

1

00:00:00,000 --> 00:00:03,000

Please don't try what you're about to see at home.

2

00:00:03,000 --> 00:00:07,000

We're what you call experts. Yeah.

3

00:00:22,000 --> 00:00:23,000

Good morning.

4

00:00:23,000 --> 00:00:24,000

Morning.

5

00:00:30,000 --> 00:00:35,000

Here we go again. You ready? Hold on just a second.

6

00:00:37,000 --> 00:00:40,000

Okay, now I'm ready. Okay.

7

00:01:00,000 --> 00:01:03,000

It's weird, isn't it? Yeah.

8

00:01:04,000 --> 00:01:07,000

I'm trying to figure out how we can get an episode out of this.

9

00:01:07,000 --> 00:01:12,000

You mean like the laws of attraction. Exactly. Let's get out of here.

10

00:01:17,000 --> 00:01:20,000

Take a deep breath and strap in. Chest bump.

11

00:01:20,000 --> 00:01:21,000

It's not happening.

12

00:01:21,000 --> 00:01:23,000

For some sexy science.

13

00:01:23,000 --> 00:01:25,000

Are you doing it?

14

00:01:25,000 --> 00:01:28,000

To find out what turns us on.

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00:01:28,000 --> 00:01:30,000

Good and sweaty.

16

00:01:30,000 --> 00:01:33,000

Sweat, blondes, money and more.

17

00:01:33,000 --> 00:01:34,000

Whoa.

18

00:01:34,000 --> 00:01:35,000

Hey, eyes up here.

19

00:01:35,000 --> 00:01:38,000

The team is turning up the heat.

20

00:01:38,000 --> 00:01:39,000

I can't stop looking at it.

21

00:01:39,000 --> 00:01:41,000

Welcome to the Mythbusters.

22

00:01:41,000 --> 00:01:43,000

Hello, Angels.

23

00:01:43,000 --> 00:01:45,000

Laws of attraction special.

24

00:01:45,000 --> 00:01:46,000

Hi, Jamie.

25

00:01:49,000 --> 00:01:51,000

Who are the Mythbusters?

26

00:01:52,000 --> 00:01:53,000

Adam Savage.

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00:01:54,000 --> 00:01:55,000

I don't even want to think about no pig.

28

00:01:55,000 --> 00:01:57,000

And Jamie Heinemann.

29

00:01:57,000 --> 00:01:59,000

What could go wrong?

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00:01:59,000 --> 00:02:03,000

Between them more than 30 years of special effects experience,

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00:02:03,000 --> 00:02:05,000

together with Tori Belachie.

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00:02:05,000 --> 00:02:07,000

Let's drop this car up.

33

00:02:07,000 --> 00:02:08,000

Brent Imahara.

34

00:02:08,000 --> 00:02:10,000

Nothing just touched me.

35

00:02:10,000 --> 00:02:11,000

And Carrie Byron.

36

00:02:11,000 --> 00:02:13,000

Put your pants back on. We got work to do.

37

00:02:13,000 --> 00:02:16,000

They don't just tell the Myths,

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00:02:16,000 --> 00:02:19,000

they put them to the test.

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00:02:28,000 --> 00:02:30,000

What is the science of attraction?

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00:02:30,000 --> 00:02:32,000

This is disturbing as I think it is.

41

00:02:32,000 --> 00:02:35,000

The chemistry of sexual chemistry.

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00:02:35,000 --> 00:02:37,000

Feel kind of sexy.

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00:02:37,000 --> 00:02:41,000

What tickles our fancy, and what fancies make us tick?

44

00:02:41,000 --> 00:02:44,000

They were definitely firmer at 8,000 feet, but not by much.

45

00:02:44,000 --> 00:02:48,000

And when it comes to desire, do we really conform to cliché?

46

00:02:48,000 --> 00:02:51,000

James, I'm frightened.

47

00:02:51,000 --> 00:02:55,000

These age-old questions are about to be asked and answered.

48

00:02:55,000 --> 00:02:57,000

But what's first?

49

00:02:57,000 --> 00:02:58,000

This is a good one.

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00:02:58,000 --> 00:03:03,000

Apparently, people get dumber in the presence of the opposite sex.

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00:03:03,000 --> 00:03:04,000

Really?

52

00:03:04,000 --> 00:03:05,000

Yeah.

53

00:03:05,000 --> 00:03:06,000

I mean, come on.

54

00:03:06,000 --> 00:03:09,000

Have you ever been tongue-tied in the presence of a lovely lass?

55

00:03:09,000 --> 00:03:10,000

No.

56

00:03:10,000 --> 00:03:13,000

It might be a good idea for you two to take...

57

00:03:13,000 --> 00:03:14,000

No.

