Aggression, mate value and the preference for faces of fertile females
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Research Questions
• What factors influence men’s preference for faces of ovulating females?
• Which men are more confident in their face judgments?

Introduction
Men prefer the ovulating female (for an overview see Haselton & Gildersleeve, 2011); even subtle face shape differences are sufficient to trigger this preference (Bobst & Lobmaier, 2012). Men’s preference for the more feminine female face is positively predicted by men’s...
• attractiveness (Burris, Welling & Puts, 2011).
• sensation seeking (Jones et al., 2007).
• success in male-male competition (Welling et al., 2013).
• salivary cortisol level (Jones et al., 2013).

Only one study has investigated factors that influence men’s preference for faces of ovulating females:
Men were more sensitive to facial ovulation cues if the judged females were similarly attractive as the judging men (Bailey, Durante & Geary, 2011).

Stimulus Creation
Prototypes: average of the same 18 female faces, once during the late follicular and once during the luteal phase.

Procedure
40 heterosexual male participants
1 Face Tasks
2 Taylor Aggression Paradigm TAP
3 Questionnaires: Mate Value (MVI), Intrasexual Competition (ICS), Aggression Questionnaire (AQ)

Face Tasks
1 Which face looks more attractive (attractiveness task)?
2 With which woman would you have better chances to get a date (dating task)?
3 Intrasexual competitiveness?

Results
Participants chose the follicular stimulus
• significantly more often when judging attractiveness (p<.01)
• slightly more often when judging dating chances (p=.09)

Multiple Regression, stepwise, controlling for relationship status:

<table>
<thead>
<tr>
<th>Attractiveness Predictors</th>
<th>Beta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice 1)</td>
<td>-</td>
</tr>
<tr>
<td>Confidence 2)</td>
<td>.569**</td>
</tr>
<tr>
<td>Mate Value Inventory (MVI)</td>
<td>.390*</td>
</tr>
<tr>
<td>Dating</td>
<td></td>
</tr>
<tr>
<td>Predictors</td>
<td>Beta (Sig.)</td>
</tr>
<tr>
<td>Choice 1)</td>
<td>.349*</td>
</tr>
<tr>
<td>Confidence 2)</td>
<td>.527**</td>
</tr>
<tr>
<td>Mate Value Inventory (MVI)</td>
<td>.392*</td>
</tr>
</tbody>
</table>

Discussion
• In line with previous research: a preference for the ovulating stimulus was found when judging for attractiveness; furthermore:
  • Choice was positively predicted by aggression level when judging dating chances.
  • Confidence with choice was positively predicted by aggression level and mate value, independently of the judging task.

References

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