Friendly, Feeble, or Aggressive?: A Look at the Gender Norms in Flirting

Melissa N. Albers, Anthony D. Rogers

Truman State University

Abstract

In the pursuit of initiating romantic relationships, people often engage in flirting behaviors. Past research suggests that flirting behaviors can be classified into five guidelines of behavioral scripts. In regard to gender, deviation from acceptable forms of flirting may lead to ostracization. Our study sought to measure how outside observers measure the social likeability of people involved in flirting scenarios. We hypothesized that men and women who deviate from their respective masculine and feminine flirting norms would be perceived as less likeable.Participants (N=96) read two scenarios in which a fictional character initiates in flirting with another character. In the first scenario, the initiating character utilizes a masculine style of flirting, and in the second scenario, the initiating character utilizes a feminine style of flirting. The gender of the characters were altered between subjects. Upon reading a scenario, our participants would rate their perception of the initiating character on a variety of character traits that were later compiled to create a social likeability score.We found that perception of social likeability was affected by the type of flirting style used (p = .00) but not the gender of the characters. Overall, participants scored the feminine style of flirting (M = 5.05, SD = .77) as more likeable than the masculine style (M = 4.27, SD = .99). These findings provide limited support for a shift in the gender roles associated with romantic relationships. Our findings may implicate that women may no longer prefer a masculine partner and provide room for future research.

http://onlinelibrary.wiley.com/doi/10.1111/j.1540-4560.1993.tb01169.x/full

http://www.jstor.org/stable/2112807?seq=1#page_scan_tab_contents

Friendly, Feeble, or Aggressive?: A Look at the Gender Norms in Flirting

The introduction is too brief and could be considerably expanded. It would help to have more details and explanations of concepts and terms. The intro should also make the research question more explicit (which I am assuming is, how do we react to individuals who flirt in ways that deviate from gender norms)? Before the section describing the hypothesis, there should be some information that would lead the reader to expect that the current study will involve participant examining scenarios that describe fictitious individuals engaging in courting. Some of the language was hard to understand, as well, so giving examples to illustrate the main points would help.

Are there any other sources that suggest violating gender norms in romantic relationships can have a cost or backfire? The Hill (2006) source seems to be the only one that forms the basis of the main hypothesis. More could be said about how people dislike those who violate gender norms.

Courting others through the use of flirting, is a major function in pursuing romantic relationships (Back et al., 2010). People wishing to find a partner that they may grow close with often engage in these sorts of behaviors (Dillow, Goodboy, & Bolkan, 2014). Flirting behavior

has been catalogued and analyzed over the past thirty years as a part of the romantic scripts

people follow (Eaton & Rose, 2011). While gender roles have evolved in other aspects of society

(such as women in the workplace and men staying home to care for children), this analysis

shows that many people, particularly in the beginning of a relationship, still engage in the

prescribed roles of traditional flirting scripts. These gendered flirting roles (Hall, Carter, Cody, &

Albright, 2010) can be divided into five categories: Traditional, Playful, Physical, Sincere, and

Polite. While there are some overlapping behaviors within each category, men and women often

display contrasting actions in the same flirting style (Hall & Xing, 2015). Men tend to utilize

more aggressive and straightforward flirting styles while women often laugh and touch their own

hair. Additionally, there is often variation as to what constitutes flirtatious behavior (Hall, Xing,

& Brooks, 2014).

Whether people conform to or deviate from their predetermined range of normal flirting

behaviors may affect other aspects of their lives. It has been found that young men and boys that

show gender atypical behaviors are at a higher risk of being ostracized and abused (Brooks,

2000). Additionally, when men are shown to be modest, they receive both social and economic

backlash and are referred to as weak (Moss-Racusin, Phelan, & Rudman, 2010). In relationships,

men who subvert the heterosexual flirting script often find it more difficult to attract a partner

(Hill, 2006), though once they find a partner, they often have a stronger relationship. Support for

this idea has been shown by past research on romantic relationships. Studies suggest that

heterosexual people who follow gender roles while maintaining a sexual relationship are often

unable to obtain sexual autonomy (Sanchez, Fetterolf, & Rudman, 2012). Men feel that they

must behave dominantly and do not feel they can be vulnerable, whereas women are pressured to be submissive and feel unable to truly express themselves within the context of the relationship .

