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Erika Ruppelius

Eastern Washington University

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FLIRTATION STYLES AND TACTICS AMONG COLLEGE STUDENTS

ERIKA RUPPELIUS

MENTOR: DR. THERESA MARTIN

EASTERN WASHINGTON UNIVERSITY

INTRODUCTION

(DILLARD ET AL 1999), (HALL ET AL, 2008, 2010)

- 3 dimensions of relational communication

- Dominance
- Affiliation
- Explicitness

- 5 flirting styles

- Physical
- Traditional
 - Polite
- Sincere
- Playful

HYPOTHESES

- Are men more likely to have a physical flirtation style?
- Are heterosexual people more likely to have a traditional flirtation style than those of other sexual orientations?

METHOD

- Survey administered through EWU's SONA system, giving extra credit points in return for completion.
- Survey consisted of 84 questions, 58 being locally developed while 24 composed the Hall Flirting Styles Inventory.
- Locally developed questions addressed perceptions of flirtatious behavior and persistence in flirting situations, which were analyzed separately. All locally developed questions were rated on a variety of Likert scales.
- A flirtation scenario was given based on the gender and sexual orientation of the participant. This included meeting a man or a woman at a party, and having a variety of possible responses to choose from in order to keep the conversation moving forward.

HALL FLIRTING STYLES INVENTORY (2010)

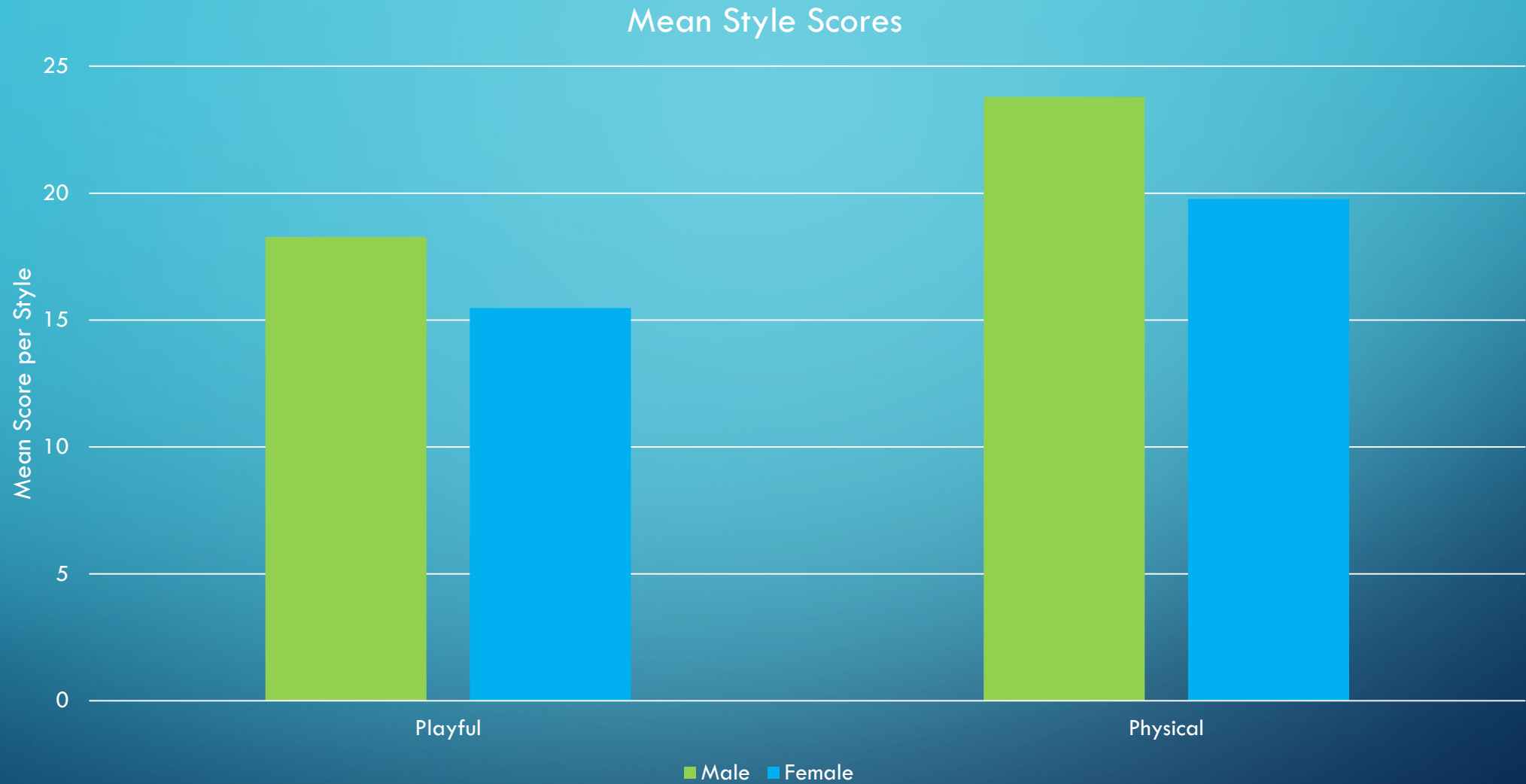
- The FSI is a 26 question inventory used to determine what style a person mainly uses while flirting with potential partners. This included statements such as “I am good at showing my sexual interest”, and “Men should make the first move”. Each item was scored on a 7-point Likert scale where 1 = strongly disagree and 7 = strongly agree. Scores from this were examined to determine how high each participant ranked in use of playful, physical, sincere, traditional, and polite styles. This inventory ranks high in internal consistency for all 5 scales (Cronbach’s $\alpha = .68-.87$).

DEMOGRAPHICS

- 157 students participated. 123 identified as female, 34 identified as male.
- 143 identified as heterosexual, 7 homosexual, 5 bisexual, 2 other.
- Mean age of participant was 22 years old.
- 83 participants were in some sort of romantic relationship, with mean length of current relationship being 18 months.
- 8 participants eliminated due to lack of response to majority of items.

RESULTS

- A 2 x 2 factorial between-subjects ANOVA was used for analysis.
- Significant main effect for gender in regards to playful style, with men more likely to self-report this style than women, $f(1, 151) = 4.263, p < .05$
- Significant main effect for gender in regards to physical style, with men more likely to self-report this style than women, $f(1, 150) = 4.655, p < .05$
- Gender had no effect on reporting of any other style.
- Too few non-heterosexual participants for analysis of main effect for orientation or interaction between orientation and gender to be valid.



DISCUSSION

- Previous literature had found that women were more likely to self-report all styles except for playful. The current study found men more likely to self-report playful also, but physical style as well.
- Contrary to previous literature, gender had no effect on traditional, sincere, and polite styles. This may be due to the particular population that was studied.
- Inclusion of non-heterosexual populations is unlikely to have made a difference in self-report; the college environment may have had an effect.
- Further analysis after collecting a larger sample size could prove useful, particularly in gathering data from more non-heterosexual participants and men.

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