

Female flirting cues and male perception

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Overview

In the past several decades we have seen a change in the way women and men interact with each other. No longer is the role of the pursuer reserved for the male in romantic encounters. This led us to question what are the actual signs of interests displayed by women and how are those signs perceived by men.

We look to distinguish the difference between perception and reality in communication processes in dating. Essentially, we ask how do women flirt and what do guys think of it.

Method

This report is part of a two-part study using a mixed methods approach:

Step1: Content Analysis of 6 Romantic Movies

30 women; multiple ethnicities

Step 2: Survey & Focus Group Discussions

24 males; (13 w; 10 b; 1 self identified other)

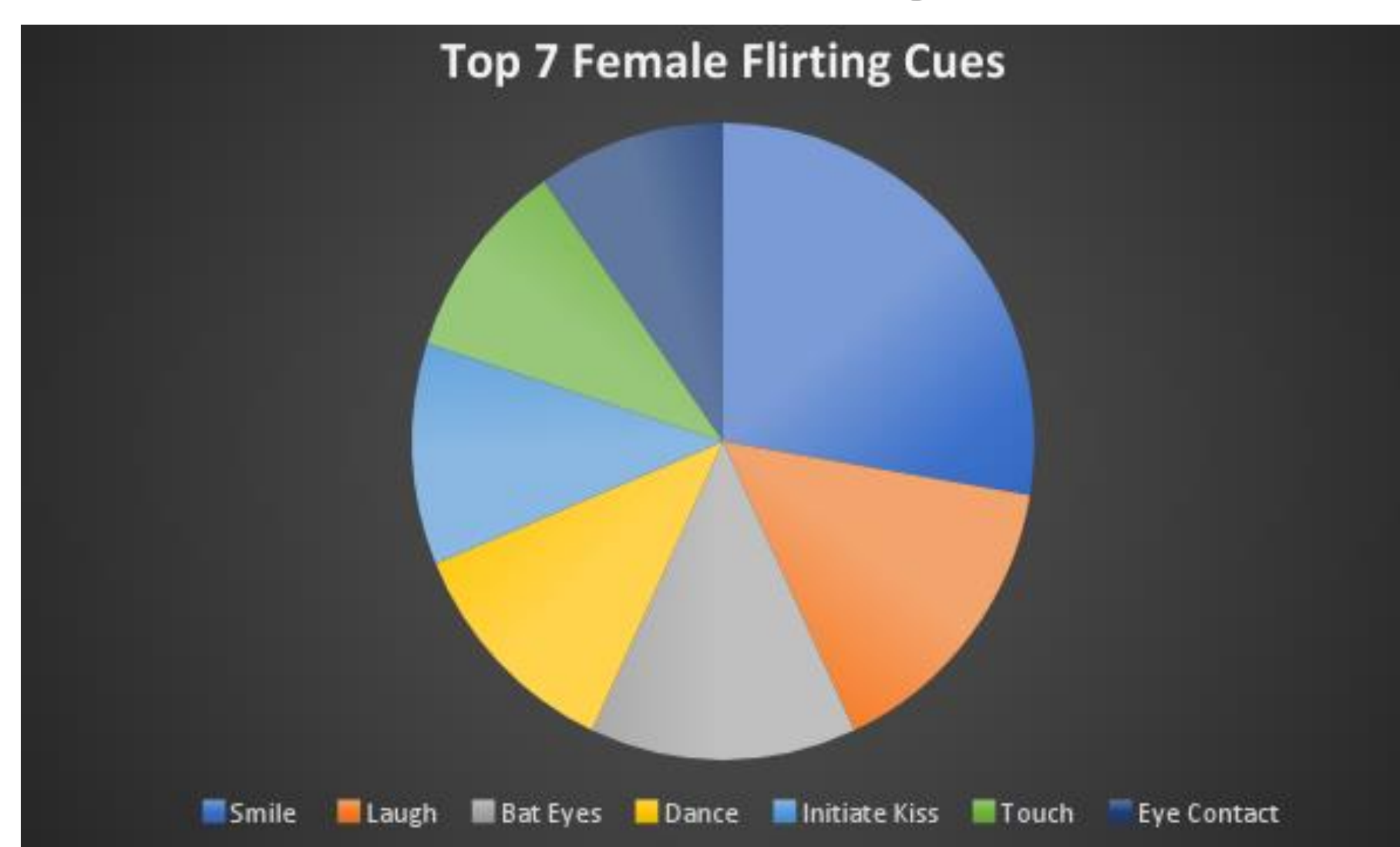
Impact of the Study

Following the Socio-Cultural Tradition, the purpose of this study is to improve communication in dating between the sexes. The subject matter is both timeless as well as timely, as evidenced by the many recent sexual misconduct scandals that have swept the nation.