Men and women are able to independently, but concordantly, observe a scenario and identify typical flirting behaviors (Moore, 2002). Past research suggests that men and women use the same measures of perception to assess flirting (Abrahams, 1994). Because of this, we were able to develop two written flirting scenarios involving a speaker and receiver that both men and women could read to judge the flirting behaviors. Yet, even once flirtatious behaviors have been firmly defined, it is common for men and women to perceive flirting differently based on the intensity of the behaviors. According to previous studies, men rate both endearing behaviors and uninviting behaviors more favorably than women do (Moore, 2002) . To attempt to account for potential variation between perceptions of men and women, our study included sex as a measurement within our demographic information .

We hypothesized that men and women who deviate from their respective masculine and feminine flirting norms would be perceived as less likeable from an outside observer. We had no prediction as to how deviation would be discerned in regards to scenarios in which same-gender individuals are engaged in flirting, but we included them in our study as a means of providing more information on the topic. However, it is important to note that past research supports the idea that same gendered relationships are subject to cultural proscription as a result of "moderately" violating societal gender roles (Doyle, Rees, & Titus, 2015). Through this study, we hope to discover if there are potentially negative effects of deviating from flirting norms.

Method

Participants

Our study contained 96 participants ranging from age 18 to 24. All participants were undergraduate students at Truman State University. For participating in the study, students received extra credit in their respective psychology courses. Our study included 15 men, 78 women, and 3 unidentified. We had 8 participants who identified as bisexual, 4 as gay, and 81 as straight. For race and ethnicity, participants were allowed to identify as many categories as were applicable to themselves. 8 identified as Pacific Islander or Asian, 9 as Black or African American, 5 as Hispanic or Latino, and 75 White or Caucasian.

Measures

To assess participants' perceptions of the speakers, specifically likeability, we compiled a list of characteristics that could be observed and scored by someone reading our scenarios. Closely modeling Boasso's scale of "social likeability", we constructed our likeability variable by using separate dimensions (Boasso, Covert, & Ruscher, 2012). Additionally, our variable included dimensions that were derived from a study that measured how the level of a person's voice predicts participants' perception of different personality traits (Page & Balloun, 1978). Combining dimensions from both experiments resulted in eleven total dimensions of perception. Prior to testing our hypothesis, reliability measures were ran on social likeability to determine the consistency of the variable. In constructing our social likeability variable, we combined the averages of our positive perception dimensions: maturity, compassion, warmth of personality, friendliness, interestingness, and sensitivity. Our negative perception dimensions, aggression and dominance, were reverse keyed and averaged along with the other dimensions to create a social likeability score. Social likeability scores for the scenarios involving a masculine flirting style

came back reliable at α=.875, and social likeability scores for scenarios involving a feminine flirting style were reliable at α=.770.

Procedure and Material

We conducted an experiment to measure how our participants perceive the likeability of a fictional character and whether or not the character's gender or flirting style had an effect on perception. Flirting style was treated as a within-subjects variable. To assess how participants perceive both masculine and feminine styles of flirting behavior , each participant was given two scenarios of fictional characters engaging in courting behavior (Appendix A). Each scenario includes a speaker, the fictional character initiating the flirting, and a receiver. In Scenario A, the speaker employs typical masculine flirting behaviors, and in Scenario B, the speaker employs typical feminine flirting behaviors. Gender of the speaker was treated as a between-subjects variable. Each group was assigned to a speaker and receiver, and, for both Scenario A and Scenario B, the gender of the speaker and receiver stayed consistent . For this study, we had participants rate their perception of the "speaker" who initiates flirts with the other fictional character.

In our study, the between-subjects variable of gender had five speaker and receiver conditions: a male speaker to a female receiver, a female speaker to a male receiver, a male speaker to a male receiver, a female speaker to a female receiver, and a gender neutral condition for our control. The within-subjects variable had two conditions: Scenario A with masculine flirting behaviors and Scenario B with feminine flirting behaviors (Appendix A). Based on the time subjects signed up for the study, each participant was randomly assigned to one of the five experimental groups .

When subjects arrived, they were given a small packet that contained either Scenario A or Scenario B on the first page, with the speaker and receiver based on their assigned gender condition. This was in order to control for order bias and was a measure of counterbalancing all of the participants. The subjects were instructed to read the scenario and fill out the accompanying questionnaire about their perception of "Speaker A". After they completed the questionnaire, they were instructed to read the other Scenario, which contained the genders of speaker and receiver as the first scenario, but changed the names. For example, Scenario A for our female to female condition had the names "Hannah and Brittany" while Scenario B had "Kayla and Sarah". After they completed reading the second scenario, the participants were asked to analyze the new "Speaker A".

