality structure (e.g., "I am someone who does a thorough job"; "I am someone who is talkative") were retrieved. In doing so, four of the Big Five personality traits were covered by three items, to all of which a 7-point scale ranging from 1 =

do not agree at all to *7 = agree completely* was applied. The dimension of agreeableness was covered with additional two items to ensure the previously lacking validity of the measurement. All items belonging to a dimension were aggregated by calculating averages.

3.4 Data analysis

Data analysis was conducted using the *RStudio* interface (RStudio Team, 2016) of the statistical software *R* (R Development Core Team, 2018). After calculating descriptive data and correlations, regression analyses were run to test potential influences of sex and sociosexual orientation on the different facets of mate value. To rule out other possible influences, it has been controlled for the Big Five personality traits and physical attractiveness. Hierarchical linear models were carried out: First, only sociosexual orientation was used to predict the different facets of mate value. Then, for the sake of statistical control, physical attractiveness and, in a next step, Big Five personality traits were involved in the predictions. As the postulated hypotheses were sex-specific, in all performed calculations men and women were observed apart.

4 Results

4.1 Descriptive Statistics and Preliminary Analyses

Statistical descriptions of the participants' Big Five personality traits, physical attractiveness, sociosexuality and the different facets of mate value can be drawn from Table 1. All calculated measures of reliability were of acceptable character (see Table 1). Due to their great number, underlying intraclass correlation coefficients have not been depicted. They ranged from moderate (.71) to excellent reliability (.90) and thus can be evaluated as satisfactory (Koo & Li, 2016). Furthermore, Table 1 depicts the intercorrelations of the relevant variables including the participants' sex. Unrestricted sociosexuality correlated significantly positively with male sex, and likewise with self-perceived and rater-perceived mate value. Correlations of sociosexuality with partner-perceived mate value or with physical attractiveness could not be identified. Sex did neither correlate with self-perceived nor with rater-perceived mate value. Nevertheless, male sex correlated significantly negatively with partner-perceived mate value. Besides, as the three facets of mate value, unrestricted sociosexuality correlated significantly with several Big Five personality traits (see Table 1). In addition, positive correlations of the mate value facets and physical attractiveness were detected. These findings confirm the reasonable character of controlling for personality traits and physical attractiveness during regression analyses.

Table 1

Means, standard deviations, reliabilities, and intercorrelations of relevant variables

Variable	<i>M</i>	<i>SD</i>	α	ICC	<i>r</i>	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
(1) Sex	–	–	–	–	–	-.27***	-.06	.30***	-.19***	-.13*	-.24***	.31***	.05	-.28***	.01
(2) Extraversion	4.86	1.24	.84	–	–	–	.22***	.14**	-.24***	.14**	.28***	.11*	.30***	.30***	.29***
(3) Openness	4.91	1.08	.55	–	–	–	–	.04	-.05	.23***	.05	.08	.15**	.00	.03
(4) Conscientiousness	5.17	0.95	.61	–	–	–	–	–	.05	.07	.17***	-.27***	.08	.21***	.10
(5) Neuroticism	3.92	1.22	.71	–	–	–	–	–	–	-.14**	-.04	-.21***	-.31***	-.09	-.11*
(6) Agreeableness	5.12	0.85	.62	–	–	–	–	–	–	–	.03	-.13*	.12*	.02	.03
(7) Attractiveness	3.23	0.85	–	.91 ^b	–	–	–	–	–	–	–	.07	.17***	.66***	.70***
(8) Sociosexuality	4.49	1.79	.85	–	–	–	–	–	–	–	–	–	.11*	.07	.11*
(9) Mate Value (self-perceived)	4.71	1.02	–	–	.58	–	–	–	–	–	–	–	–	.19***	.22***
(10) Mate Value (partner-perceived)	3.88	1.13	–	.82 ^a	–	–	–	–	–	–	–	–	–	–	.69***
(11) Mate Value (rater-perceived)	4.02	1.08	–	.88 ^b	–	–	–	–	–	–	–	–	–	–	–

Note. N = 397. α = Cronbach's alpha. *r* = Pearson's *r*.

* $p < .05$. ** $p < .01$. *** $p < .001$. ^a ICC1k. ^b = ICC3k.

4.2 Main Analyses

In order to test the postulated hypotheses, hierarchical regression analyses were conducted. In case of each linear model, the testing of the underlying statistical assumptions revealed no irregularities. Exemplary depictions of the normal distributions of errors can be found in the Appendix (see Figure A1). Due to their multiplicity, not all received results are presented. As visible Figure A2 in Appendix A, non-linearity and heteroscedasticity can be ruled out. Further, errors seem to be independent and multicollinearity not at hand (see Table A1).

