

#14 From Evolution to Social Exchange

Problems with the Evolutionary Psychology story

Problem 1: The theory is not well specified enough

Problem 2: The theory does not explain the range of behavior

Problem 3: Civilization may have changed the rules

Problem 4: The theory says lots about you as a group and little about you as an individual.

Shakespearean Theory

"Lovers and madmen have such seething brains
such shaping fantasies, that apprehend
more than cool reason ever comprehends.
The lunatic, the lover, and the poet
Are of imagination all compact." MSND 5:1:4-8

“Chemical” theory: Proximity effects

Adding energy – The great shaky bridge experiment

Dutton, D. G., & Aron, A. P. (1974). Some evidence for heightened sexual attraction on conditions of high anxiety. *J. Personality and Social Psychology*, 36, 521-529

Reciprocity

Economic theory: Social Exchange Theory - Blau (1964)

Profits are defined as Rewards - Costs

Do people do this sort of math in the context of romantic relations?

The Big Computer Match Dance

What is the problem? – What is the experimental solution?

Who stays together? What is the cliché?

When is romantic love *not* like economics?

Back to evolution? Maybe. (ask me about the brain).