Finally, the subjects were asked to complete a demographic questionnaire. Standard information was gathered, but of particular interest to us were participants' relationship status, sexual orientation, and gender. Additionally, to control for our participants' traditional or egalitarian views on gender roles, we administered the adapted version of the Traditional Anti-traditional Gender Roles Attitude Scale (TAGRAS) (Klocke & Lamberty, 2015) to measure if the participants had traditional views, anti-traditional views, or egalitarian views (Appendix B).

Results

We hypothesized that people who deviate from their gender norms would be viewed as less likeable. To analyze the relationships among gender, flirting style, and social likeability, we conducted a mixed ANOVA. We discovered that that our within subjects variable, flirting style,

was significant as a main effect for influencing social likeability, Wilks's $\Lambda = .30$, $F_{(1,90)} = 38.12$, $p = .00$, partial $\eta^2 = .30$. We found that our between subjects variable, gender, was not significant as a main effect, $F_{(4,90)} = .20$, $p = .94$, partial $\eta^2 = .01$. We did not find a significant interaction between our gender conditions and flirting style, Wilks's $\Lambda = .94$, $F_{(4,90)} = 1.33$, $p = .27$, partial $\eta^2 = .06$. Regardless of gender, our participants preferred the feminine style of flirting ($M = 5.05$, $SD = .77$) over the masculine flirting style ($M = 4.27$, $SD = .99$; See Table 1). Thus, the findings failed to support our hypothesis but instead suggested that the use of feminine flirting styles leads to higher likeability (See Figure 1).

We conducted further analysis of our data by running mixed ANOVAs for each separate perception dimension. As expected, none of the dimensions were predicted by an interaction effect with gender. However, the data shows that scores for compassion ($\Lambda = .73$, $F_{(1,90)} = 33.92$, $p = .00$, partial $\eta^2 = .27$), personality ($\Lambda = .88$, $F_{(1,89)} = 12.59$, $p = .00$, partial $\eta^2 = .12$), sensitivity ($\Lambda = .49$, $F_{(1,90)} = 94.25$, $p = .00$, partial $\eta^2 = .51$), supportiveness ($\Lambda = .78$, $F_{(1,90)} = 25.01$, $p = .00$, partial $\eta^2 = .22$), comfortableness ($\Lambda = .96$, $F_{(1,89)} = 4.04$, $p = .047$, partial $\eta^2 = .04$), aggression ($\Lambda = .53$, $F_{(1,90)} = 79.35$, $p = .00$, partial $\eta^2 = .47$), and dominance ($\Lambda = .53$, $F_{(1,90)} = 99.99$, $p = 00$, partial $\eta^2 = .53$) all resulted in a significant flirting main effect (See Table 2). The feminine flirting style predicted significantly higher perceptions of compassion, personality, sensitivity, supportiveness, and comfortableness than the masculine style of flirting, and the feminine flirting style predicted significantly lower perceptions of aggression and dominance than the masculine style of flirting (See Table 3).

Additionally, we split our data to compare our participants' perceptions of the feminine and masculine flirting styles in regard to each separate between-subjects condition by running a

repeated measures ANOVA. We discovered that in the condition in which a female flirts with another female, friendliness (p = .05), expressiveness (p = .06) , and comfortableness (p = .05) suggested that the type of flirting style used had an effect on social likeability. Surprisingly, in the female to female condition, the masculine style of flirting had higher perceptions of friendliness (M = 6.05, SD = 1.15), expressiveness (M = 5.40 SD = 1.14), and comfortableness (M = 5.35 SD = 1.60) in comparison to the friendliness (M = 5.35 SD = 1.04), expressiveness (M = 4.50 SD = 1.50), and comfortableness (M = 4.45 SD = 1.23) in the female flirting style. This finding contradicts the trends from our main findings, and provides interesting evidence for potential future research.