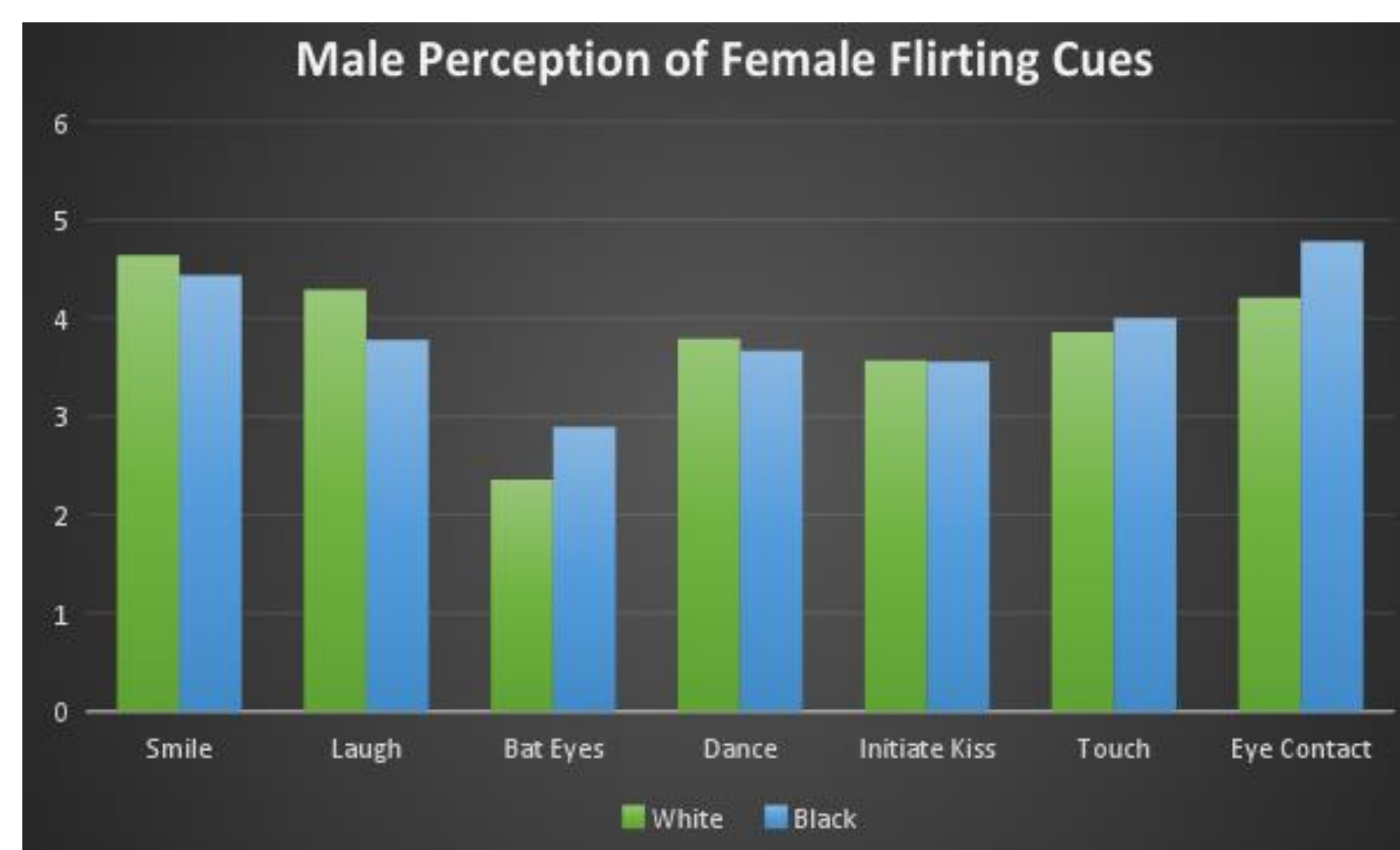
Acknowledgements

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Key Findings



An observation of 30 women revealed the top seven nonverbal cues



Two focus group discussions revealed that men were most attracted to women that displayed flirting cues of smiling and eye contact and the least attracted to women that bat their eyes. Another interesting find was in the relationship of male ethnicity to the perception of flirting. White males responded favorably to smiling while black males responded with the highest score in the eye contact category.