## Conceptual Framework

**Research Question:** Were traditional stereotypes still in operation, that is, women being viewed as sex objects and men as success objects?

**Intellectual Rationale: Why Impt? So what??**

To see if traditional sex stereotypes are still operative and to test this under different contexts.

**Thesis:** This study found that the attitudes of the subjects, in terms of desired companion attributes, were consistent with traditional sex role stereotypes.

## Mate selection

* Matching process
* Exchange process

## Traditional sex stereotypes

* Men: prefer sexuality and physical attractiveness
* Women: Psychological and personality differences, seek longevity and commitment, and financial security

## Explanations of traditional sex stereotypes

* Demographic influences (i.e, ratio of men to women)
* Age

**Possible wider significance: Socialize men to look beyond physical attractiveness; provide more avenues for women to be financially independent and not reliant on men;**