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Public perceptions of 'negging': Lowering women's self-esteem to increase the male attractiveness and achieve sexual conquest

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Abstract

Purpose: 'Negging' can be described as the purposeful lowering of a woman's self-esteem to increase perceived attractiveness of the man in order to achieve sexual conquest. Negging has evolved over time. Whilst 'Original' negging was intended to be a harmless tool for attracting women, more recently dating companies have been teaching men 'Evolved' negging in a potentially damaging way, which could escalate into an abusive intimate relationship.

Design: An online survey involving vignettes depicting negging between strangers with three conditions; 'Original', 'Evolved' and 'Control' was completed by 308 participants. Participants were asked how harmful, acceptable, and how likely to escalate each scenario was. A fourth vignette described 'Evolved' negging between partners.

Results: Mixed methods ANOVA indicated that participants perceived all negging as being significantly more harmful than control 'pick-up' lines. 'Evolved' negging was considered to be more likely to escalate in seriousness than 'Original' negging.

Conclusions: Despite the public viewing negging as harmful and with the potential to escalate in seriousness, women are still being targeted in this manner and the industry 'teaching' negging is growing despite controversy. This study aims to increase general awareness of negging in order to minimise harm caused to women who are 'picked-up' through this technique. To this end, directions for future research are highlighted.

Originality: This paper is one of the first empirical studies in the area of negging. The perceived, and potential, harm caused can be studied in light of these novel findings with the aim of protecting women from harm.

Keywords: Self-Esteem, Emotional Abuse, Negging, Intimate Relationships, Partner Violence, Dating

In 2014, the UK Home Office banned Julien Blanc, a controversial American "pick-up artist" (PUA), from entering the UK, following a petition signed by 158,000 UK residents. A similar outcry occurred in February 2015, where PUA Daryush Valizadeh, nicknamed 'Roosh V', published an article advocating that raping women should be legal "when done off public grounds" (Valizadeh, 2015). Whilst there is currently no formal definition of a PUA, informal definitions exist, such as:

> A pick up artist is a man (or less commonly, a woman; FPUA) who is dedicated to improving his skills with the opposite sex through the methods found in the pickup community—a community of guys who study how to seduce and sleep with women. (PUAlingo, 2008)

Pick-up artistry is not a new notion; books on pick-up techniques date back to 1970, for example '*How to pick up girls'* (Weber, 1970). The concept of what is referred to as 'negging' developed more recently following the publication of books such as '*The Venusian Arts Handbook'* (Mystery Method Corporation, 2005), '*The Game - Penetrating the Secret Society of Pickup Artists'* (Strauss, 2005) and '*Revelation*' (Odom, 2008).

Negging combines the delivery of compliments alongside subtle insults to undermine the self-esteem of a woman. Negging is designed to make women more vulnerable to complying with sexual advances, by lowering

self-esteem to increase how attractive the PUA seems. Negging can occur between individuals of any sex, this study focuses on its use by men on women as taught by 'date-coaching companies'.

Increasing parallels are emerging between pick-up techniques and models of domestic abuse. The Duluth Power and Control Wheel (DPCW; Pence and Paymar, 1993) suggests that emotional abuse, through name-calling, belittlement, and humiliation, allows an abusive partner to gain power and control (Woman's Aid, 2014). The elements above are essentially negging which, combined with additional factors in the model, may prevent victims from escaping abusive relationships. In 2014, Blanc was heavily criticized by the public for posting the DPCW on social media with the caption 'How to make her stay' (Pleasance & Evans, 2014).

Negging: An original conceptualisation

Negging, as used by Blanc, was originally introduced by Erik Von Markovik, a Canadian PUA claiming to turn socially inexperienced men into master seducers of women. In *'Revelation'* (Odom, 2008), Von Markovik described negging as harmless, engaging, and fun. He proposed that negging should not be insulting, but imply romantic disinterest in order to initiate the woman's attraction. As beautiful women are regularly pursued by men, they may pre-emptively dismiss male attention. Therefore, men who appear disinterested may gain the romantic attention of the woman. These 'original Negs' aimed to playfully identify flaws in women, to both challenge a woman's perceived ability to attract any male

and heighten the perceived attractiveness of the male. For example, "*You're weird… fun!*" (Odom, 2008, p. 109).

