

# ПСИХОЛОГИЧЕСКИЕ НАУКИ

## FACTORS OF ATTRACTION

*Verbina G.G.*

*Вербина Г.Г.*

*Dr. of Psychology*

*Department of Social and Clinical Psychology Professor*

*I.N. UlyanovChiuvash State University*

### ABSTRACT

The problem is relevant because modern psychology lacks purposeful and consistent research of visible signs giving a comprehensive vision of results obtained in the wake of different approaches.

The aim of this article is to consider the phenomenon of attraction explaining different points of view of its local and foreign researchers. Knowing attraction rules and techniques is one of the most important preconditions of successful interpersonal communications in professional environment as well. The leading approach to this problem is the visual personal impression using visual and semiotic information to build the image of the self for visual self-presentation. The materials provided in the article may be useful for psychological research of the triad “appearance – personality – image” as well as psychological aspects of individual image building which is very important for imageology, advertising psychology and professional applications.

**Keywords:** attraction, visual self-representation, visual self-presentation, physical attractiveness, ability to attract.

### Introduction

The term attraction appeared was introduced to scientific psychology in 50's–60's of the XX century by many studies. The problem was dealt with by outstanding foreign and Russian scientists. Many of them studied attraction-originating factors, specifically, D. Byrne, G. Clore, E. Aronson, R. Johns, W. Griffitt, R. Candel, T. Newcomb etc. [12,14]. Russian psychologists first took interest in the problem as late as in the late 80's which was connected with the name of the outstanding scientist L.Ya. Gozman [Л.Я. Гозман]. Most of the works in this field study attraction in building interpersonal relationships including romantic ones and friendship [4,14, 17]. Some scientists suggested their own models of attraction structure, specifically, D. Byrne, J. Tedeschi, W. Griffitt, M. Caplan, L.Ya. Gozman [Л.Я. Гозман], Z.A. Kireyeva [З.А. Киреева] etc. [3,6,12].

According to Ye.I.Feyngerg [Е.И. Фейгенберг] and A.G. Asmolov [А.Г. Асмолов], the growing interest to nonverbal communication on the part of different branches of psychology, behavioural and social science is due to the growing importance of communication in social life which determines “the pragmatic reason for the growing interest to the communication problem bringing to life many a practical instructions how to use knowledge, skills and techniques of nonverbal communication interpersonally”.

Despite the numerous papers on this subject, there is still no generally accepted and strict definition of attraction [12,14]. A Comprehensive Dictionary of Psychological and Psychoanalytic Terms by H. and A. English defines it as a property of the object involving a person in joint activity with it [15]. In Russian psychology, one of the first definitions was given in the Concise Psychological Dictionary issued in 1985 where it was termed as a “concept signifying attractiveness of one person for another arising during their perception of each other” [7]. It is worth noting, that foreign social

psychology describes attraction as an attitude to a partner basing its reasoning on feelings and judgements of another person as an object of interest. In Russian psychology, attraction is considered mostly as a part of development of interpersonal relationships and their logic at various phases (L.Ya. Gozman [Л.Я.Гозман], Yu.E. Alioshina [Ю.Е.Алешина], G.M. Breslav [Г.М.Бреслав], M.A. Abalakina [М.А.Абалакина], A.A. Bodaliyov [А.А.Бодалев], I.S. Kon [И.С.Кон], N.N. Obozov [Н.Н.Обозов], V.S. Ageyev [В.С.Агеев] et al.) [3, 6]. O.V. Griva [О.В. Грива] exploring attraction and friendship interprets the term as a positive attitude to another person perceived as attractive which manifests itself as interest, magnetism, sympathy, friendly disposition [4]. Different researches approach attraction from different sides. For example, in the textbook for psychological faculties of universities written by G.M. Andreyeva [Г.М. Андреевой] attraction is included in the section devoted to interpersonal perception. At the same time, many authors measure attraction as an attitude to another person. The concept of attraction as an attitude is embedded in many studies devoted to it. The emotional nature of attraction is stressed in virtually all of its definitions and it is often considered as a special instance of emotional phenomena (L.Ya. Gozman [Л.Я. Гозман]). As an emotion, attraction is peculiar by having another person as an object [1,3,4].

### Methodological Framework

The variety of definitions leads to understanding of attraction as a multidimensional concept. One of the interesting matters touched while exploring attraction is the problem of its determinants. Some works are devoted to its causes. Researchers define intrinsic factors of attraction as physical attractiveness (to include not only beautiful appearance but charm, sense of humour, tact, optimistic view of life, friendliness, sociability etc.). The external drivers of attraction include the need to build satisfying relations with other people, affilia-

tive need as the inclination of people to united, willingness to be liked, to feel oneself a valuable person, emotional state at particular time (a person in high spirits views the environment in a friendlier way), proximity (the closer people are, the more probable their mutual attractiveness is) [3].