Discussion

The results showed that it did not matter who was speaking or receiving in the scenario; regardless of gender, the participants significantly favored the feminine flirting style. Therefore, our original hypothesis was not supported. The lack of interaction could be due to a number of different reasons, including the participant pool. A large portion of our sample were college aged women, which could influence the results. College women whose male partner's had less gender role conflict were found to have less anxiety and depression; conversely, men who had high gender role conflict such as high levels of "Success, Power, and Competition" reported higher levels of anxiety and depression (Rochlen & Mahalik, 2004). This could explain why college women chose the feminine flirting style to avoid a relationship of anxiety and depression. Additionally, when we examined participants' traditional, non-traditional, and egalitarian values, every person scored as being egalitarian. This could have an effect on why we did not see any interaction effect. Being egalitarian means that a person only judges the actions and words of

another person and does not take gender into effect. While no one is completely egalitarian, a

tendency towards being egalitarian would greatly affect an experiment looking at judging others

based on gender.

The feminine flirting style being preferred by our participants may also have to do with a

moderate trend of certain aspects of dating, such as women initiating dates, becoming more

egalitarian[u3] (Eaton & Rose, 2011). Additionally, current romantic relationships may be based

off of a friendship script rather than a traditional one (Eaton & Rose, 2011). This may have

impacted how our participants interpreted the scenarios since many women may choose a more

feminine partner based on friendship rather than partners who traditional gender roles.

However, this data contradicts other results found in literature on flirting in romantic

relationships. Women have been shown to prefer feminine men for long lasting relationships, but

often initially choose more masculine men (Hill, 2006). A possible explanation for the

differences in our data could be that women of a younger generation may be changing what they

look for in a partner and are looking for more feminine men. Another oddity in our results was

found when participants read about a female flirting with another female. The speaker who

initiates flirting was seen as more favorable on the dimensions of friendliness, expressiveness,

and comfortableness if she used the masculine flirting style, although some the of the differences

in the rating were marginally significant. Since many people still see same-sex relationships as a

mild to moderate gender role violation (Doyle, Rees, & Titus, 2015), it is feasible that people

feel more comfortable when one of the members of a same sex relationship take on the traits of

the gender that is not present in the relationship. This would account for why women with

masculine traits were perceived as more socially likeable while men in same sex relationships with feminine traits were still seen as more likeable.

If the results of our data truly reflect the views of college women, then this is new information that has yet to be studied. A trend in egalitarian views and openness to feminine flirting styles could change the ways men interact with women in the hopes of finding a partner. Additionally, a change in gendered scripts in heterosexual relationships could promote healthier communication when both couples feel free to express themselves; men often feel that they must be dominant and women feel they have to be submissive, leading both to struggle for sexual autonomy (Sanchez, Fetterolf, & Rudman, 2012). If they were allowed or encouraged to break the gender roles, a healthier relationship could develop.

As is the case with many college experiments, our participant pool could have been more diverse to have a more inclusive sample. Having more men, non-heterosexual participants, and non-egalitarian viewed people would have increased the variability of our participants. This also would have allowed us to use more of our control variables and be able to make comparisons based on gender, sexual orientation, and gender values. Additionally, having a larger sample size in general would increase our power of the tests and allow us to make more conclusive decisions about the data we gathered.

Another aspect of our experimental design was in the setup of conditions given to the participants. If we had the resources, it would have been preferable that each person was only given either the masculine or feminine flirting style for each possible gendered pair rather only receiving one gendered pair in both scenarios. In this way, the gendered pairs of the scenarios would have been the within subject variable and the flirting style would have been the between

subjects. Since examining the differences in how individuals perceive different pairs of genders was our original goal of our experiment, it would be beneficial if they were seen by every participant. Another possibility would have been having each participant only read one scenario with one gendered pair. This, however, would have required a much larger sample size.

One issue that we did not anticipate or foresee was that the dependent variables we selected to predict social likeability, while reliable, were not necessarily applicable to both female and male likeability. Some people find certain traits such as assertiveness and dominance to be likeable in a male's personality but not a female's while the reverse could be true for characteristics such as sensitivity and compassion. Whether or not this issue would be better addressed by two different scales for men and women or by including more gender neutral terms of likeability is unknown, but we believe that two different scales may allow for discrepancies between the social norms of the genders. Since it is these norms we were testing for, it would be appropriate to have different scalings for both of the genders.