In '*Revelation*' (Odom, 2008, p. 257), a complex model of courtship is proposed.

<INSERT TABLE 1 ABOUT HERE>

Von Markovik recommends that negging should only occur during the second part of the 'Attraction' phase; yet the complexity of the model risks misuse of negging after phase three. Evidence suggests that the intention of negging has evolved, with articles advocating its use in long-term relationships (Zimmerman, 2010). Rather than ceasing, negging could increase in frequency and severity to sustain attraction, consistently lowering a woman's self-esteem as a consequence. Aguilar and Nightingale (1994) explored self-esteem in 48 domestic abuse survivors, finding only emotional/controlling abuse to be significantly correlated with low self-esteem. Low self-esteem may be an effect of domestic abuse, or linked to the maintenance of abusive relationships. Manipulating and perpetuating low self-esteem in a partner is emotionally abusive; this may be the same with negging. Depending on how negging is taught, for instance as a 'harmless' one-off activity to initiate a woman's interest, or as a form of abuse, it feasibly has the potential to escalate into more serious harm.

Emotional abuse

Emotional and psychological abuse are now formally recognised as domestic abuse (Home Office, 2013). Siltala (2014) investigated the impact of emotional, sexual, and physical abuse in 1,952 people, finding that victims of emotional abuse scored lower on all measures of well-being than victims of sexual or physical abuse. Williams, Richardson, Hammock and Janit (2012) found that victims of domestic abuse viewed emotional abuse as more harmful with longer-lasting effects, however observers viewed physical abuse as more harmful and deserving of punishment. This suggests that members of the public may not recognise the impact of emotional abuse, highlighting the importance of understanding the public perception of behaviours such as negging.

Negging: An elucidation

Although negging may be harmful, there is some evidence supporting its efficacy. Walster (1965) gave personality tests to female students, allocating a male research assistant to give feedback. Half were given positive feedback to temporarily elevate their self-esteem and half negative feedback. When asked to rate how attractive they found the research assistant, those who received negative feedback rated him as significantly more attractive than those who received positive feedback. Walster hypothesised that those viewing themselves as flawed may have lower standards in a potential partner and that lower self-esteem may

increase desire for affection and acceptance, increasing the need for a potential partner. Similarly, Dittes (1959) explored self-esteem and attraction towards groups, finding that subjects with low self-esteem prefer an accepting group compared to those with high self-esteem.

There is little further research investigating self-esteem and attraction, however there is evidence supporting the link between self-esteem and compliance. Gudjonsson and Sigurdsson (2003) asked participants to complete measures of self-esteem, compliance and coping, finding those with low self-esteem were more likely to be compliant and agreeable to others' requests. In this way, lowering a woman's self-esteem may help to gain their compliance for sex. Despite limited empirical evidence it is clear that PUAs teaching techniques to other men is lucrative, although some consider it dishonest (Almog & Kaplan, 2015).

One of the world's largest dating companies hosts approximately 1000 live teaching programs annually, across 70 countries and 270 cities, for over 40,000 clients (Real Social Dynamics Inc., 2002-2015). Amongst other pick-up techniques, these companies teach and demonstrate negging. Despite negging being originally conceptualised as harmless, Plier (2014) suggested that such companies teach pick-up techniques in a way that promotes sexual violence and hatred towards women. Plier's concerns were reinforced by news coverage suggesting that staff of such companies engage in sexually violent behaviour (Tillet, 2014). Following Blanc having his visa denied from the UK, anti-violence campaigners have

also protested that these techniques are potentially harmful to women
(Travis, 2014).

