Definitions

Anisogamy	Differential gamete size as a result of disruptive selection *e.g. human egg = big and full of resources, human sperm = small and speedy*.
WEIRD societies	Western, Educated, Industrialised, Rich and Democratic people. Used for a lot of psychological and anthropological research, which is definitely controversial and unrepresentative of overall populations in the world.

Mate choice - Bateman's principle (1948)

Males	- undiscriminating eagerness.
Females	- discriminating passivity.

Sex with the largest parental investment (usually the female) will become a limited resource to compete for.

1. Males = higher variance in numbers of offsprings > females (higher reprod. success).

2. Males = higher variance in sexual partners > females (higher mating success).

3. Males = stronger rship b/w RS and MS > females.

Challenges to Bateman's principle

Hrdy	female primate research - females are not universally coy + choosy.

There are advantages for females to have multiple male mates (polyandry) *e.g. lower infanticide + higher fertilisation*.

Females = choosy if population contains high variability in male quality and/or lower paternal investment.

Males = choosy if above is true for females.

Both = choosy if encounter rate is high = parental investment = similar for both sexes, similar and high variation in mate quality in both sexes.

Neither = choosy if low population density with low encounter rates.

Challenges to Bateman's principle (cont)

Brown et al.	Sex roles are not universal, inter--population variation in reprod success b/w human males and females.
	WEIRD societies show higher mating success in males > females, but most modern societies involve institutionalised monogamous rships (so similar mating success).
	Rship b/w MS and RS varies b/w populations *e.g. if paternal investment is high, then MS and RS = low.*

Anisogamy

Sexual reprod leads to the evolution of anisogamy and sex-specific reprod processes and associated strategies.

Sex biases in behaviour:	Mate choice, parental investment...

Leads to competition b/w members of same sex (*e.g. stag antlers only in males, so not useful for survival generally*) and intersexual competition (*e.g. peacocks = costly tails, so must be fit to survive w/ tail, compete for female attention*).

Attractive traits

Sweat signals compatibility	**Hybrid vigour:** sweat from someone w/ immune system most different to your own (i.e. variation) = most attractive.
Beauty	Cultural? Babies stare more at "-attractive faces". Symmetry signals fitness (although symmetry is also selected for if only half the face is shown?). Averageness is preferred - familiarity = safer, no genetic anomalies.

Attractive traits (cont)

Testo-sterone	High testosterone = major costs *e.g. reduce immunity*. Testos-terone + male jaw -> sharp jaw signals high testosterone, therefore must be fit to survive with sharp jaw.

Evolutionary psychology (EP) and mate choice

Beh. = predetermined by genes. -> universality of behaviours because evolutionary behaviours are part of our shared human nature.

Mate choice: Focus on sex differences, with recognition to a minimal role played by social learning.

EP evaluates attractiveness of traits based on parental investment, reprod value and paternity certainty.

Parental investment	*Effort + resources required to maintain offspring.*
	Leads to trade-off b/w mating + parenting efforts - looking after offsprings requires energy, so less energy is put towards mating.
	Humans: males usually invest through provision of resources, so cues to attractiveness related to provision = attractive to females (*e.g. wealth + status + ambition*).

Human Behavioural Ecology (HBE) and mate choice

Socioecological context impacts beh. + most valued traits in potential mate.

Beh. = result of adaptations toward optimum reprod success.

Beh. = flexible + adaptive w/ underlying genetic mechanisms.

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Mate choice - Cross-cultural study by Buss	
37 cultures tested.	
Males	Preferred young + attractive females.
Females	Valued financial resources - women = less economically independent?
High cultural variation b/w sexes.	*e.g. Hadza hunter-gatherers: men aren't the only providers, so woman's work ethic was an important factor of attractiv-eness.*
Sex differences:	
Female attractiv-eness	Full lips, sprightly gait, luscious hair and clear skin.
Male attractiv-eness	Wealth + status.
	Study w/ attractiveness rating of males by females in nice v. average car = most attractive in nice car.

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