These are a few of the changes that could be made for future research. It would also be beneficial to expand the sample to include different generations and viewpoints to see if there is any difference between varying age groups and values. Beyond flirting, there is an interest in gender roles during different stages of relationships. Gender roles may be more strongly enforced in tense situations such as meeting a partner's parents or when a relationship has ended. Additionally, since an anomaly was found in condition four with a woman speaking to a woman, it would be appropriate to pursue research into the gender roles of same sex relationships. As society is becoming more accepting of same sex relationships, as shown by same sex marriage

becoming legal, it important for researchers to continue to understand the potential societal

pressures of gender norms for same sex couples.

References

Abrahams, M. (1994). Perceiving flirtatious communication: An exploration of the perceptual

dimensions underlying judgments of flirtatiousness. *The Journal of Sex Research, 31*(4),

283-292.

Back, M. D., Penke, L., Schmukle, S. C., Sachse, K., Borkenau, P., & Asendorpf, J. B. (2010).

Why mate choices are not as reciprocal as we assume: The role of personality, flirting and physical

attractiveness. *European Journal of Personality, 25*(2), 120-132. doi:10.1002/per.806

Boasso, A., Covert, S., & Ruscher, J. B. (2012). Benevolent sexist beliefs predict perceptions of

speakers and recipients of a term of endearment. *The Journal of Social Psychology,*

152(5), 533-546. doi:10.1080/00224545.2011.650236

Brooks, F. L. (2000). Beneath contempt: The mistreatment of non-traditional/gender atypical boys. In J.

Cassese, J. Cassese (Eds.) , *Gay men and childhood sexual trauma: Integrating the shattered self* (pp.

107-115). Binghamton, NY, US: Harrington Park Press/The Haworth Press.

Dillow, M. R., Goodboy, A. K., & Bolkan, S. (2014). Attachment and the expression of

affection in romantic relationships: The mediating role of romantic love. *Communication Reports, 27*(2),

102-115. doi:10.1080/08934215.2014.900096

Doyle, C. M., Rees, A. M., & Titus, T. L. (2015). Perceptions of same-sex relationships and

marriage as gender role violations: An examination of gendered expectations (Sexism). *Journal of*

Homosexuality, 62(11), 1576-1598. doi:10.1080/00918369.2015.1073038

Eaton, A., & Rose, S. (2011). Has dating become more egalitarian? A 35 year review using Sex

Roles. *Sex Roles, 64*(11-12), 843-862. doi:10.1007/s11199-011-9957-9

Edgar, T., & Fitzpatrick, M. A. (1993). Expectations for sexual interaction: A cognitive test of

the sequencing of sexual communication behaviors. *Health Communication, 5*(4),

239-261. doi:10.1207/s15327027hc0504_1

Hall, J. A., Carter, S., Cody, M. J., & Albright, J. M. (2010). Individual differences in the

communication of romantic interest: Development of the flirting styles inventory.

Communication Quarterly, 58(4), 365-393. doi:10.1080/01463373.2010.524874

Hall, J. A., Xing, C., & Brooks, S. (2014). Accurately detecting flirting. *Communication

Research, 42*(7), 939-958. doi:10.1177/0093650214534972

Hall, J. A., & Xing, C. (2015). The verbal and nonverbal correlates of the five flirting styles.

Journal Of Nonverbal Behavior, 39(1), 41-68. doi:10.1007/s10919-014-0199-8

Hill, D. B. (2006). "Feminine" heterosexual men: Subverting heteropatriarchal sexual scripts?.

Journal Of Men's Studies, 14(2), 145-159.

Klocke, U. & Lamberty, P. (2015). The traditional-antitraditional gender-role attitudes

scale (TAGRAS): Development and validation. Manuscript submitted for publication,

Institute of Psychology, Humboldt-Universität zu Berlin, Germany

Moore, M. M. (2002). Courtship communication and perception. *Perceptual and Motor Skills,

94*(1), 97-105. doi:10.2466/pms.2002.94.1.97

Moss-Racusin, C. A., Phelan, J. E., & Rudman, L. A. (2010). When men break the gender rules: Status

incongruity and backlash against modest men. *Psychology Of Men & Masculinity*, 11(2), 140-151.

doi:10.1037/a0018093

Page, R. A., & Balloun, J. L. (1978). The effect of voice volume on the perception of personality.