Raising concerns about the potential dangers of PUA teachings is the
case of 22 year-old Elliot Rodger, who killed six individuals and injured
thirteen others before committing suicide in 2014. Before his killing spree,
Rodger recorded a video explaining that he wanted to punish all women
and sexually active men, as he had never been intimate with a woman.
Rodger had been actively participating in forum discussions about pick-up
artistry and subscribed to a YouTube channel for a dating company
teaching negging techniques (Beech, 2014). Individuals with poor social
skills and low self-esteem may access and model their behaviour on the
techniques that these companies teach (Almog & Kaplan, 2015). Plausibly
such people may fail to recognise signs of a woman's attraction and
therefore realise that negging should cease, according to the original
concept. Research suggests that when faced with potential threats to a
relationship, individuals with lower self-esteem feel insecure of their
partner's acceptance of them, and cope by devaluing their relationship
and their partner (Murray, Bellavia, Rose, & Griffin, 2003). This coping
mechanism could be supported by negging, suggesting that the behaviour
may be maintained or escalated due to insecurity in a partner's
acceptance or low self-esteem.

Given the current prevalence and popularity of negging, combined with
the potential impact on women and the associations with emotional

abuse, the current study aims to more fully understand public perceptions of this phenomenon.

Overview of the current study

While originally intended to be harmless, negging has arguably been taught by modern Date Coaching Companies in an emotionally abusive and potentially harmful manner. Empirical research into the public perception of the evolution of negging is lacking. The current study aims to explore perceptions of negging delivered by a man to a women in both stranger and partner conditions, and at different 'levels' of negging development.

Method

Design

A repeated measures design was used to establish whether the source and context of negs affected how participants perceived them. The four levels of the independent variable were: 'Stranger Control', 'Stranger Original Negs', 'Stranger Evolved Negs' and 'Partner Evolved Negs'. Three dependent variables were ratings of harmfulness, acceptability, and likelihood of escalation to abusive behaviour.

Participants

A power calculation indicated that, assuming a medium effect size for a 2X3 repeated measures design, a sample of 158 participants would

be appropriate. The retrieved sample exceeded this target, with 308 UK based participants. Inclusion criteria were adults (aged over 18) with previous experience of being in a bar or club. Participation was sought via opportunistic social media recruitment and snowballing.

Participants' ages ranged from 18-71 years with a mean age of 30. The majority were British, 18-30 year olds (n=211, 69%), but 30-45 year olds also took part (n=51, 16%), as well as those aged 45+ (n=46, 15%). 82% were employed (n=254), 15% were students (n=49), and 3% were unemployed (n=5). The majority were women (n=199, 65% women, n=109. 35% men).

Materials

Participants were presented with an online survey beginning with an information sheet, consent form and demographic questions. Participants were then presented with four vignettes, each depicting a scenario in which a man approached a woman:

- Vignette 1 – stranger-control condition. A stranger approaches a woman in a bar and uses a pick-up line without a negging element (examples drawn from a pick-up line website; "Pick-up lines galore", n.d.)
- Vignette 2 – stranger-original neg condition. A stranger approaches a woman in a bar and uses a neg as originally conceptualised (taken from 'Revelation', Odom, 2008).

- Vignette 3 – stranger – evolved neg condition. A stranger approaches a woman in a bar and uses a neg as demonstrated by employees of a modern dating company (taken from in-field footage, available online at "PIMP by RSD Julien", 2002-2014 and "YouTube", 2016).

- Vignette 4 – partner evolved condition. During an interaction between a heterosexual couple, the man uses a neg as demonstrated by employees of a modern dating company (taken from in-field footage, available online at "PIMP by RSD Julien", 2002-2014 and "YouTube", 2016).

Specific negs for each condition are detailed in Table 2.

<INSERT TABLE 2 ABOUT HERE>

After each vignette, participants were asked to answer three questions on a 5-point Likert scale:

1. Harmful can be defined as "The extent to which the dialogue could hurt the target's feelings" Please select how harmful you perceive the dialogue in Scenario X to be.

2. Acceptable can be defined as "To what extent do you agree with the dialogue that has been used" Please rate how acceptable you perceive the dialogue in Scenario X to be.

