

## Abstract

This investigation includes four studies on the expectations about what in each sex attracts physically the other one and on what really each sex prefers in the other.

The first (n=117) has been a replica of a work by Paul Lavrakas (expectations of men and choices of women) having studied also expectations of women and choices of men.

The second study (n=634) was done intending to collect data for construction of a new questionnaire which could better fit the population we were working with.

In the third one (n=493) the data collecting has been done by applying that questionnaire.

The last study, with a sample of 539 persons, also has some objectives concerning the self-inclusion and partner's inclusion in the model of beauty and about the perception on the inclusion of the physical attraction element in the model of beauty or in the stereotype.

The investigation started 17 years ago and shows that across the time it seems that some alterations exist concerning the approach between the expectations of one sex and the preferences of the other. This can be confirmed either through a major tendency of women to manifest attraction elements more physic and sexual or because men start to value attraction elements more expressive.

However a basic matrix more physic and sexual continues to exist in men and an other matrix more expressive continues to exist in women.

Keywords: attraction, expectation, choose/preference, model, stereotype, inclusion.