

Despite what Disney movies want us to believe, opposites don't usually attract

[T]he idea that opposites attract has completely saturated the film industry...In fact, [one study](#) found that almost 80% of us believe in the idea that opposites attract.

But a [new study](#) tracking people's digital footprints – how they behave online – suggests this isn't actually true in real life. And it isn't the first time science has come to that conclusion. For decades, psychologists and sociologists have pointed out that the idea that opposites attract is a [myth](#).

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[The new study] looked at digital footprints of more than 45,000 individuals, rather than self-reported data about personality. The results of this study showed that people with similar personalities, based on likes and word choices in posts, were more likely to be friends. The association was even stronger between romantic partners.

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[However,] psychologist Arthur Aron believes that, while similarity is important, there may be some situations in which it can actually undermine attraction. He argued that people also have a need to grow and expand the self – and that one reason why we form relationships with others is because we can assimilate some of the qualities of our partners.... [The study can be found [here](#).]

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: Why Opposites Rarely Attract

For more background on the Genetic Literacy Project, read [GLP](#) on Wikipedia.