



UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND
POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION

TITLE:

**A STUDY OF ATTRACTIVENESS ON OPPOSITE GENDER AMONG
STUDENTS IN UITM SARAWAK**

PREPARED BY:

Awang Nasfuddin bin Awang Hassan	2006140377
Paul Racha	2006156949
Mohd Shukury bin Anuar	2006113431
Mohamad Fitri bin Abdul Rahim	2006140315

PREPARED FOR:

Mdm Arenawati Sehat Bt Omar

Group: AMD6P2

Submission date:

OCTOBER 21, 2009

ABSTRACTS

This research is done to find the attractiveness of the opposite genders among the students in UiTM Samarahan. The subject is chosen because this study of attractiveness is a very interesting field of human sociology and from there we can actually find the most attractive factor that actually attracts the opposite sex toward the individual. This research is hopefully will help other parties such as sociologist and psychologist in regards with the attractiveness among the opposite gender.

This research has been conducted through distribution of questionnaires to the respondents, in this case, the students of UiTM Samarahan. The objective is to gain meaningful information from the students on their point of perspective of the factors that may become an attraction towards their opposite sex.

The findings indicate the male and female students' point of view on the attractiveness among the opposite genders. These findings then will be used to interpret the information gained from the respondents. Hence, we can actually find the variables that influence attractiveness among the opposite sex.

Lastly, the recommendation are made based on the findings of the study as to give a clear view on how attractiveness among the opposite gender will be influence by those variables in this study.

TABLE OF CONTENT	PAGE
Letter of submission	i
Acknowledgement	iii
Abstracts	iv
1.0 Introduction	
1.1 Introduction	1
1.2 Problem statement	3
1.3 Research question and objectives of the research	5
1.4 Scope of the research	6
1.5 Significance of the study	7
1.6 Key terms and concept	8
2.0 Literature review	
2.1 Introduction	9
2.2 Literature review	10
2.2.1 Physical attraction in men and women	13
2.2.3 Personal status and attractiveness among opposite gender	13
2.2.4 Personality and attraction	14
2.2.5 Habits and attraction	15
2.2.6 Does communication skills matter in opposite gender attraction	16
2.3 Summary	16

1.1 INTRODUCTION

Quoting from a well known phrase, "beauty is in the eye of the beholder". However, there appear to be a universal standards regarding to attractiveness (J.H. Langloise, L. Kalakanis, A.J. Rubenstein, A. Larson, M. Hallam, & M. Smoot, 2000). How do we measure attractiveness? For some people, they would go for physical attraction such as good looking and for others; they value personality or known also as "inner beauty" more than any other attributes. How about the opposite attraction? What makes a man attract to a woman and vice versa? Those questions are very subjective and will have a wide range of answers because everyone has their own opinion about attractiveness. Attractiveness according to the American Heritage dictionary (1994: 54) as cite by S. Prestia (2002) is to attract can be defined as "to cause, to draw near, to adhere," or more relevantly, "to arouse the interest, admiration or attention of" (S. Prestia, J. Silverston, K. Wood, & L. Zigarmi, 2002). According to Andrew Ortony (1990), attraction refers to a quality to be the cause of the emotion of attraction in a person and an attraction emotion is an interest or desire in something or someone. Therefore from the definition above, we can generally say that attractiveness is a very powerful quality. Attraction can be classified into five major factors which are personality attraction, habits attraction, physical attraction, status attraction, and communication attraction. As far as this research study is concern, we will focus on these five major components of attractiveness as our field of study. Many researchers have been done across age, race, and culture but there are still ambiguities in what makes people attract to other. In our study, we will try to find the quality in a person that the opposite gender finds attractive and try to find its relationship of this attraction with the factors that influence the attraction to the opposite sex. In another area of interest, this research will also include the factors of interpersonal attraction. Interpersonal attraction is the attraction between people which leads to friendships and romantic relationship. Interpersonal attraction is related to how much we like, love, dislike, or hate someone. It can also be viewed as force acting between two

2.1 INTRODUCTION

Literature review is the documentation of a comprehensive review of the published and unpublished work from secondary sources of data in the areas of specific interest to the researcher (Sekaran, U., 2007). The researcher could start the survey based on the information gathered from unstructured and structured interviews. Reviewing the literature on the topic area will help the researcher to focus on more meaningful aspects that is important in the published studies, even if these had not surfaced during the earlier questioning.

According to Uma Sekaran (2007), a good literature review will ensure that:

1. Important variables that are likely to influence the problem situation are not left out of the study.
2. A clearer idea emerges as to what variables would be most important to consider, why they would be considered important, and how they should be investigated to solve the problem. Hence, the literature survey helps the development of theoretical framework and hypotheses for testing.
3. The problem statement can be made with precision and clarity.
4. Testability and replicability of the findings of the current research are enhanced.
5. One does not run the risk of "reinventing the wheel" that is wasting the efforts on trying to rediscover something that is already known.
6. The problem investigated is perceived by the scientific community as relevant and significant.

In the study of attractiveness among the opposite gender, we will gather all the information relevant to our research from all secondary sources available such as books, journal, and the internet. This information will later be constructed into a literature review to become our guideline in conducting the research.