58

00:03:14,000 --> 00:03:19,000

I think it might be a good idea for you two to actually take the test before...

59

00:03:19,000 --> 00:03:23,000

How are we going to test somebody getting dumber?

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00:03:23,000 --> 00:03:24,000

Right.

61

00:03:24,000 --> 00:03:28,000

That is the trickiest part of this to me, because we need a test that measures cognitive ability,

62

00:03:28,000 --> 00:03:32,000

but it also needs to be able to measure the deterioration of cognitive ability.

63

00:03:32,000 --> 00:03:34,000

And I'm not even sure how that would work.

64

00:03:34,000 --> 00:03:38,000

Okay, well, why don't you deal with the test design, and since we're going to need to bring

65

00:03:38,000 --> 00:03:41,000

a bunch of people in, I'll design the test space.

66

00:03:41,000 --> 00:03:42,000

Sounds perfect.

67

00:03:42,000 --> 00:03:43,000

Let's go.

68

00:03:43,000 --> 00:03:49,000

So to find out if this well-worn cliché is in fact fact or fiction...

69

00:03:53,000 --> 00:03:58,000

Adam has researched a method to measure the effect attraction has on our gray matter.

70

00:03:58,000 --> 00:04:01,000

It is a brain game, and you're going to help me play it.

71

00:04:01,000 --> 00:04:02,000

You ready?

72

00:04:02,000 --> 00:04:03,000

Here's what's going to happen.

73

00:04:03,000 --> 00:04:07,000

I'm going to flash a word up on the screen, and you're going to tell me what color that

74

00:04:07,000 --> 00:04:09,000

word is, not what color it says.

75

00:04:09,000 --> 00:04:10,000

Here we go.

76

00:04:10,000 --> 00:04:12,000

Three, two, one.

77

00:04:12,000 --> 00:04:14,000

What color is that word?

78

00:04:14,000 --> 00:04:15,000

What color?

79

00:04:15,000 --> 00:04:16,000

What color?

80

00:04:16,000 --> 00:04:17,000

Call it out.

81

00:04:17,000 --> 00:04:18,000

Louder.

82

00:04:18,000 --> 00:04:19,000

Okay.

83

00:04:19,000 --> 00:04:22,000

Did you feel your brain pause each time a card showed up?

84

00:04:22,000 --> 00:04:27,000

That pause that your brain did is your brain attempting to task switch between the reading

85

00:04:27,000 --> 00:04:30,000

of the word and the parsing of its actual color.

86

00:04:30,000 --> 00:04:33,000

Three, two, one, go.

87

00:04:33,000 --> 00:04:38,000

That pause is also called the stoop effect, and apparently it's very, very difficult to

88

00:04:38,000 --> 00:04:39,000

get really good at it.

89

00:04:39,000 --> 00:04:41,000

Yep, repeatedly taking the test.

90

00:04:41,000 --> 00:04:43,000

Yellow, brown.

91

00:04:43,000 --> 00:04:45,000

55 seconds.

92

00:04:45,000 --> 00:04:47,000

Results in a constant time.

93

00:04:47,000 --> 00:04:48,000

Brown.

94

00:04:48,000 --> 00:04:49,000

Brown.

95

00:04:49,000 --> 00:04:52,000

A time that accurately reflects speed of cognition.

96

00:04:52,000 --> 00:04:54,000

54 and a half seconds.

97

00:04:54,000 --> 00:04:59,000

So each volunteer will establish a baseline and then in the presence of a member of the

98

00:04:59,000 --> 00:05:03,000

opposite sex, retake and see if they get dumber.

99

00:05:03,000 --> 00:05:05,000

36 seconds.

100

00:05:05,000 --> 00:05:10,000

Meanwhile, Jamie has the perfect location in mind.

101

00:05:10,000 --> 00:05:12,000

Welcome to the inside of my brain.

102

00:05:12,000 --> 00:05:17,000

Actually, it's a lot darker and scarier in there.

103

00:05:17,000 --> 00:05:22,000

Anyway, what this is is a commercial film stage, and it's the kind of place that Adam

104

00:05:22,000 --> 00:05:27,000

and I have spent decades filming commercials and movies and things in.

105

00:05:27,000 --> 00:05:33,000

And as such, it's the ideal space for us to build our set for laws of attraction in.

106

00:05:33,000 --> 00:05:34,000

Ow!

107

00:05:34,000 --> 00:05:37,000

The experimental space itself.

108

00:05:37,000 --> 00:05:39,000

Whoops, whoops.

109

00:05:39,000 --> 00:05:41,000

Is purposefully sparse.

110

00:05:41,000 --> 00:05:46,000

All the comforts of home if home is a interrogation room.

111

00:05:46,000 --> 00:05:51,000

A room with a computer station rigged for some secret squirrel observation.

