

Mate preferences among Chinese University Students:

Gender Differences in Mate Selection

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#### Abstracts

Women and men do not use the same criteria of selecting mate. In addition, not all people choose the one favored by the majority. In other words, not everyone follows the social norm of mate selection. It might be attributable to individual variables. This study was designed to examine gender difference in mate selection and what kind of individual differences will influence people to hold different attitudes towards mate selection, especially if their choice of partners deviated from the social norm. Results indicated that there are indeed gender differences in their preferences, as male students focus more on the physical dimensions of their potential mates, whereas female students emphasize more on the resource dimension (including income, social status, and educational level). Sexism and Family Orientation accounted for the variance in male students' acceptance level of potential mates who are superior to themselves, and Traditionalism vs. Modernity predicted the difference in female students' acceptance level of inferior mates. In addition, there are also regional differences. Female students from Mainland China tend to put more emphasis on resource dimension of their potential mates, and have a lower acceptance level to inferior mates compared to Hong Kong local students.