Social comparison with others may provide individuals with valuable information, for example about how to deal with their own illness.
Attractive people have been found to be less lonely, less socially anxious, more socially skilled and more popular with the opposite sex.

Plate 10.2  Attractive people have been found to be less lonely, less socially anxious, more socially skilled and more popular with the opposite sex.
Plates 10.3a and b Women disclose more intimate things in their relationships with friends than men do, while men look for friends with similar interests.
According to the triangular theory of love, passion (or sexual attraction) is one of the defining characteristics that distinguishes romantic love from platonic love or liking.
Plate 10.5 Males in different cultures are attracted by women who have an 'hourglass figure'.
Plate 10.6 Personal advertisements in newspapers are one way to find a partner.
Plate 10.7 Mismatches in physical attractiveness may occur – as when Anna Nicole Smith, a 26-year-old Play Mate, married J. Howard Marshall II, an 89-year-old billionaire.