

evaluations - including physique, weight, behavioural style, food preferences, first names & other superficial characteristics.

• Factors Based on Interacting with Others: Similarity & Mutual Liking

Birds of a feather actually do flock together!

~~Similarity - dissimilarity~~  
 effect :- The consistent finding that people respond positively to indications that another person is similar to themselves & negatively to indications that another person is dissimilar from themselves.

• Liking those who like us

• We dislike those who dislike & negatively evaluate us.

• Similarity of attitudes, beliefs, values & interests.