

LOVE IS IN THE (question) AIR. We can fall ‘in to it’ and ‘out of it’, it can make us feel both happy and sad or even angry and mad, but what is love? Psychologists decided to investigate this further by using the self-report method in which they posted out a questionnaire to members of the public to complete. Some of the data from the first twenty males and first twenty females to respond are presented in the tables below.

Table 1: Ratings of the importance of physical appearance for being in love given by male and female participants (1= ‘not very important’ to 10 = ‘extremely important’)	
males	females
7	3
5	7
9	1
10	6
8	4
7	9
7	6
9	3
8	5
10	3
9	5
10	3
9	5
9	5
7	3
6	7
5	5
6	1
7	3
9	2

Table 2: Responses to the question ... ‘do you believe in love at first sight?’		
	yes	no
males	5	15
females	12	8

Figure 1
Pie chart showing the percentage of people who thought which attributes were the most important for being in love with someone

