

Do you like me back? Impression formation and motivated memory for potential romantic partners

Benjamin M. Silver, Christopher Baldassano, Lila Davachi, Kevin N. Ochsner

INTRODUCTION

Socio-affective motivations impact how we update beliefs and form memories about other people.

Dating is a particularly salient motivational context.

Question 1. Does feedback from potential romantic partners impact romantic interest?

Question 2. What drives memory for people upon first meeting them?

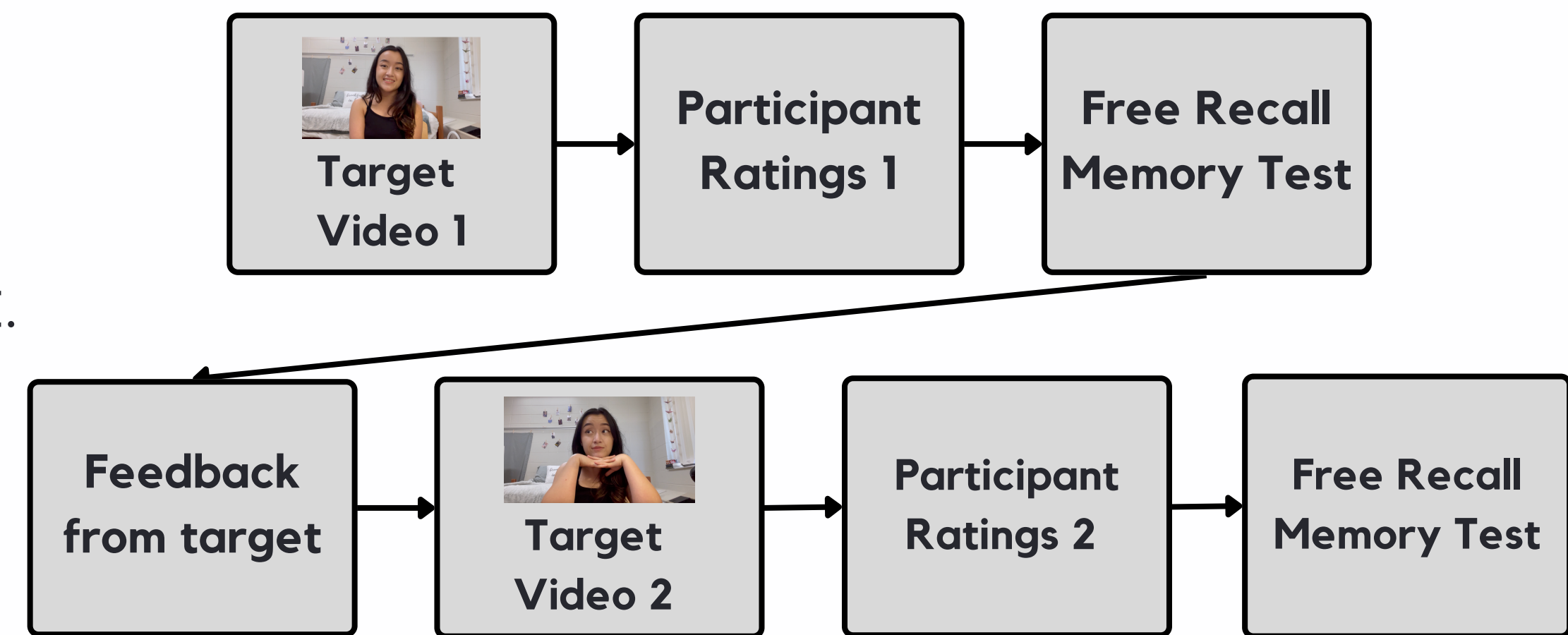
METHODS

Participants: 30 (17 F, 23 straight), ages 18-29

Stimuli: 16 dating profile videos created with hired actors.

