Sex roles and interpersonal attraction for opposite-sex persons.

McCutcheon, Lynn E.

AB Attempted to determine whether similarity or complementarity is the better explanation for opposite-sex interpersonal attraction, based on sex roles. 129 female and 97 male college students filled out the Bem Sex-Role Inventory and were categorized as sex-typed or androgynous. At 5-7 wks after testing, Ss read a protocol contrived to be either masculine, feminine, or androgynous and rated their liking for that target person on 2 scales, one in which the target person was described as a friend and the other in which the target was described as a potential romantic interest. Results support a "loose" version of the similarity explanation for females. For males, neither similarity nor complementarity could explain the results.