The Journal Of Social Psychology, 105(1), 65-72. doi:10.1080/00224545.1978.9924091

Rochlen, A. B., & Mahalik, J. R. (2004). Women's perceptions of male partners' gender role conflict as

predictors of psychological well-being and relationship satisfaction. *Psychology Of Men & Masculinity*,

5(2), 147-157. doi:10.1037/1524-9220.5.2.147

Sanchez, D. T., Fetterolf, J. C., & Rudman, L. A. (2012). Eroticizing inequality in the United

States: The consequences and determinants of traditional gender role adherence in

intimate relationships. *Journal Of Sex Research, 49*(2-3), 168-183.

doi:10.1080/00224499.2011.653699

Appendix A

Scripts for Scenarios

This appendix contains Scenario A and Scenario B. It is presented in the gender neutral form, but was used in each experimental group by changing "Speaker A" and "Speaker B" to the appropriately gendered names. Italics indicate an action.

Scenario A

Speaker B is standing next to the bar. Speaker A approaches and leans in towards Speaker B.

Speaker A: Hey.

Speaker B: Hello.

Speaker A: I like your outfit, it looks really good on you.

Speaker B: Thanks, it's one of my favorites.

Speaker A: Can I buy you a drink?

Speaker B: I'm still working on the one I have.

Speaker A: *Shakes head*. C'mon. Let me get your next one.

Speaker B: Sure.

Speaker A: *Orders drinks from the bartender and pays*. Did you come here alone?

Speaker B: Yeah, I did.

Speaker A: Cool. So where are you from?

Speaker B: I'm from out east. And you?

Speaker A: *Smiles*. I'm from in town. I work at the big building downtown. You can see it from almost anywhere.

Speaker B: That's cool.

Speaker A: Yeah, it is.

Scenario B

Speaker B is standing next to the bar. Speaker A approaches and smiles at Speaker B.

Speaker A: Hey.

Speaker B: Hi.

Speaker A: *Giving a short darting glance.* Can I join you?

Speaker B: I was planning on drinking alone.

Speaker A: *Looking crestfallen and sad*. Oh, okay.

Speaker B: But you can join me if you want.

Speaker A: *Smiles widely and sits down*. Thank you.

Speaker B: Crazy decorations they have here. Like a fun house.

Speaker A: *Laughs*. That's true. Where are you from?

Speaker B: I'm from upstate. And you?

Speaker A: *Fixes hair*. Downtown, actually. So what do you do that brings you here?

Speaker B: I'm in business. I have to go on small trips. And what do you do?

Speaker A: *Smiles coyly*. I work at an office downtown.

Appendix B

TAGRAS Items and Scaling

This appendix looks at the items used in the TAGRAS as well as how it is measured. The items are presented twice, always asking how the participant would feel when a particular gender (either male or female) performs the task listed. It's a five point scale of "very bad, rather bad, neutral, rather good, very good" and ranges from -2 to +2. The differences between the genders are calculated by subtracting the atypical statement from the traditional one. A positive score indicates traditional views, a zero score egalitarian, and a negative score anti-traditional.

The items:

1 becomes a professional hairdresser.

2 interrupts his/her career for a year to care for his/her child.

3 pays the bill on a date.

4 joins the armed forces and becomes a professional soldier.

5 At home, s/he takes over the cleaning of the apartment.

6 provides for the family while the partner cares for the household.

7 becomes a car mechanic.

8 cries when something has hurt her feelings very much.

9 becomes a manager in a large company.

10 plays soccer.

11 pretends to be self-confident even if she is insecure.

Appendix C

Table 1: Descriptive Statistics for Flirting as a Main Effect

Flirting Style	Condition	Mean	Std. Deviation	N
Masculine	Gender Neutral	4.177	1.23742	19
	Female to Male	4.1313	0.86986	18
	Male to Female	4.2091	1.00849	20
	Female to Female	4.5682	0.97327	20
	Male to Male	4.2222	0.86313	18
	Total	4.266	0.99367	95
Feminine	Condition	Mean	Std. Deviation	N
	Gender Neutral	4.9923	0.8183	19

Female to Male	5.1616	0.84912	18
Male to Female	5.025	0.75622	20
Female to Female	4.8136	0.75456	20
Male to Male	5.2828	0.67376	18
Total	5.0487	0.77256	95

