

The Power of Uncertain Love: How Uncertainty and Romantic Love Priming Lead to Affect Misattribution.

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[Introduction]

What does ♥ mean ?



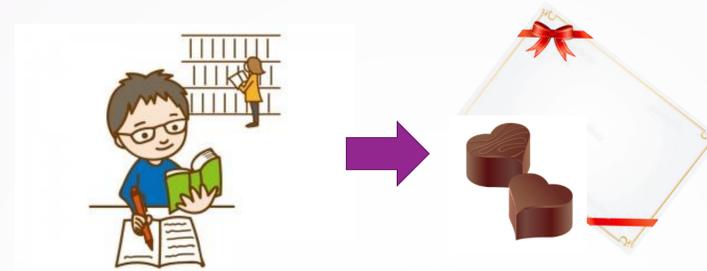
<Hypothesis>

Heart mark is a subtle but powerful sign that (mis)lead people to feel loved.

Especially for men, when it is uncertain what to make of the message.

[Procedure*1]

<Study.1 Scenario experiment>
Participants(99 females and 62 males), reported their emotional reactions after reading a scenario about receiving a gift of chocolate with a message from an opposite sex stranger.



<Study.2 Field experiment>
Participants(58 males), received a gift of chocolate with a message card from a female confederate in real life.

[Materials]

For you ♥

uncertain/ love priming

In certain condition, the words "Student support program" was printed on the message card.

In love priming condition, message was printed in pink with a heart mark.

For you ♣

Student support program

certain/no priming

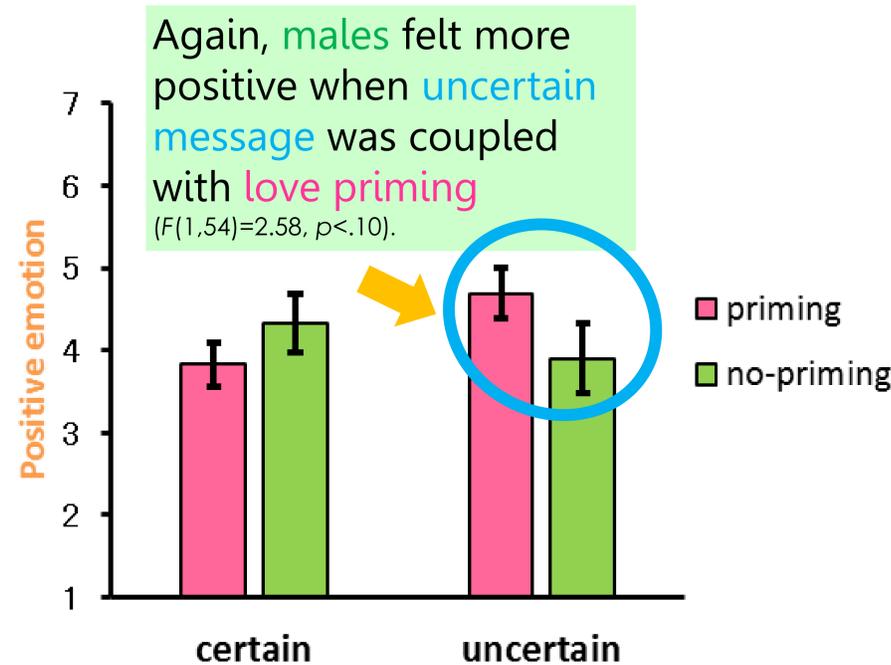
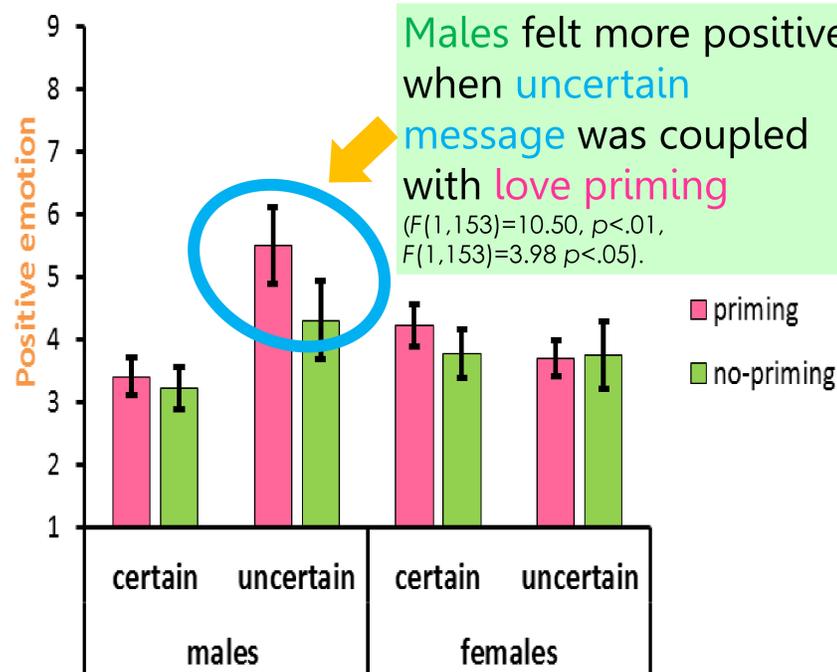
<Questionnaire>

Participants were asked to rate the extent to which they felt...

Study 1: positive, lucky, excited, pleased, motivated, cheerful, romantic, thrilled (on a scale from 1(not at all) to 9(extremely so))

Study 2: lucky, motivated, thrilled (on a scale from 1(not at all) to 7(extremely so))

[Results]



[Discussion]

- Uncertain message coupled with love priming proved effective in increasing positive emotion in male participants.
- Such sex difference can be explained as the sexual overperception bias; males (vs. females) are more inclined to erroneously infer sexual interest from opposite sex.

- What else could prime love? Is there effective love priming for females? What other consequences could love priming lead to other than positive emotions? We are still uncertain ♥

Bouquet of red roses?



Romantic Christmas lights?