

## Helen Fisher

Helen Fisher is a contemporary biological anthropologist and professor at Rutgers University. Hired by match.com in 2005 to dissect "why do people fall in love with who they do," she has developed a personality theory and test based on the brain chemicals the body secretes. This theory is the basis for the dating site chemistry.com.

Finding Real Love by Understanding  
Your Personality Type

Why  
Him?

Why  
Her?

HELEN FISHER

AUTHOR OF WHY WE LOVE

## Four Types of Personality

**Explorers:** high levels of dopamine, seek adventure and excitement. Typically pair well with other explorers. However, their high drive for novelty may give them problems in maintaining commitment long-term.

**Builders:** high levels of serotonin drive the builder type to strive for a sense of stability and order. Because of their high commitment to family and traditional values, they typically pair best other builders. Common goals allow builder pairs to have high marriage success rates.

**Directors:** factual and to the point with little regard for social niceties, directors exhibit high levels of testosterone. Very narrow but deep areas of intellectual focus. Can be very competitive and inconsiderate of feelings. Pair well with negotiators; two directors in a relationship can be destructively competitive.

**Negotiators:** high levels of oxytocin and estrogen make these people compassionate and caring. Estrogen enables web-thinking and allows one to view the "overall picture." Negotiators are very high on intuition and emotional intelligence, however they tend paired with their opposite, the director, as two negotiators can become overwhelmed in a roller coaster of emotion and excess introspection.

### References:

Chemistry.com | A Premium Online Dating Site for Singles. Web. 28 Aug. 2010. <<http://www.chemistry.com/>>.

Fisher, Helen. *Dr Helen Fisher - Biological Anthropologist - Home Page*. Web. 28 Aug. 2010. <<http://www.helenfisher.com/>>.

Fisher, Helen E. *Why Him? Why Her?: Finding Real Love by Understanding Your Personality Type*. New York: H. Holt, 2009. Print.



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1945 - present

"Why Him? Why Her?" Personality Theory

## Psychological Theory Flashcard Assignment - text side -

You are designing a flashcard that concisely and accurately describes a theory about human development and/or personality. Your flashcard will be reproduced and given to all of your classmates, so be sure to do work you're proud of! It doesn't have to be super formal, but it does need to be accurate (in other words, write in your own voice, but don't make stuff up).

Design each side of your flashcard to be a half page on a "landscape" oriented page with narrow margins. I suggest going to File -> Project Gallery; "New" tab, "Programs" category -> Picture Program (School Program could be fine too, but try to change the background so you're not doing white text on black. Remember, I have to print 30 of these!). Design your flashcard to be visually engaging, but high contrast/something that will print well in grayscale.

This side needs to have a concise summary of **WHAT YOU NEED TO KNOW** about the theory. The text can be playful (and I would recommend, as people remember engaging material more easily), but it needs to be complete. Choose a text that is easy to read, and no smaller than this font (size 12 in "Corbel").

### References:

You need to include at least three reputable references cited in proper bibliographic form (APA or MLA). Websites may be used, but at least one text source is *highly recommended*.

## Psychological Theory Flashcard Assignment - graphic side -



This side needs to have a title (i.e. theory title, theorist name) and an important picture. Examples of what you could use for this picture could either be of the author or a diagram, but it needs to visually trigger the viewer into remembering your theory without giving the essentials of the theory away.