Figure 1: The Effect of Gender and Flirting Style on Social Likeability
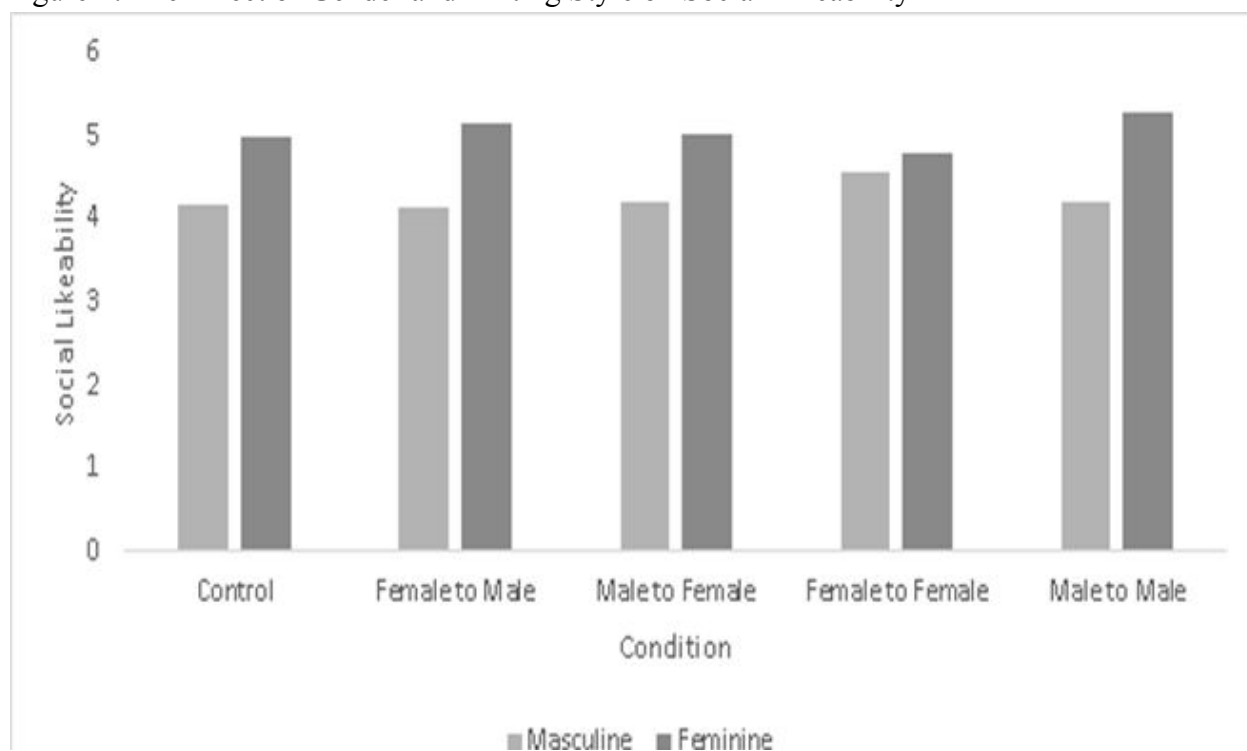
Table 2: P-Values for the Effect of Flirting Style on Perception Dimension Split by Condition

Perception Dimension	Control	Female to Male	Male to Femal	Female to Female	Male to Male
Maturity	0.790	0.217	0.691	0.130	0.408
Compassion	0.027	0.002	0.009	0.330	0.003
Personality	0.013	0.064	0.163	0.273	0.072
Friendliness	0.074	0.243	0.324	0.054	0.116
Interestingness	0.728	0.189	0.914	0.164	0.381
Sensitivity	0.009	0.000	0.002	0.001	0.000
Expressiveness	0.494	0.134	0.684	0.058	0.349

Supportiveness	0.006	0.035	0.039	0.453	0.008
Comfortableness	0.248	0.816	0.562	0.010	0.609
Aggression	0.010	0.000	0.000	0.015	0.000
Dominance	0.000	0.000	0.002	0.001	0.000

Table 3: Descriptive Statistics for Perception Dimensions Split by Condition

Flirting Style	Perception	Condition	Mean	Std. Deviation	N
Masculine	Maturity	Control	4.63	1.535	19
		Female to Male	4.61	1.145	18
		Male to Female	4.4	1.465	20
		Female to Female	4.4	1.667	20
		Male to Male	4.39	1.42	18
	Compassion	Control	3.53	1.389	19
		Female to Male	3.61	1.037	18