To examine the relation of sociosexuality and the different facets of mate value, sex-specific hierarchical models were run. In a first step, only the predictive power of sociosexuality on a specific facet of mate value was observed. In step two, it has been controlled for physical attractiveness, while in step three the Big Five personality traits extended the control. This procedure was carried out for men and women separately: in both cases three sets of hierarchical models – each containing a simple linear and two multiple linear models – were calculated, leading to a total of 18 linear models (see Table 2 and 3). To ensure comparability, variables have been standardized before implementing them into the linear models. For the sake of conciseness, only the models estimating the predictive power of sociosexuality on mate value while controlling for physical attractiveness and the Big Five personality traits will be presented in the following (see Table 2 and 3). Results of the earlier steps of hierarchical regressions are depicted in Appendix B (see Table B1 and B2).

Regarding self-perceived mate value, no predictive value of sociosexuality could be determined. This applies for women as well as for men. Only extraversion and neuroticism contributed to the prediction of self-perceived mate value in females. Concerning male self-perceived mate value, besides physical attractiveness, the personality traits extraversion, openness and neuroticism contributed to the prediction.

In terms of partner-perceived mate value, a predictive value of unrestricted sociosexuality could only be identified in the female subsample. Physical attractiveness was recognized as a second predictive factor of female partner-perceived mate value. Similarly, physical attractiveness contributed to the prediction of male partner-perceived mate value, and likewise did conscientiousness.

Sociosexuality did not contribute to the prediction of rater-perceived mate value. Female rater-perceived mate value was exclusively predicted by physical attractiveness and extraversion. In the same way, physical attractiveness and extraversion were the only dimensions contributing to the explanation of male rater-perceived mate value.

Table 2

Multiple regression models with the different facets of female mate value as criteria, and sociosexuality, attractiveness, and the Big Five personality traits as predictors

Predictor	Criterion					
	Female self-perceived mate value					
	β	$t(189)$	p	R^2	$F(7, 189)$	p
Sociosexuality	-.01	-0.10	.923			
Attractiveness	.02	0.21	.832			
Extraversion	.28	3.48	< .001***			
Openness	-.01	-0.19	.853	.12	4.85	< .001***
Conscientiousness	.03	0.38	.707			
Neuroticism	-.23	-3.35	< .001***			
Agreeableness	.05	0.73	.466			
	Female partner-perceived mate value					
	β	$t(187)$	p	R^2	$F(7, 187)$	p
Sociosexuality	.13	2.42	.02*			
Attractiveness	.63	12.62	< .001***			
Extraversion	.08	1.45	.149			
Openness	-.09	-1.75	.081	.49	27.44	< .001***
Conscientiousness	.00	-0.01	.989			
Neuroticism	-.05	-1.08	.281			
Agreeableness	-.00	-0.09	.932			
	Female rater-perceived mate value					
	β	$t(189)$	p	R^2	$F(7, 189)$	p
Sociosexuality	.06	1.13	.261			
Attractiveness	.86	15.86	< .001***			
Extraversion	.16	2.72	.007**			
Openness	.01	0.19	.846	.60	42.42	< .001***
Conscientiousness	-.03	0.50	.616			
Neuroticism	-.02	-0.33	.742			
Agreeableness	-.06	-1.13	.260			

Note. β = Beta weights; t = t -value; R^2 = R-squared; F = F -Statistics.

$p < .05^*$. $p < .01^{**}$. $p < .001^{***}$.

Table 3

Multiple regression models with the different facets of male mate value as criteria, and sociosexuality, attractiveness, and the Big Five personality traits as predictors

Predictor	Criterion					
	Male self-perceived mate value					
	β	$t(185)$	p	R^2	$F(7, 185)$	p
Sociosexuality	-.01	-0.11	.914			
Attractiveness	.21	3.11	.002**			
Extraversion	.17	2.44	.016*			
Openness	.15	2.39	.018*	.21	8.23	< .001***
Conscientiousness	.09	1.37	.174			
Neuroticism	-.16	-2.25	.025*			
Agreeableness	.06	0.89	.377			
	Male partner-perceived mate value					
	β	$t(184)$	p	R^2	$F(7, 184)$	p
Sociosexuality	.02	0.33	.740			
Attractiveness	.54	8.50	< .001***			
Extraversion	.10	1.50	.137			
Openness	-.04	-0.61	.541	.36	16.37	< .001***
Conscientiousness	.14	2.16	.032*			
Neuroticism	-.09	-1.26	.210			
Agreeableness	-.03	-0.41	.680			
	Male rater-perceived mate value					
	β	$t(185)$	p	R^2	$F(7, 185)$	p
Sociosexuality	-.07	-1.32	.188			
Attractiveness	.58	11.75	< .001***			
Extraversion	.17	3.32	.001**			
Openness	-.05	-1.11	.268	.49	27.70	< .001***
Conscientiousness	-.01	0.23	.815			
Neuroticism	-.02	-0.36	.720			
Agreeableness	.08	1.55	.124			

Note. β = Beta weights; t = t -value; R^2 = R-squared; F = F -Statistics.

