

Abstract

While cultural values and messages certainly play a part in the process of mate selection, the genetic and psychological predispositions developed by our ancestors play the biggest role in determining to whom we are attracted. Women are attracted to strong, capable men with access to resources to help rear children. Men find women attractive based on visual signs of youth, health, and, by implication, fertility. While perceptions of attractiveness are influenced by cultural norms and reinforced by advertisements and popular media, the persistence of mating behaviors that have no relationship to societal realities suggests that they are part of our biological heritage.

Heading centered.

Limited to 120 words or fewer.

Two spaces after end punctuation.