	Male to Female	3.75	1.41	20
	Female to Female	4.3	1.218	20
	Male to Male	3.72	1.447	18
Personality	Control	4.22	1.665	18
	Female to Male	4.39	1.29	18
	Male to Female	4.1	1.553	20
	Female to Female	5.15	1.137	20
	Male to Male	4.44	1.504	18
Friendliness	Control	5	1.563	19
	Female to Male	5.22	1.003	18
	Male to Female	5.2	1.152	20
	Female to Female	6.05	1.146	20
	Male to Male	5.22	1.166	18
Interestingness	Control	4.42	1.71	19

	Female to Male	4.17	1.15	18
	Male to Female	4.45	1.731	20
	Female to Female	5.1	1.447	20
	Male to Male	4.72	1.638	18
Sensitivity	Control	3.47	1.429	19
	Female to Male	3.11	1.323	18
	Male to Female	3.6	1.465	20
	Female to Female	3.55	1.191	20
	Male to Male	3	1.495	18
Expressiveness	Control	5	1.528	19
	Female to Male	4.56	1.617	18
	Male to Female	4.7	1.455	20
	Female to Female	5.4	1.142	20
	Male to Male	5.06	1.474	18

Supportiveness	Control	3.47	1.541	19
	Female to Male	3.56	1.504	18
	Male to Female	3.75	1.333	20
	Female to Female	3.7	1.593	20
	Male to Male	3.44	1.247	18
Comfortableness	Control	5.53	1.926	19
	Female to Male	5	1.534	18
	Male to Female	5.05	1.311	19
	Female to Female	5.35	1.599	20
	Male to Male	5.06	1.924	18
Aggression	Control	4.3684	1.92095	19
	Female to Male	3.7778	1.98689	18
	Male to Female	3.9	1.61897	20
	Female to Female	4.25	2.04875	20

		Male to Male	4.6111	1.81947	18
	Dominance	Control	2.3684	1.25656	19
		Female to Male	3.4444	1.65288	18
		Male to Female	3.35	1.69442	20
		Female to Female	3	1.65434	20
		Male to Male	2.7778	1.30859	18
Feminine	Maturity	Control	4.74	1.79	19
		Female to Male	4.11	1.323	18
		Male to Female	4.6	1.314	20
		Female to Female	5.2	1.361	20
		Male to Male	4.78	1.353	18
	Compassion	Control	4.47	1.264	19
		Female to Male	4.72	1.127	18
		Male to Female	4.85	1.387	20

	Female to Female	4.7	1.342	20
	Male to Male	5.17	0.985	18
Personality	Control	5.44	1.381	18
	Female to Male	5.44	1.423	18
	Male to Female	4.7	1.302	20
	Female to Female	4.8	1.105	20
	Male to Male	5.5	1.383	18
Friendliness	Control	5.74	0.991	19
	Female to Male	5.78	1.309	18
	Male to Female	5.65	1.226	20
	Female to Female	5.35	1.04	20
	Male to Male	5.78	0.808	18
Interestingness	Control	4.58	1.305	19
	Female to Male	4.72	1.708	18

	Male to Female	4.5	1.67	20
	Female to Female	4.45	1.572	20
	Male to Male	5.06	1.259	18
Sensitivity	Control	4.79	1.548	19
	Female to Male	5.17	1.249	18
	Male to Female	5.2	1.576	20
	Female to Female	4.85	1.309	20
	Male to Male	5.5	0.924	18
Expressiveness	Control	5.32	1.416	19
	Female to Male	5.44	1.464	18
	Male to Female	4.9	1.553	20
	Female to Female	4.5	1.504	20
	Male to Male	5.56	1.464	18
Supportiveness	Control	4.58	1.427	19

	Female to Male	4.56	1.199	18
	Male to Female	4.8	1.399	20
	Female to Female	4	1.076	20
	Male to Male	4.61	0.979	18
Comfortableness	Control	4.84	1.708	19
	Female to Male	4.89	1.568	18
	Male to Female	4.79	1.584	19
	Female to Female	4.45	1.234	20
	Male to Male	4.67	1.749	18
Aggression	Control	5.6842	1.20428	19
	Female to Male	6.1111	1.27827	18
	Male to Female	6.05	1.31689	20
	Female to Female	5.6	1.75919	20
	Male to Male	6	1.57181	18

Dominance	Control	4.7895	2.01602	19
	Female to Male	5.8333	1.33945	18
	Male to Female	5.2	1.76516	20
	Female to Female	5.05	1.8489	20
	Male to Male	5.5	1.75734	18