$p < .05^*$. $p < .01^{**}$. $p < .001^{***}$.

5 Discussion

This bachelor's thesis examined the sex-specific relation of sociosexuality and mate value. In order to capture the concept of mate value in its width, a multi-perspective approach was applied: it was differentiated between self-, partner- and rater-perceived mate value. Hypotheses were tested on the basis of the Date me for Science Study. It was postulated that both unrestricted male and female sociosexuality would positively correlate with self-perceived mate value, while only unrestricted male sociosexuality would positively correlate with partner- and rater-perceived mate value. In both cases, missing relations with female sociosexuality were hypothesized. The results of this study contradict five of the six hypotheses postulated. Only the non-existent relation of female rater-perceived mate value and sociosexuality is in line with the theoretical presumptions.

5.1 The Interplay of Sociosexuality, Mate Value, and Sex

Preceding studies found positive relations of unrestricted male sociosexuality and male self-perceived mate value (Gomula et al., 2014; Penke et al., 2008a). In contradiction to these results and Hypothesis 1, no relation of male sociosexuality and male self-perceived mate value could be identified within this study. Likewise, Hypothesis 2 had to be rejected, as female self-perceived mate value was found to be unrelated with female sociosexuality. Indeed, Gomula et al. (2014) neither found a similar relation within their study, but due to higher methodological closeness, Penke et al.'s (2008a) positive results were chosen for hypothetical deduction. A conceivable reason for these diverging outcomes could be found in the divergent design of this study in comparison to the preceding online investigations (Gomula et al., 2014; Penke et al., 2008a). Due to a potential gaming and, hereby, less serious character, it is possible that online self-description in terms of one's own mate value is carried out more light-mindedly than real life self-classification with pen and paper. In online studies it could be more likely that individual sociosexual desires sugarcoat the reality of one's factual mate value; as the context of a real dating-situation is missing, the absent threat of being unmasked as less desirable could be reducing the urge to self-evaluate in a more realistic way. Besides, it appears to be easier to perceive oneself in a more grandiose and valuable way sitting alone in front of one's computer, than after having been confronted with a group of competing and possibly more desirable consensuals.

In the Berlin Speed-Dating Study, unrestricted male sociosexuality was found to be positively related with partner-perceived mate value, while female sociosexuality lacked a relation to such an evaluation (Asendorpf et al., 2011). In the study at hand, reversed results were received: within the data, no relation of male sociosexual orientation and partner-perceived mate value could be found. Nevertheless, unrestricted female sociosexuality was linked with heightened partner-perceived mate value.

Asendorpf and colleagues' (2011) idea of increased male sociosexuality attracting women by signaling heightened mating skills is not confirmed by this study's findings. Neither could Back et al.'s (2011a) explanation of sociosexually unrestricted men benefiting behavioral facilitation due to a facilitated enactment of sex-specific behavioral roles be approved. A potential explanation is that women are unable to detect male sociosexuality in the brief dating-context. Given Boothroyd et al.'s (2008) findings and this study's confirmation that men are able to recognize female sociosexual orientation as described in the following, this explication is not very convincing. It seems more likely that women simply do not feel extraordinarily attracted by sociosexually unrestricted men. Parental investment theory would even predict women to avoid mating with promiscuous men as they are less reliable long-term partners. The received result of female indifference towards increased male sociosexuality can be explained in accordance with parental investment theory if noted that the applied construct of partner-perceived mate value covered long-term and short-term mate value alike. Coherent with parental investment theory, Asendorpf et al. (2011) describe women overcoming dependence of male investment in case of favorable living conditions. In carefree environments like the to date western world, they could "forgo relationship exclusivity for mating opportunities with those men with the best indicators of genetic quality" (p. 1115). Genetic quality is indicated especially by facial beauty (Johnston, 2006; Rhodes, Proffitt, Grady, & Sumich, 1998; Thornhill & Gangestad, 1993), which in turn has been linked to less restricted sociosexual orientations (Thornhill & Gangestad, 1994; Simpson, Gangestad, Christensen, & Leck, 1999). Assuming that, it could be possible that contrary influences regarding partner-perceived long- and short-term mate value have leveled and resulted in the absent relation of male sociosexuality and mate value perceived by the dating-partner. The missing distinction of long- and short-term interest within this study may have paved the way for such a misconception.

Another explanation of the female disregard of unrestricted male sociosexual orientation could be based on the sex-specific imbalance of sociosexual orientation. As shown above, unrestricted sociosexuality was positively related to male sex within this study's data (see also Lippa, 2009). Being regularly confronted with men being more promiscuous than themselves, women could be dulled towards the sociosexual personality trait. Thus, picturing the sexes as entities, a ceiling effect could be in effect: on average, men could appear of such heightened promiscuity to women compared to their own, so that for females a distinction in terms of a potential partner's sociosexuality becomes futile.