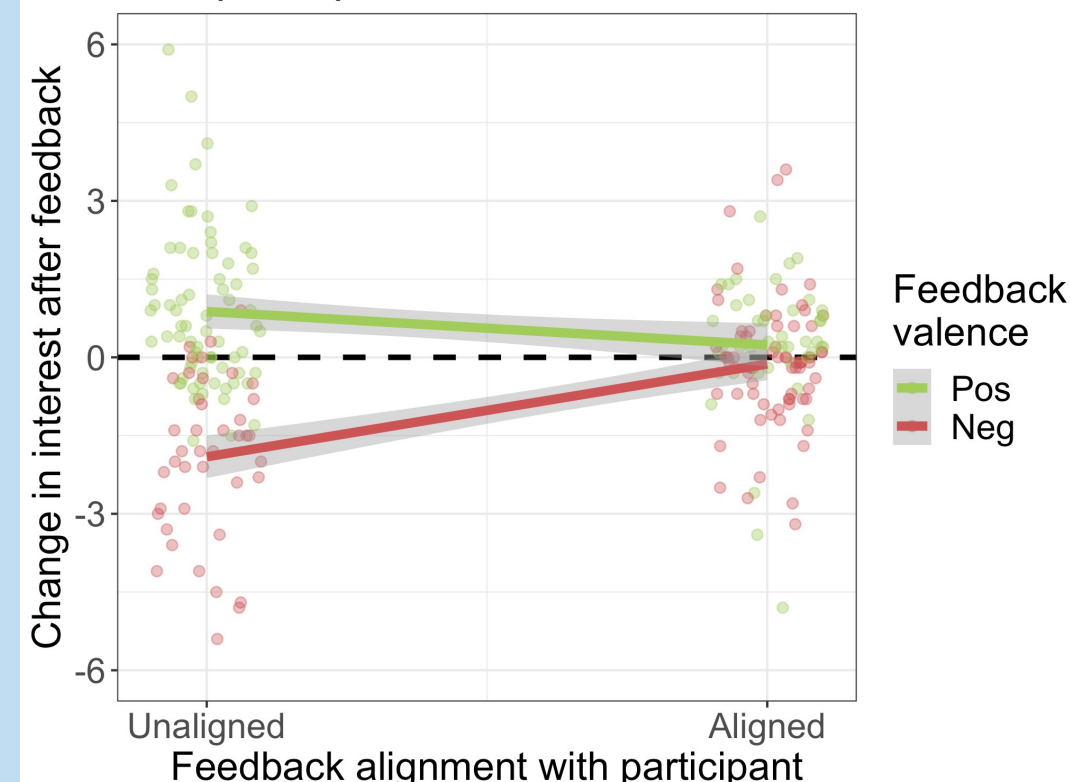
Participants watched 2 videos each of 8 sexuality-matched dating profile targets during fMRI.

Feedback was manipulated to be either aligned or unaligned with participant rating.

