

Psyc 205 – Social Psychology – Winter 2021 – McAndrew

Article Assignment #4:

Cantu, S. M., Simpson, J. A., Griskevicius, V., Weisberg, Y. J., Durante, K. M., & Beal, D. J. (2014). Fertile and selectively flirty: Women's behavior towards men changes across the ovulatory cycle. *Psychological Science*, *25*, 431-438.

ANSWER EACH OF THE FOLLOWING QUESTIONS ABOUT THE ASSIGNED ARTICLE. THE QUALITY OF THE WRITING IN YOUR ANSWERS WILL BE PART OF THE GRADE, SO USE COMPLETE, GRAMMATICALLY CORRECT SENTENCES. YOUR ASSIGNMENT MUST BE TYPED & DOUBLE-SPACED. YOUR ANSWER NEED NOT BE VERY LONG; I HAVE SUGGESTED A WORD LENGTH FOR EACH ANSWER.

1. Why do the authors believe that a woman's menstrual cycle would have anything to do with how she interacts with men? (150 WORDS)
2. What were the independent and dependent variables in this study? (50 WORDS)
3. Did you perceive any problems with the way in which "flirting" behaviors were measured? Isn't this too subjective a behavior to measure quantitatively? (100 WORDS)
4. What do you think was the most interesting finding of this study? (50 WORDS)
5. Pretend that you have been hired to write a one-sentence advertisement for this study to entice people to read it. What sentence would you write? (25 WORDS)

PLEASE REMEMBER THAT THE QUALITY OF YOUR WRITING WILL BE AN IMPORTANT PART OF THE GRADE THAT YOU RECEIVE ON THIS ASSIGNMENT. BE SURE TO REVIEW THE PSYCHOLOGY DEPARTMENT WRITING POLICY AND CAREFULLY PROOFREAD YOUR PAPER BEFORE TURNING IT IN.