A leading Russian attraction scientist A.Yu.Gozman [А.Ю. Гозман] proposed to consider attraction in the context of its constituents: 1) object properties, 2) subject properties, 3) relation of subject and object properties, 4) communicative situation, 5) special features of the interaction between the, 6) cultural context of both communicating individuals, 7) timing [10].

In the study of Z.A. Kireyeva [З.А. Киреева] based upon classification of social-psychological properties, I. Bobneva [И. Бобневой] proposes an attraction structure reflecting the scope of personal properties inducing positive attitude – i. e. attraction. This structure consist of four levels: 1) social-psychological properties connected with general qualities of the psyche such as extra- or introversion, spontaneity, aggression, sensitivity, mental stability, lability, anxiety, internality; 2) social-psychological abilities including sociability, empathy, communicational self-control; 3) social-psychological qualities manifesting themselves in a group such as the willingness to maintain emotionally warm relations, to control them, to be recognised, authoritativeness, submissiveness, dependence, independence, straightforwardness, suspiciousness; 4) social-psychological qualities related to social behaviour and personal position: responsibility, cooperativeness, leadership, benevolence, behaviour patterns [6].

#### Discussion

While discussing attraction factors, one cannot ignore physical attractiveness. The researchers stress the choice of more beautiful people (E. Aronson, K. Dion, E. Walster, G. Reyes). The inclination to choose a partner of the same degree of attractiveness is also noted (I. Silverman, A. Feingold, T. Cash, V. Derlega). T. Huston revealed that the choice is often dependent on the subject's self-assessment and prospects of further communication – the response prediction (S. Kisler, R. Baral). A high self-assessment correlates with the choice of a more beautiful partner while a lower one attracts to a less attractive person. Physically attractive people are appraised higher. Also, positive qualities and success are ascribed to them. The study of O.V. Griva [О.В. Грива] gave similar results: physical attraction is one of the most important factors to determine the first impression of immediate communication making the partner perceived as clever, open, responsive, communicatively competent, “good” [2,14].

The degree of attractiveness is also influenced by other external factors to include social status, education, functional position, profession. There is a positive relationship between appraisal of these parameters of the object and attraction to it. However, an excessively high assessment level may have a negative influence. E. Aranson shows that excessively high competence of one person may hurt self-assessment of another one and increase his anxiety which would make him avoid further communication [17].

The results of different authors show the role of nonverbal signals – such as smile and frank look – for the development of sympathy to a partner (V.A. Labunskaya [В.А. Лабунская], N.S. Kazarinova [Н.В. Казаринова], V.N. Kunitsyna [В.Н. Куницына], V.M. Rogolsha [В.М. Погольша] et al.). Z. Rubin noticed a positive influence of self-revelation on attraction. Attraction also depends on luck (“the winner is always right”) (M. Lerner, E. Berscheid, E. Walster) [4].

Numerous studies including that of D. Byrne and D. Nelson showed correlation of attraction with similarity. Here, similarity is the degree of coincidence of attitudes where not the number of coincidences but the percentage of common attitudes matters. According to the classic study of L. Festinger, the similarity of opinions and attitudes within a group increases interpersonal attraction and binds it together. In the experiment of T. Newcomb, the students with similar views and attitudes made even closer friends by the end of the study. R. Candel questioned 1,800 young people aged from 13 to 18. The comparison of their attitudes and values confirms that similarity determines sympathy [13,16].

Festinger's studies show also the importance of spacial closeness also termed the “proximity effect”. The frequency of talks and meetings determines interpersonal sympathy. An individual would rather develop positive attitude to a person he often meets than to an unfamiliar one. It would be so even if they have no communication as such. At the same time, it is worth noting that frequent encounters may not only strengthen attraction but cause negative attitude [16].

E. Aronson and D. Linden note one more principle: we are even more attracted to those who change their attitude from bad to good than to those who treat us well all the time [12].

Basing upon A.N. Leontyev's postulate of building a sensual image, R.R. Dzhavadova [Р.Р. Джавадова] believes that attraction may be considered within the activity approach. During an interaction, information induces emotions of one person to the other basing on their sensual images wherefore attraction appears as an attitude. Further development of attraction as attitude depends on consistency of the emotional and rational assessment [5]. There is also an interesting study of G. Levinger where he singles out three phases of attraction depending on the stages of development of relations. The first phase includes situations when people make an opinion of another person on the grounds of information available to them but do not know them personally. The second phase starts with a single encounter or interaction in a situation within definite roles. The first takes place in a cafe, at a party etc., the second is typical for working (colleague from another department or office etc.) or home (neighbour next floor up etc.) environment. Here, attraction is built with information received from each other as well its amount being also scarce. The third phase is that of a higher awareness of each other. The author stresses the importance of two processes: self-revelation (providing more information to one another) and “investment” (adjusting to each other, common experiences and feelings) [6].