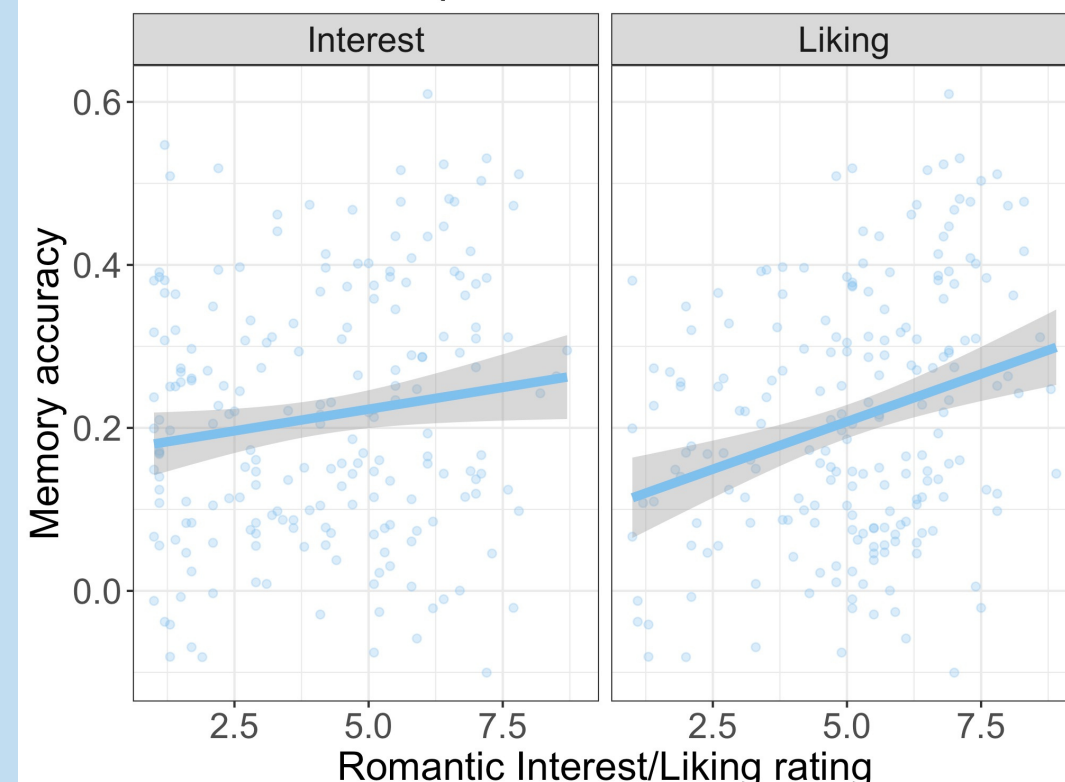


RESULTS

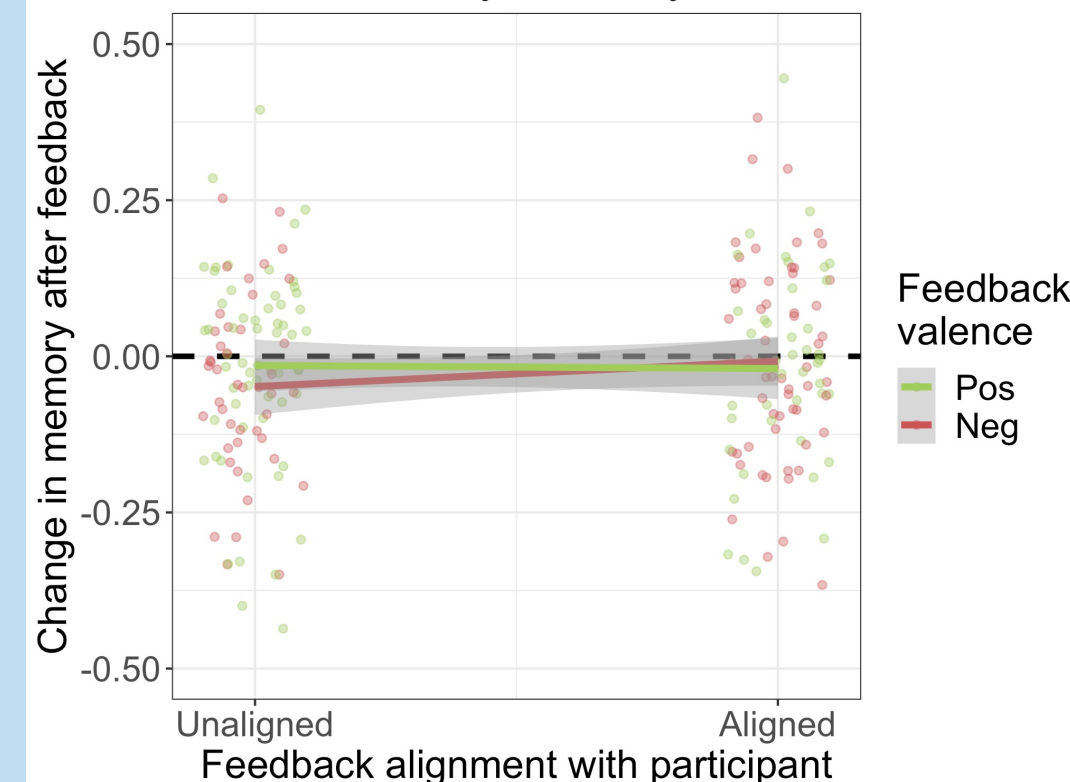
Effect of target feedback on participant romantic interest



Effect of motivation on memory for pre-feedback videos



Effect of target feedback on memory accuracy



CONCLUSIONS

Participants adjust their romantic interest for a potential partner in response to feedback.

Memory for potential partners is driven by participants' interest more than target feedback.

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bms2202@columbia.edu

@bnjmnsivr 

benjamin-silver.com

Q1 results: Romantic interest changed more in response to negative unaligned feedback than positive unaligned.

Q2 results: Both romantic interest and liking impacted memory for target videos, but the effect was stronger for liking.

Q2 results: Neither feedback valence nor feedback alignment with participant interest significantly affected memory.