Regarding the methodological closeness of the Date me for Science Study and the Berlin Speed-Dating Study, the diverging results in terms of male sociosexuality and partner-perceived mate value are surprising. An explanation could be approached referring to the number of people

participating in the different events of each study: the average attendance figure in Berlin was more than double compared to Date me for Science Study (cf. Asendorpf et al., 2011). While men in Münster met at maximum five, men in Berlin met up to 13 women. As there were plenty of attempts to acquire a woman's favor, men participating in such a large speed-dating event could have felt less pressured to ideally present themselves in every single date. This could have resulted in the facilitating state Back et al. (2011a) described. Sociosexually unrestricted men in Berlin could actually have enjoyed "an easier time acting and deciding in a mating context" (Back et al., 2011a, p. 985), while this behavioral facilitation could have been unattainable for unrestricted men participating in the smaller events.

Apart from that, an explanation of the findings could come from the difference of average age in the considered samples: participants in Berlin were about 10 years older compared to the participants in Münster (cf. Asendorpf et al., 2011). In the context of the Berlin Speed-Dating Study, Asendorpf et al. (2011) found that women's popularity decreased with age. As described above, female mate value seems to be based on physical appearance. As beauty fades with years passing, female popularity decreases too. This shrinkage of desirability – currency on the partner market – leads to a decline of female choosiness regarding potential partners (Asendorpf et al., 2011). Possibly, this change of expectations causes a shift in the relevant attributes of a potential mate. While younger women could be focusing on core attributes like physical attractiveness, status, faithfulness and intelligence, non-committal sexuality could gain more importance to mature women. Aging women losing mate value could be looking for alternative sources of attractiveness like a heightened willingness to engage in uncommitted sexual intercourse – by that, men showing sexual interest could become more valuable partners to them, as they are interested in exchanging the adapted mating currency and not solely consider aspects of physical appearance.⁶

In accordance to Back and colleagues (2011a), promiscuity in contrast to agreeableness could not be a driving force of sex-typical female behavior. However, despite its diminished typicality, according to the received results it seems to be a factor of female desirability. This finding could possibly be explained by altering an argument brought forward by Boothroyd et al. (2008). In regard to increased rater-perceived mate value of sociosexually unrestricted women, the authors bring in the idea of unrestricted women cultivating less restricted outlooks. It is thinkable that a more promiscuous style and dress emphasize the core factors of mate value – physical attractiveness – and by that lead to increased partner-perceived mate values of unrestricted women. Moreover, Asendorpf and

⁶ Possibly, sexuality becomes more relevant for older women as a mate value factor for its own sake. They maybe plainly enjoy it in a more uncoerced way. This is supported by the probability growing with age to yet have fulfilled one's reproduction goals – by that sexuality could detach from evolutionary-biological logics to a simple interest in pleasure.

colleagues' (2011) idea of unrestricted sociosexuality signaling heightened mating experience and skills could be transferred from men to women. Possibly, men conceive women as more valuable partners if they suspect them to be experienced lovers.

As in the case of male partner-perceived mate value, the different mean ages of the regarded samples should be considered in the examination of female partner-perceived mate value. Unrestricted social orientations seem to be relatively scarce among young women, what could increase their mate value to men, who are on average more interested in an uncommitted sexuality. Another possible explanation of the findings referring to age could rest on the hypothetical assumption that younger men focus less on long-term relevant attributes like fidelity than older men. Instead, they could be more interested in sexual adventures, offered particularly by sociosexually unrestricted women. Here again, a differentiated look on the temporal perspective seems to be fruitful. Beyond that, as before, eye could be laid on the average group size of both studies. Knowing that men could only meet up to five women in Münster's study, it is plausible that in these contexts it was less likely to meet sociosexually unrestricted female dating-partners than in Berlin's events. Thus, the detected increased partner-perceived mate value of women could be interpreted in the light of the trade-theoretical idea of scarcity raising the value of a good.⁷

For reasons of methodological closeness hypotheses concerning rater-perceived mate value were derived from the partner-based results of the Berlin Speed-Dating Study instead of Boothroyd and colleagues' (2008) online study. In contrast to both studies, which came to polarized results, no relation of male sociosexual orientation and rater-perceived mate value could be identified within this study. By contrast, Hypotheses 6 was preliminary accepted. As presumed, female sociosexuality was found to be unrelated to rater-perceived mate value.