3. If the two individuals in Scenario X were to start dating each other and this dialogue continued, please rate the likelihood that it may lead to emotional abuse (not asked after vignette 4, partner

evolved condition, as this scenario involved individuals already dating).

All conditions involving interactions between strangers (vignettes 1 – 3) began with the following passage:

> **Emily, a woman in her 20's has been sat in a local bar for 20 minutes waiting for her friend to arrive. When she sits down, she notices a male stranger across the bar that appears to take an interest in her. The stranger tries to catch her eye a few times and later points in her direction before standing up, leaving his group of friends and starting to approach her with a smile on his face. The stranger pulls up a chair next to Emily and says *NEG***

The partner condition (vignette 4) began with the following passage:

> **Emily and Tom first started dating when they met in a bar 18 months ago. They soon became partners and moved in together last month. The couple are sat at home relaxing in the living room together. During the course of their conversation Tom says things to Emily such as** *NEG*

In order to ensure that the negs used for each condition were representative of the source material, three negs were selected from each source per condition. Which particular neg was presented was determined

by participants clicking on a pattern of their choosing (+++, 000, XXX) at the start of the survey.

Ethical considerations

This research was approved by the Faculty of Medicine and Health Sciences' ethics committee at The University of Nottingham.

Procedure

Participants were invited to complete an online survey which included debriefing and informed consent. Data were collected between 21st March 2015 and 3rd April 2015.

Results

Approximately one third of participants took each route of the survey (33% (n=103), 34% (n=105) and 33% (n=100) respectively). Statistical analyses were performed using IBM SPSS Statistics 22. Cronbach's Alpha Reliability Analysis was performed to assess whether dependent variables of acceptability and harmfulness were related to a common theme and could be combined. Data did not reach the threshold of .70 ($α$ =.68) so dependent variables were analysed separately.

The Shapiro-Wilk test was carried out to determine the normality of data distribution for dependent variables. The Shapiro-Wilk statistic was significant in all cases ($p<.001$), meaning data were not normally distributed. Given that there is substantial evidence that analysis of variance (ANOVA) models are robust to violations of normality when other

assumptions are met (Schmider, Danay, Beyer & Bühner, 2010), ANOVA was used where the assumption of homoscedasticity was not violated (assessed via Levene's statistic). In mixed methods comparisons, the Greenhouse-Geisser correction was applied where Mauchley's test of sphericity was significant. Post-hoc comparisons employed a bonferroni correction to account for multiple comparisons.

<INSERT TABLE 3 ABOUT HERE>

<u>Harmfulness</u>

A mixed methods ANOVA identified ratings of harmfulness differed significantly between 'Stranger Original Negs', 'Stranger Control', 'Stranger Evolved Negs' and 'Partner Evolved Negs' ($F_{(2.743, 839.333)}$ = 321.780, $p < 0.0001$). Post-hoc comparisons identified that there were no significant differences in harmfulness between the 'Stranger Evolved Negs and 'Partner Evolved Negs' conditions. However, both 'Stranger Evolved Negs and 'Partner Evolved Negs' were rated as significantly more harmful than 'Stranger Original Negs' (for each $p < 0.0001$[1]); 'Stranger Original Negs' were rated as significantly more harmful than 'Stranger Control Negs' ($p < 0.0001$).

There was also a significant interaction between sex and Neg condition ($F_{(2.743, 839.333)}$ = 3.136, $p = 0.029$). Post-hoc comparisons identified that women rated 'Partner Evolved Negs' as significantly more harmful than men ($p = 0.008$). There were no other significant differences between sex in ratings of harmfulness for Neg conditions.

