**Reward/Need Satisfaction Theory (Byrne & Clore, 1970)**

We are attracted to people who we find \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to be with. Mutual \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ occurs when each partner meets the other person’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Rewarding stimuli produce \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ feelings in us, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ stimuli produce negative feelings in us. According to the principles of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ conditioning, we will repeat any \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that leads to a desirable \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and avoid behaviours that lead to an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ outcome. We enter into relationships because of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of this nature which makes the other person more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to us.

We also like people who are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with pleasant events. If we meet someone when we are feeling \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, we are much more likely to \_\_\_\_\_\_\_\_\_\_\_\_\_ them. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ where the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ feelings outweigh the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are more likely to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

undesirable attraction happy like needs

outcome associated punishing operant positive

behaviour satisfying reinforcement develop attractive

relationships succeed positive negative