The rejection of the presumption of unrestricted male sociosexuality and rater-perceived mate value being positively related could be explained in reference to a difference of perceiver perspectives. The denied postulation was based on impressions of dating-partners in direct interaction with the assessed individual, whereas the analyzed data pictured the impression of passive thirds. As Asendorpf et al. (2011), found a positive relation of interaction-based mate value perception and unrestricted male sociosexuality, a divergence of the relevance of sociosexual orientation depending on the degree of integration into interaction is thinkable. However, the findings of this study regarding female disinterest in male sociosexuality question this idea's likeliness. Reassurance comes from this

⁷ It is true that the proportion of unrestricted women was alike in both studies. Nonetheless, in the smaller events it was much less likely to meet an unrestricted woman at all. In consequence, this scarcity could have emphasized the generally diminished proportion of sociosexually unrestricted women compared to men, and by that increased their value on the partner-market.

study's observation that men seem to be attracted by female unrestricted sociosexuality. This indicates that a perception of sociosexual orientation and a corresponding alignment of evaluation is generally possible. The findings of this study point to women being simply not especially attracted by male promiscuity.

5.2 Theoretical and Practical Implications

The results of the study are in conflict with the descriptions of anterior studies. Independent from their format, being either online or speed-dating-based, accordance was unachieved. Just the finding regarding the relation of female sociosexuality and rater-perceived mate value – which only had been inferred from earlier interaction-based observations – was in line with the existing literature. As the study at hand rests upon the up to now largest speed-dating observation, earlier findings should be reviewed in the light of its results: It is possible that the role of male mate value regarding the multi-perspective perception of mate value has been overrated so far. Since there is consensus that male sociosexuality is much less restricted than female (e.g., Penke et al., 2008a; Lippa, 2009), it can be argued that the acquaintance's promiscuity is of no real significance for females looking for a mate due to lacking distinctive power. Moreover, female unrestricted sociosexuality could be indicating special mate value to men, who generally seem more short-term orientated.

The practical implications of this study are reinforcing the current advertising strategies. As loosened female sexuality seems to link with male attraction, a framing of products with seductive femininity potentially promotes sales – at least in case of male customers.⁸ Attempts to sell products using male promiscuity appear to offer little promise by contrast. Apart from merchandising, this study's results could play a role for females looking to attract mates: the accentuation of one's sexual candor could help to attract more as well as more valuable partners. However, it is unclear whether this advice is only helpful for short-term orientated women and useless for women looking for a steady partner.

5.3 Limitations and Future Directions

As mentioned above, provided that a detailed distinction in terms of long- and short-term mating interest has not been included in this study, its explanatory power is limited. The absence of nearly all of the considered relations could be due to equating contrary temporal influences. Thus, future investigations in the context of sociosexuality should distinguish between long- and short-term mating interests.

Further, it may be advisable for further investigation to mind a possibly influencing role of flirting behavior. The encountered positive relation of unrestricted female sociosexuality and partner-

⁸ Aspirations of gender-equality are left out of sight at this point.

perceived mate value could be explained by pointing to possibly increased female flirting. In this context, Penke et al. (2008a) for instance could show that unrestricted sociosexual behavior was related to the flirting rate of females. Assuming this, the detected positive relation of unrestricted female sociosexual orientation and partner-perceived mate value could be a product of increased female flirting attracting men, instead of two constructs being directly linked.

In addition, the artificially constructed dating context could have influenced the expression of sociosexuality and the perception of mate value. The actual date setting had admittedly been arranged in a quite comfortable way, but still it was far from a realistic dating context's character. Above that, it surely was difficult for the participants to blank out the – potentially competing – group character of the event. Here, one could argue that competition is a typical part of courting. It generally surely is, but for certain not in such condensed form. Further, it has to be kept in mind that participants knew that they were filmed in an intimate situation like a romantic date. All this leads to the idea to carry future investigations into more authentic and private dating contexts. Perhaps, future dates can be situated in a real-life setting like a bar. In doing so, investigational effort and costs surely would augment, and the brief character of a speed-date presumably would be left behind for practical reasons. Nonetheless, as there is very little research about face-to-face dating, and the existing sex-specific results regarding the relation of sociosexuality and mate value are contradictory, these inconveniences seem to be worthwhile.

Beyond that, Asendorpf et al.'s (2011) approach to examine sociosexuality and its intertwining on the basis of a broad sample in terms of participants' age seems advisable. As shown above, uncertainties arise when examining a certain age specific sample while being interested in the general relation of sociosexuality and mate value. Unfortunately, Asendorpf et al. (2011) missed to conduct a detailed age-specific analysis to find out about lifetime related relations.

It is important to note that the results of this study are primarily relevant for the brief and non-daily context of dating. If interested in the wider parts of the mating process, a long-term observation is necessary. Fortunately, the Date me for Science Study provides all the necessary data for according investigations.

Finally, in future investigations, it seems to be of interest to have a closer look on cue utilization processes in the sense of Brunswik's lens model (1952). Since Boothroyd et al. (2008) solely have proposed some specific cues in the context of portrait-based online evaluation, it could be asked which cues men, who have been shown to feel attracted by unrestricted sociosexuality, use to detect sociosexual orientation in real-life situations.

