

EP Podcast Script

The male “Metro sexual” behaviour and appearance is not that of the traditionally rugged male. What is the evolutionary psychology explanation for this?

(podcast opens with camera recording scenery, then focuses in on me)

Metrosexual. Are you familiar with the term? Oxford Dictionary defines metrosexual as a heterosexual urban man who enjoys shopping, fashion, and similar interests traditionally associated with women or homosexual men. The male “Metro sexual” behaviour and appearance is not that of the traditionally rugged male. What is the evolutionary psychology explanation for this?

(pictures of metro sexuals and of rugged, strong, dirty, hardworking males, pictures of resources)

Most would agree that the modern male metro sexual behaviour clashes with the traditional notion of what a male “should” be. Evolutionary psychology examines female preference for males not only in terms such as physical masculinity but also resource acquisition, gene signals and a number of personality factors. Indeed, during the EEA, given the environment, male body size and masculine traits may have been indicators of good genes. (However, in a modern industrialized environment, these traits may be exhibited in a different fashion. Take for example, Hollywood’s metro sexual, David Beckham. *(camera focuses on an image of David Beckham)*

A metro sexual is defined as a heterosexual male who is never the less in touch with his feminine side, who spends considerable resources on his appearance and lifestyle and associates career success with appearance. Metro sexuals are often associated with the appearance of someone who is sanitized, clean shaven, dressed up and free of body hair. *(Camera focuses on a picture of a male metrosexual, man in suit, man putting on makeup, man with shaved chest)*

(camera is focussed on me--outside)

The traits of the metro sexual could be a function of the environment. The preoccupation with appearance, status, success and money could function to serve as honest signals of resource acquisition. An alternate possibility is that they function to fulfill the handicap hypothesis, suggesting that even though it

takes a lot of time and resources and money to look like the metro sexual and still be very successful. Either way, the display of resources and time allocation is of high importance.

(Camera shifts to a new scene of me inside at school in a hallway)

One study by Donnalyn Pompper examines the conception of masculinity among college aged men and their fathers or uncles. Pompper suggests that masculinity is defined as a slippery notion of what is expected by a man over a lifetime. In this study she addresses questions of masculinity and sexuality over different ethnic groups and age groups. She found that although metro sexuality is usually associated with middle-class urban Caucasian men who link personal appearance to career success, all of these men were sensitive to the wants of women and some of them displayed metro sexual characteristics although they denied defining themselves as “metro sexual”. This study suggests that men are using appearance, success and status as signals of resources even though they may not be associating themselves with the notion of metrosexuality.

(pictures of male models, advertising pictures, etc)---read next paragraph

Pompper's study also examined the role media has in determining sexuality and suggested that dissonance is created with the men in magazines compared to everyday men in society. The media portrays the metro sexual as the new face of masculinity and suggests that a new trend towards the androgynous could be one factor affecting the acceptance, or even preference of metro sexual behaviour.

(pictures of rugged males, football player, Chuck Norris, cave drawing of men in conflict, couple fighting, and picture of house and family unit)—next paragraph

Pompper is aware of the traditional general theory of gender role conflict and its components which are success, power and competition, restricted emotionality, restricted affectionate behaviour between men and conflict between work and family relationships. The traditional concept of masculinity inhibits emotions and relationships with men as well as intimacy of men with women and children.

(camera is focussed on me talking in hallway)---next paragraph

However, gender roles are individualized, generational and contextualized according to age, masculinity, ideology and ethnicity. Pompper suggests that metro sexual traits resonate with the gender role theory notion of success and competition.

A second study done by David Buss in 2008 examined the important element of what women are actually looking for in a relationship, either short term or long term (*pictures of a bride and "hookup" picture*). The results of this study are consistent with metro sexual traits. Women looking for a short term relationship are highly focussed on appearance, which metro sexual men embrace and hold of high value (*picture of a metrosexual*). Women looking for long term relationships or long term partners consider not only appearance but also signals of good genes (both physical and character signals), resource acquisition, present and future success. (*picture of house, sign that says 'success next exit', and a cartoon pic of a couple*) Interestingly, these long term mate traits are consistent with metro sexual personality characteristics which function as signals of resources and success which can both signal good genes.

(camera is focussed on me)---next paragraph

Buss (2008) proposed that women favour four classes of characteristics:

- (1) good genes indicators: attractiveness, intelligence, physically fit
- (2) good resource acquisition indicators: earning ability, ambition, social status
- (3) good partner indicators: emotional commitment, loyalty, loving
- (4) good parenting indicators: emotional maturity, warmth, kindness, fondness of children

What Buss found is that women favour traits that metro sexuals display, and attractive women are more persistent with and hold higher standards for attaining these traits. The modern industrialized Western environment today is relatively parasite free, and rich with resources. Therefore, in comparison to the EEA, there may not be such a high need to display uber-masculine traits and dominance in Western society.

(scene change---outdoors)

What can we conclude from these studies? Well, we can assume that males are sensitive to what women are looking for in both long term and short term mates and because the metro sexual fulfils these requirements women want, we could say that the metro sexual is more sensitive to the wants of women (at least in a modern environment).

Maybe, the choice of a male to be metro sexual rather than fit the traditional notion of masculinity and gender role theory is in response to what attractive women are looking for in mates. Due to the reality that men place a greater emphasis on female attractiveness in the quest for a mate, displaying metro sexual traits signals to women indicators of good genes, resources and status, displaying masculinity in a different way.

(Camera off)

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For Interest

Are you a Metrosexual? Take this Quiz and find out!
<http://www.quibblo.com/quiz/36DNB/Are-You-a-Metrosexual-A-quiz-for-men>

Is your boyfriend a Metrosexual? Take this quiz and find out!
<http://www.totalbeauty.com/content/quizzes/how-metrosexual-is-your-guy>

The Metrosexual Guy Code
<http://itsguycode.com/guycode/54-metro-sexual-guy-code.html>