Acceptability

A mixed methods ANOVA identified ratings of Acceptability differed significantly between 'Stranger Original Negs', 'Stranger Control Negs', 'Stranger Evolved Negs' and 'Partner Evolved Negs' ($F(2.854, 873.186) = 278.128$, $p < 0.0001$[1]). Post-hoc comparisons suggested that 'Stranger Evolved Negs' were rated as significantly less acceptable that any other condition ($p < 0.0001$[1] in all cases); 'Partner Evolved Negs' were considered less acceptable that either 'Stranger Original Negs' ($P < 0.0001$[1]) or 'Stranger Control Negs' ($P < 0.0001$[1]). 'Stranger Original Negs' were rated as significantly less acceptable than 'Stranger Control Negs' ($P < 0.0001$[1]).

There was a significant interaction between sex and Neg condition ($F(2.854, 873.186) = 4.658$, $p = 0.001$). Post-hoc comparisons identified that women rated 'Stranger Evolved Negs' as significantly less acceptable than men ($p < 0.0001$[1]). There were no other significant differences between sexes in ratings of harmfulness.

Likelihood of escalation

A mixed methods ANOVA identified ratings of likelihood to escalate to emotional abuse differed significantly between 'Stranger Original Negs', 'Stranger Control Negs', 'Stranger Evolved Negs' and 'Partner Evolved Negs' ($F(1.795, 549.417) = 225.303$, $p < 0.0001$[1]). Post-hoc comparisons suggested that 'Stranger Evolved Negs' were rated as significantly more likely to escalate than any other condition ($p < 0.0001$[1]

in all cases); 'Stranger Original Negs' were also rated as significantly more likely to escalate than 'Stranger Control Negs' ($p < 0.0001$[1]).

There was no significant interaction between sex and Neg condition ($F(1.795, 519.417) = 1.082$, $p = 0.334$).

Discussion

In considering an interaction between strangers, participants rated 'Evolved Negs' as significantly less acceptable, more harmful, and more likely to escalate to abuse than 'Original Negs'. Both negging conditions were considered less acceptable, more harmful, and more likely to escalate to abuse than control conditions. In considering communication between partners, participants similarly considered 'Evolved Negs' as more harmful and less acceptable than 'Original Negs' or control conditions. There was some evidence of sex differences, with women rating 'Evolved Negs' between partners as significantly more harmful, and 'Evolved Negs' between strangers as less acceptable.

Overall, negging was considered by the UK public to be harmful to women. This finding is consistent with popular media opinions, which deem modern negging as unacceptable and harmful (Cowburn, 2016). Despite these views, the industry of teaching negging is growing. It may be that these types of businesses are expanding because negging is relatively new and its true harm has not been widely recognised. Negs are apparently successful in catalysing the pick-up process resulting in women capitulating to men's advances, possibly due to the self-esteem

effects reported by Walster (1965). It is important to consider that this study found that the public (including men and women) perceived negging as harmful, yet those engaging in negging workshops and applying the techniques clearly consider this behaviour acceptable. Thus, perceptions of negging second hand, as in this vignette study, may differ in some way to experiencing negging first hand as the victim or perpetrator.

A possible explanation is that participants were more aware of the impact that each neg may have on the target's self-esteem than they would be in real life, and therefore were more conscious of the potential harm. In this research, participants were presented with a neg in a written form, excluding nonverbal cues such as tone of voice, facial expression and body language. Nonverbal cues convey interpersonal attitude such as dominance or insult (Hall, 2007). In reality, non-verbal cues may aid the subtle delivery of negs, the lack of non-verbal cues in the current study may have made participants more aware of the process of negging than they may have been had they seen this process in reality. Targets may not be aware of negging as a concept, or due to its initial subtlety they may not be conscious that they are being targeted in this way. Feasibly, bystanders of negging behaviour may also be oblivious to the process. This may make negging appear more socially acceptable and less harmful than it is, perpetuating the popularity of it being taught as an industry. Negging is not a widely known phenomenon despite being taught internationally, and little is known of its prevalence or public

awareness. Organisations such as governments and charities highlighting the potential harm of negging may raise public awareness; it is clear from the public outcry against Blanc and Roosh V that when people are aware of harm to women they take action.