5.4 Conclusion

This study examined the relation of sociosexuality and mate value. Special regard was paid to the role of sex and the capture of mate value in its multi-perspective width: self-, partner-, and rater-perceived mate value have been distinguished in their sex-specific relation to sociosexuality. The findings of this study contradict major parts of the existing literature. Except for the confirmed absence of a relation of female sociosexual orientation and rater-perceived mate value, all deducted presumptions had to be rejected. The only relation found consisted in the positive linkage of unrestricted female sociosexuality and partner-perceived mate value. This study added to the current research by scrutinizing previous results. It brought up the question whether the general significance of sociosexuality in dating situations has so far been overrated. A reevaluation of the sex-specific significance of sociosexuality in regard to mate value-perception is suggested. As this study was based on a speed-dating design, its results primarily concern dating. Inferences cannot directly be made regarding the development of romantic relations and long-term mating. As content-related ambiguity impeded the interpretation of results at some points of this investigation, future studies interested in the topic should consider a clearer differentiation of short- and long-term mate value.

The received results at hand, it seems that current interpersonal heterosexual attraction left the images of desirability introduced above behind – regarding most facets of mate value perception, Giacomo Casanova and Emilia Galotti appear to be outdated figures.

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7 Appendices

Appendix A

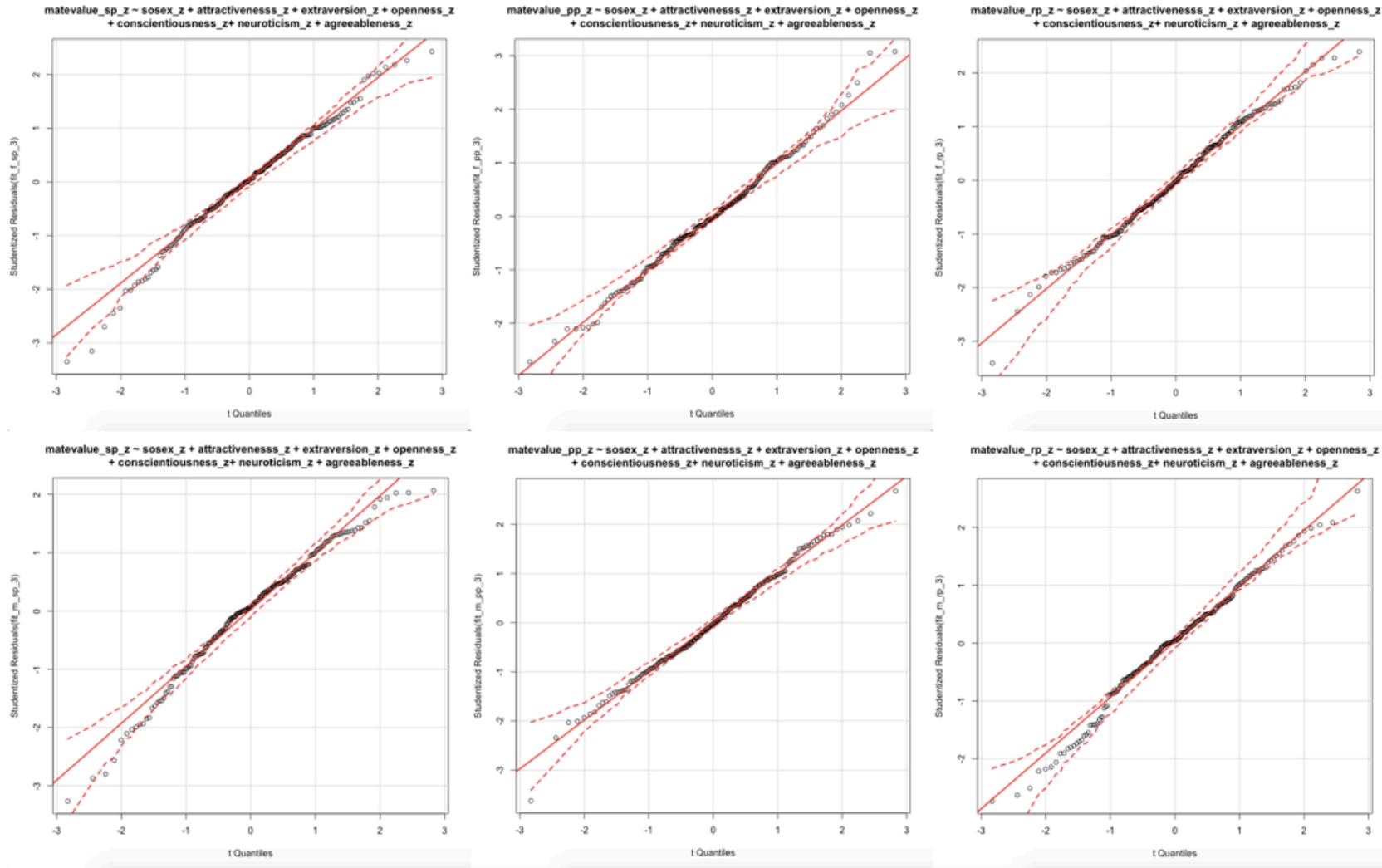


Figure A1. Q-Q plots for the distribution of residuals. Similarity of the specified points indicates normal distribution of residuals. Only the hierarchically highest linear models relating to each facet of mate value are referred to. Figures above refer to females, figures below to males.

