

Infidelity, Attraction, & Beauty



HOW TO MAN

Masculinity Mastery Series

“Love never dies a natural death. It dies because we don't know how to replenish its source. It dies of blindness and errors and betrayals. It dies of illness and wounds; it dies of weariness, of witherings, of tarnishings.”

–Anaïs Nin

*“Show me the hottest girl you can find,
and I guarantee I can show you a guy
who is tired of fucking her.”*

–Dennis Rodman

Why do men/women cheat?

Why do men/women abandon a
relationship?

What causes/maintains attraction, and
what causes loss of attraction?

Evolutionary Psych & Social Psych

- Replication problem
- Popular manipulation of science to support agendas
- Cross-cultural evidence and high replicability

Evolutionary Asymmetry

- Risks / Rewards around mating +
- Procreative investment +
- Parental certainty =
- Different adaptive psychological/mating strategies

Evolutionary Psychology Myths

(Not replicable, no evidence, almost certainly not true)

- Humans are naturally polygamous
- Alpha male lover and stable provider
- Women change preferences during ovulation
- Women are less rational
- Women are more hypergamous / have less integrity/loyalty

Average Person

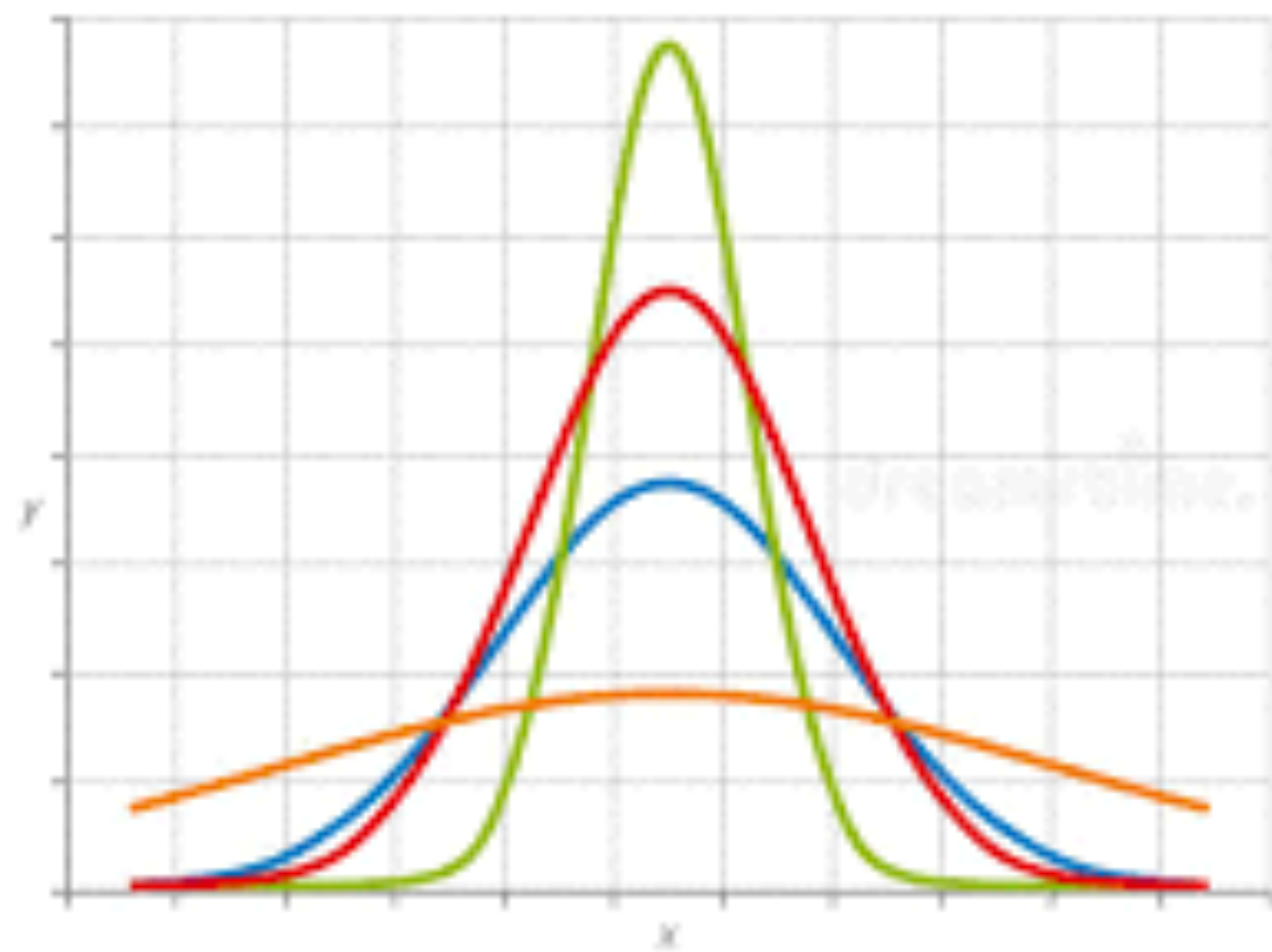


Men v. Women

- Preference for chocolate ice cream
- Preference for casual sex

Infidelity Men v. Women

- Emotional entanglement with affair
- Unhappy in relationship?
- Desire for sexual variety?
- Did you have sex with him? / Do love her?



Innate Attraction Value

- intelligence
- kindness
- empathy
- sense of humor
- dependability
- daring/risk taking
- charisma/center of attention
- status
- power
- money
- youth
- physical attractiveness / beauty

5 Traits?

- Presence
- Worthiness
- Self Trust
- Masculine Confidence
- Freedom

“You are only punishing yourself when you want to be in a relationship with a woman more than she wants to be in a relationship with you.”

–David Deida

Derangement of Natural Mating Environment

- Dating Apps
 - Decision paralysis (something better around the corner)?
 - Magnifying superficial preferences?
 - Favoring short-term hookups over long-term mating strategies?
- Porn
- Identity politics
- Birth Control

Beauty

- Genetic
- Stigma against beauty
 - Men are judged as shallow
 - Beautiful women are mocked/invalidated by both sexes
 - People resent the power that beauty is conferred
- Short term/long term adaptive behaviors

*“The beautiful is a manifestation of
secret laws of Nature, which, but for this
appearance, had been forever
concealed from us.”*

–Johann Wolfgang von Goethe