Participants rated 'Evolved Negs' as more harmful and less acceptable than 'Original Negs' from Von Markovik. This tentatively suggests that 'non-harmful' negging as it was originally described has evolved, and that the public recognise this evolution as harmful. Current findings echo those of previous authors (Plier, 2014; Travis, 2014), suggesting that these taught techniques may promote violence and derogatory views towards women and are potentially harmful to PUA targets.

If negging persists in a longer term relationship, the harmful nature of 'Evolved Negs' and the belief that women should be manipulated into meeting men's needs could result in an emotionally abusive cycle of power and control (Pence & Paymar, 1993). In the current research participants rated 'Evolved Negs' as more likely to escalate into emotional abuse if the couple became partners than 'Original Negs', regardless of participant gender. This supports the hypothesis that the original intention of negging has dangerously evolved, both in its nature and the context in which it is used (Zimmer, 2010).

The current study found some sex differences; females viewed 'Evolved Negs' between strangers as less acceptable and 'Evolved Negs'

between partners as more harmful than men did. It is possible that women empathised more with the (female) target, while men related more to the (male) PUA. However, there is some evidence that women do generally view abusive behaviour as less acceptable than men, in particular psychological abuse (Capezza & Arriaga, 2008). Both sexes acknowledged that negging was harmful (despite it not being labelled as negging), suggesting that the public identified the behaviour as emotional abusive.

There were no differences in ratings of harmfulness between partner and stranger conditions for 'Evolved Negs', in contrast to previous findings suggesting that negging may be viewed as more harmful between partners (Williams, Richardson, Hammock & Janit, 2012). Although the public identified that all 'Evolved Negs' were harmful, women in emotionally abusive relationships may be more likely to tolerate these behaviours and remain in contact with the male, particularly if they co-occur with other controlling acts designed to maintain the relationship (Pence & Paymar, 1993). Women who experience negs from a stranger may feel more able to terminate contact, as they have no investment in the relationship. This finding suggests that further exploration of public awareness of emotional abuse within relationships is required.

Participants rated 'Evolved Negs' between strangers as significantly less *acceptable* than 'Evolved Negs' between partners, suggesting a higher level of tolerance to partner negging despite equal ratings of

harmfulness. This suggests a public lack of awareness of the significance of emotionally harmful acts in intimate relationships, potentially extending to victims and their families. This implies that those in emotionally abusive relationships may be more likely to tolerate abuse, or find a lack of understanding from those they choose to confide in even if they do see psychological abuse as more damaging that violence. This could potentially undermine safeguarding interventions, leaving victims at an increased risk of remaining in an abusive relationship even if they do view psychological abuse as more damaging than physical abuse (Capezza & Arriaga, 2008). Victim blaming is an established phenomenon in violence against women and fear of victim blaming has been found to influence disclosure of domestic abuse (Lila, Gracia & Murgui, 2013). It is plausible that this also applies to negging.

Recommendations for further research

Although the 'Original' and 'Evolved' conditions were both entitled 'Negging', it is possible that they involve different psychological processes. Further research into factors influencing the identification of negging, and the effect on a target's self-esteem, would inform this area.

Future replications could usefully employ video clips to include non-verbal communication in scenarios. In addition, scenarios including PUAs who are women and targets who are men would increase the generalisability of findings and establish more complex sex differences, given that man-woman aggression is generally considered more harmful

than woman-man aggression (Basow et al., 2007). Given societal changes in dating behaviour, research incorporating an online dating condition would be informative.

Research establishing the prevalence of negging, and the incidence of emotional abuse in relationships initiated by negging, could help to inform preventative strategies and awareness campaigns.

Limitations

Negs in this research were selected from the writings of Von Markovik and from the teachings of a high profile dating agency, and it is acknowledged that selection bias may limit generalisability. Future replications could address this limitation via random selection of a range of negs from various sources.

Three negs were selected per condition to increase the robustness of the findings, however the data were not normally distributed. Although this is common in forensic research (Rosenfeld & Penrod, 2011), this may be associated with the 5-point Likert Scale employed. This scale could be piloted in future replications; with an additional response to test whether a forced choice affects data distribution.