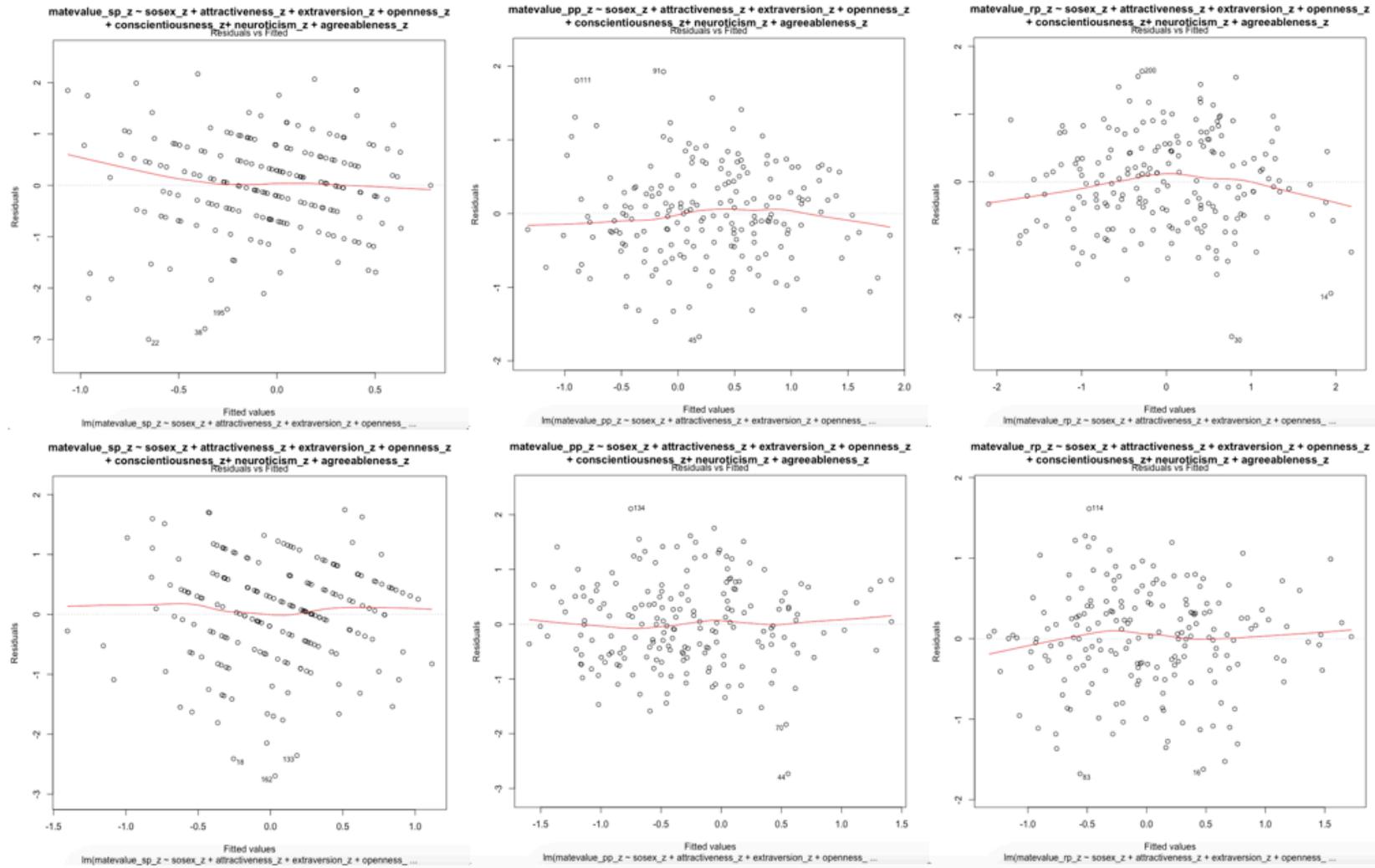


Figure A2. Scatter plots in order to survey linearity and homoscedasticity. Ordinate is displaying residuals, abscissa fitted values. Only the hierarchically highest linear models relating to each facet of mate value are referred to. Figures above refer to females, figures below to males.

