The attractiveness of humour types in personal adverts: affiliative and aggressive humour are differentially preferred in long-term versus short-term partners.

Introduction
A good sense of humour is commonly offered in written dating adverts, demonstrating that humour is an important quality to have when attracting a mate, but not all humour is the same. The current study tested the impact of the type of humour used by an individual in a personal ad on their perceived attractiveness for short-term and long-term relationships.

Methods
Vignettes in the style of personal ads were created, each containing 65 words. They were designed to be the same aside from one sentence referencing the humour style of the individual. 68 participants (33 females, M age = 21.3) rated the attractiveness of opposite-sex adverts, half of which described an individual who preferred using affiliative humour and half which described an individual who preferred using aggressive humour.

Results and discussion
Affiliative humour was more attractive than aggressive humour in both relationship contexts, but especially for long-term relationships. Affiliative humour being more attractive for long-term relationships may be due to being linked to qualities that may be important in long-term relationships, such as likelihood of cooperation, and aggressive humour styles not being favoured for long-term relationships may be due to being linked to qualities that may be detrimental in long-term relationships, such as dominance.

Conclusions
Humour may be used as a cue to personality and the attractiveness of a good sense of humour depends on both the type of humour and the type of relationship being sought. (contact: m.l.cowan@stir.ac.uk)