The current research was conducted in the UK, and nationality and cultural data were not collected. Negs were selected from Canadian and American sources, so cultural differences may have impacted on

participants' responses, as could any prior knowledge of negging, which was not measured.

Conclusion

In the current research, the public identified negging as both unacceptable and harmful, however PUAs argue the technique is successful and it is taught internationally. Research into negging is in its infancy; this study aims to promote awareness of negging as well as present initial findings regarding public perceptions. Further research is necessary to help researchers, professionals, and the public understand the relationship between this behaviour and emotional abuse, and the potential impact on targets.

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Table 1: Von Markovik's M3 model of courtship: *The M3 Model*

Phase 1: Attraction	Phase 2: Comfort	Phase 3: Seduction
A1: The Approach	C1: Building Rapport	S1: Foreplay
A2: Female-Male Interest	C2: Building Emotional and Physical Connection	S2: Last-minute Resistance
A3: Male-Female Interest	C3: Intimacy	S3: Sex

Table 2: Negs used in each condition

Stranger evolved negs (Sources below)

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1. Get down on your knees, call me master, and beg me to kiss you

   (P.I.M.P website - http://www.pimpingmygame.com/)

2. You're just a dead beat white trash whore

   https://www.youtube.com/watch?v=YU2uVkwvkzA 3 MINS 35

3. I'm intrigued by you, you look so cute and classy but then you look

   a mess at the same time.

   https://www.youtube.com/watch?v=CEuKxDquy7E 1 MIN 08 SECS

Partner evolved negs (Sources below)

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1. Okay my attraction for you has just died

   https://www.youtube.com/watch?v=YU2uVkwvkzA 3 MINS 30 SECS

2. 'Eurgh the gum, you're disgusting I'm done'

   https://www.youtube.com/watch?v=YU2uVkwvkzA 0 MINS 50 SECS

3. Seriously in a flash you'll be almost 80, an old dog about to die

   https://www.youtube.com/watch?v=NggqmAw6Qqg 0 MINS 29 SECS

Original negs (Source: Odom, C. (2008). *Revelation.* Venusian Arts LLC)

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1. I can already tell we are not going to get along. We are too similar.

   You wouldn't take my shit and I wouldn't take your shit.

2. I don't know why this happens, but every time I look at you, I see

   you without your makeup. I can't explain it.

3. You're very little.

Control (No neg. Source: http://www.pickuplinesgalore.com/cheesy.html)

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1. I'm sorry, I don't think we've met. I wouldn't forget a pretty face

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like that.

2. My buddies bet me that I wouldn't be able to start a conversation with the most beautiful girl in the bar. Wanna buy some drinks with their money?

3. I seem to have lost my phone number. Can I have yours?

Table 3: Summary of results

	Neg Condition	Gender [mean (95% confidence interval)]	
		Male	Female
Harmful (range =1-5)	Partner evolved	3.211 (3.010 – 3.412)	3.553 (3.404 – 3702)
	Stranger evolved	3.358 (3.162 – 3.554)	3.503 (3.57 – 3.48)
	Stranger original	2.468 (2.301 – 2.67)	2.382 (2.245 – 2.510)
	Stranger control	1.404 (1.272 – 1.535)	1.452 (1.355 – 1.550
Acceptable (range = 1-5)	Partner evolved	3.275 (3.075 – 3.475)	3.508 (3.359 – 3.656)
	Stranger evolved	3.817 (3.639 – 3.994)	4.342 (4.210 – 4.473)
	Stranger original	2.963 (2.790 – 3.137)	2.995 (2.867 – 3.123)
	Stranger control	2.028 (1.858 – 2.197)	1.995 (1.869 – 2.121)
Likely to escalate (range = 1-5)	Stranger evolved	3.284 (3.085 – 3.484)	3.573 (3.425 – 3.721)
	Stranger original	2.569 (2.387 – 2.750)	2.714 (2.579 – 2.848)
	Stranger control	1.862 (1.729 – 1.996)	1.945 (1.846 – 2.043)