Table A1

Results of the Durbin-Watson test and Variance Inflation Factors (VIF) for all conducted regression models

Criterion	Predictors								
	Sociosexuality			Sociosexuality Attractiveness			Sociosexuality Attractiveness Extraversion Openness Conscientiousness Neuroticism Agreeableness		
	<i>D-W</i>	<i>p</i>	<i>VIF</i>	<i>D-W</i>	<i>p</i>	<i>VIF</i>	<i>D-W</i>	<i>p</i>	<i>VIF</i>
Female self-perceived mate value	2.05	.690	–	2.08	.582	1.00	2.10	.508	1.13
Female partner-perceived mate value	1.77	.126	–	1.91	.502	1.00	1.93	.642	1.13
Female rater-perceived mate value	1.77	.100	–	2.19	.150	1.00	2.23	.102	1.13
Male self-perceived mate value	1.80	.160	–	1.91	.542	1.07	1.90	.514	1.18
Male partner-perceived mate value	1.89	.406	–	1.91	.518	1.07	1.92	.508	1.18
Male rater-perceived mate value	1.78	.110	–	1.65	.022	1.07	1.75	.082	1.18

Note. *D-W* stands for Durbin Watson statistics, *VIF* for variance inflation factors. *D-W* should not differ gravely from 2 (Maddala, & Lahiri, 1992). If *VIF* remarkably exceeds 1, multicollinearity may be at hand (Myers, & Myers, 1990).

Appendix B

Table B1

Multiple regression models with the different facets of female mate value as criteria, and sociosexuality and attractiveness as predictors, respectively

Predictor	Criterion					
	Female self-perceived mate value					
	β	$t(198)$	p	R^2	$F(1, 198)$	p
Sociosexuality	.08	1.08	.283	.00	1.16	.283
	β	$t(194)$	p	R^2	$F(2, 194)$	p
Sociosexuality	.06	0.73	.466	.00	0.72	.489
Attractiveness	.07	0.91	.364			
	Female partner-perceived mate value					
	β	$t(196)$	p	R^2	$F(1, 196)$	p
Sociosexuality	.17	2.45	.015*	.02	5.99	.015*
	β	$t(192)$	p	R^2	$F(2, 192)$	p
Sociosexuality	.15	2.92	.004**	.48	92.11	< .001***
Attractiveness	.64	13.11	< .001***			
	Female rater-perceived mate value					
	β	$t(196)$	p	R^2	$F(1, 196)$	p
Sociosexuality	.13	1.57	.119	.01	2.45	.119
	β	$t(194)$	p	R^2	$F(2, 194)$	p
Sociosexuality	.08	1.55	.123	.59	141.1	< .001***
Attractiveness	.89	16.62	< .001***			

Note. β = Beta weights; t = t -value; R^2 = R-squared; F = F -Statistics.

$p < .05^*$. $p < .01^{**}$. $p < .001^{***}$.

Table B2

Multiple regression models with the different facets of male mate value as criteria, and sociosexuality and attractiveness as predictors, respectively

Predictor	Criterion					
	Male self-perceived mate value					
	β	$t(195)$	p	R^2	$F(1, 195)$	p
Sociosexuality	.14	1.82	.070	.01	3.33	.070
	β	$t(190)$	p	R^2	$F(2, 190)$	p
Sociosexuality	.06	0.80	.430	.09	10.21	< .001***
Attractiveness	.29	4.10	< .001***			
	Male partner-perceived mate value					
	β	$t(194)$	p	R^2	$F(1, 194)$	p
Sociosexuality	.19	2.48	.014*	.03	6.13	.014*
	β	$t(189)$	p	R^2	$F(2, 189)$	p
Sociosexuality	.04	0.61	.543	.34	50.06	< .001***
Attractiveness	.59	9.50	< .001***			
	Male rater-perceived mate value					
	β	$t(193)$	p	R^2	$F(1, 193)$	p
Sociosexuality	.11	1.71	.089	.01	2.92	.089
	β	$t(190)$	p	R^2	$F(2, 190)$	p
Sociosexuality	-.05	-0.95	.342	.46	82.79	< .001***
Attractiveness	.62	12.64	< .001***			

Note. β = Beta weights; t = t -value; R^2 = R-squared; F = F -Statistics.

$p < .05^*$. $p < .01^{**}$. $p < .001^{***}$.

Plagiatserklärung des Studierenden

Hiermit versichere ich, Daniel Freese, dass die vorliegende Arbeit über das Verhältnis von Soziosexualität, Partnerwert und Geschlecht (Titel: „Promiscuous and Desired? The Interplay of Sociosexuality, Mate Value, and Sex“) selbstständig verfasst worden ist, dass keine anderen Quellen und Hilfsmittel als die angegebenen benutzt worden sind und dass die Stellen der Arbeit, die anderen Werken – auch elektronischen Medien – dem Wortlaut oder Sinn nach entnommen wurden, auf jeden Fall unter Angabe der Quelle als Entlehnung kenntlich gemacht worden sind.

_____ (Datum, Unterschrift)

Ich erkläre mich mit einem Abgleich der Arbeit mit anderen Texten zwecks Auffindung von Übereinstimmungen sowie mit einer zu diesem Zweck vorzunehmenden Speicherung der Arbeit in eine Datenbank einverstanden.

_____ (Datum, Unterschrift)