Lately, more researchers noted the importance of attraction in professional environment. Awareness of attraction rules and techniques is regarded as an important condition of interpersonal communication especially for professionals permanently working with people: social workers, salespersons etc. [8]. Ability to make oneself attractive is said to be one of the substantial skills of a successful manager [11]. A.Yu. Panasiuk [А.Ю. Панасюк] regards building of attraction as one of the image-making goals, be it political, professional or personal image [9].

Many authors note, that although attraction is attributed to the object, in fact it is about the interaction between the subject and the object. Attractiveness of an object is determined by needs and wants of the appraising person at least as much as by qualities of the object itself [3,4,6,15].

The scientific literature has virtually no data as to the correlation between attraction and success in different spheres of life. Therefore, discovering factors inducing attraction that enables success is a promising and topical field of scientific studies. In Russian psychology, attraction is considered mainly in the context of interpersonal relations at different stages of their development as a part of it (L.Ya. Gozman [Л.Я. Гозман], Yu.E. Alioshina [Ю.Е. Алешина], G.M. Breslav [Г.М. Бреслав], M.A. Abalagina [М.А. Абалакина], A.A. Vodaliyov [А.А. Бодалев], I.S. Kon [И.С. Кон], N.N. Obozov [Н.Н. Обозов], V.S. Ageyev [В.С. Агеев] et al.) [3, 6]. Most of the works in this field study attraction in building interpersonal relationships including romantic ones and friendship [4,14, 17]. Attraction ensures positive attitude to a perceived person. As a process, it results in a system of attitudes regulating relation of the person with its social microenvironment.

The theoretical and practical relevance of the theme is due to the absence of purposeful and consistent research of attraction-inducing factors.

#### Conclusion

Thus, attraction ought to be regarded as a complex phenomenon comprising the emotional (feelings to another person), behavioural (attitude to another person) and cognitive (emotional side of interpersonal perception) components. Attraction describes not only the object but the subject as well being a measure of their interaction. There is a number of factors influencing induction and development of attraction. They are: similarity of values and attitudes of the subject and the object, their proximity, frequency of their interactions, appearance, social parameters (status, education, profession etc.), nonverbal behaviour, self-assessment and personal qualities of the subject.

#### Recommendations

This article may be used by image-makers, profilers, vocational trainers, career coaches, human resources professionals and social psychologists.

#### Compliance with Ethical Standards

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is a member of committee Z. OR if no conflict exists: Author A declares that he/she has no conflict of interest. Author B declares that he/she has no conflict of interest.

(In case animals were involved) Ethical approval: All applicable international, national, and/or institutional guidelines for the care and use of animals were followed.

(And/or in case humans were involved) Ethical approval: All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards. (If articles do not contain studies with human participants or animals by any of the authors, please select one of the following statements) Ethical approval: This article does not contain any studies with human participants performed by any of the authors.

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## ДИНАМИКА СТРАТЕГИЙ СОВЛАДАЮЩЕГО ПОВЕДЕНИЯ У ПАЦИЕНТОВ С ПСИХИЧЕСКИМИ РАССТРОЙСТВАМИ

*Ефремова Д.Н.*

*к.п.с.наук, медицинский психолог, ПКБ№1 им. Н.А.Алексеева, доцент кафедры нейро-патопсихологии РГГУ, Москва*

### АННОТАЦИЯ.

В статье представлены данные о взаимосвязи чувства одиночества и неадаптивных копингов кон- фронтация и дистанцирование. После прохождения реабилитационного цикла у пациентов отмечено уменьшение когнитивных нарушений, снижение показателя одиночества и проявление адаптивных копин- гов по типу принятия ответственности и положительной переоценке, снижение уровня истощения.

**Ключевые слова:** психические расстройства, совладающее поведение, копинг, одиночество, самопознание.

### DYNAMICS OF COPING STRATEGIES IN PATIENTS WITH MENTAL DISORDERS OF PERSONALITY

*D. N. Ephraimova*

*K. P.Sciences, medical psychologist, PCB№1 them. N.Alekseeva, associate Professor of neuro-psychopathology, Russian state University for Humanities, Moscow*

### ABSTRACT.

The article presents data on the relationship between feelings of loneliness and non-adaptive coping confrontation and distancing.

After completing the rehabilitation cycle, patients showed a decrease in cognitive impairment, a decrease in the rate of loneliness and the manifestation of adaptive coping by type of acceptance of responsibility and positive reassessment, a decrease in the level of exhaustion.

**Key words:** mental disorders, coping behavior, coping, loneliness, self-knowledge.

В настоящее время психическое здоровье принадлежит к числу наиболее серьезных проблем, стоящих перед всеми странами, поскольку в тот или иной период жизни такие проблемы возникают у каждого четвертого человека.

В аналитическом отчете, подготовленном группой специалистов, под редакцией В.С. Ястре-

бова отмечено, что произошли «изменениями в динамике чисел больных по крупным группам расстройств в структуре больных: доля больных непсихотическими психическими расстройствами составила 51,1%». [5, стр.7].

Специалисты ФБГУ им. В.П. Сербского отмечают, что «...доля госпитализированных с психиче-