112

00:05:51,000 --> 00:05:52,000

Awesome.

113

00:05:52,000 --> 00:05:55,000

Now, what about the delectable distractions?

114

00:05:55,000 --> 00:05:58,000

Meet cute couple, Allie and Sean.

115

00:05:58,000 --> 00:06:03,000

Remember, this whole story hinders on a person's cognitive ability when they are around the

116

00:06:03,000 --> 00:06:06,000

opposite gender versus around the same gender.

117

00:06:06,000 --> 00:06:11,000

So we've hired a pair of actors to be present in this room while the tests are being taken.

118

00:06:11,000 --> 00:06:12,000

Cool.

119

00:06:12,000 --> 00:06:13,000

Sounds good.

120

00:06:13,000 --> 00:06:14,000

Let's do it.

121

00:06:14,000 --> 00:06:15,000

First up, the baseline.

122

00:06:15,000 --> 00:06:17,000

Hey, how you doing?

123

00:06:17,000 --> 00:06:19,000

Following three minutes of small talk.

124

00:06:19,000 --> 00:06:21,000

Are you originally from San Jose?

125

00:06:21,000 --> 00:06:24,000

Ten volunteers will take the test twice.

126

00:06:24,000 --> 00:06:26,000

Okay, we're ready to start the test.

127

00:06:26,000 --> 00:06:30,000

With an actor of the same sex in the room, let's go.

128

00:06:30,000 --> 00:06:34,000

Brown, green, yellow, pink.

129

00:06:34,000 --> 00:06:40,000

It should be hysterical to see that same kid with Allie in there, and he's like, uh...

130

00:06:40,000 --> 00:06:42,000

I agree.

131

00:06:42,000 --> 00:06:44,000

I'm fascinated.

132

00:06:44,000 --> 00:06:47,000

And so Adam and Jamie settle in.

133

00:06:47,000 --> 00:06:50,000

Green, yellow, pink.

134

00:06:50,000 --> 00:06:53,000

Noting numbers and adding averages for the guys.

135

00:06:53,000 --> 00:06:55,000

Brown, yellow, green.

136

00:06:55,000 --> 00:06:57,000

That is a big red beard.

137

00:06:57,000 --> 00:06:58,000

Mm-hmm.

138

00:06:58,000 --> 00:07:00,000

You could hide a pistol in there.

139

00:07:02,000 --> 00:07:03,000

And then the girls.

140

00:07:03,000 --> 00:07:04,000

Hi.

141

00:07:04,000 --> 00:07:05,000

How are you?

142

00:07:05,000 --> 00:07:06,000

Good.

143

00:07:06,000 --> 00:07:07,000

You just grab a seat right there.

144

00:07:07,000 --> 00:07:08,000

Yellow, blue.

145

00:07:08,000 --> 00:07:10,000

Brown, blue.

146

00:07:10,000 --> 00:07:11,000

Green.

147

00:07:11,000 --> 00:07:15,000

I'd like to take a little break in the testing right now to call out a phenomenon.

148

00:07:15,000 --> 00:07:19,000

This happens when one of our test subjects gets thrown by one and they do this.

149

00:07:19,000 --> 00:07:24,000

They go, black, blue, black.

150

00:07:24,000 --> 00:07:29,000

Literally, they bring their eyes, shake their head, and open their eyes again.

151

00:07:29,000 --> 00:07:30,000

Brown.

152

00:07:30,000 --> 00:07:31,000

Green.

153

00:07:31,000 --> 00:07:32,000

Red.

154

00:07:32,000 --> 00:07:33,000

Pink.

155

00:07:33,000 --> 00:07:34,000

Yellow.

156

00:07:34,000 --> 00:07:36,000

I dub this reset face.

157

00:07:36,000 --> 00:07:37,000

With brown.

158

00:07:37,000 --> 00:07:40,000

With that, the control is complete.

159

00:07:40,000 --> 00:07:43,000

And here are the numbers to beat.

160

00:07:43,000 --> 00:07:50,000

So will our attractive actors distract and thus subtract from our testees' times?

161

00:07:50,000 --> 00:07:55,000

All right, let's bring in the first test subject for Sean.

162

00:07:56,000 --> 00:07:59,000

Yep, it's time to heat up the action.

163

00:08:01,000 --> 00:08:02,000

Hi.

164

00:08:02,000 --> 00:08:03,000

How are you?

165

00:08:03,000 --> 00:08:04,000

Good.

166

00:08:04,000 --> 00:08:05,000

Good.

167

00:08:05,000 --> 00:08:06,000

I'm Sean.

168

00:08:06,000 --> 00:08:07,000

Nice to meet you.

169

00:08:07,000 --> 00:08:09,000

With Sean weaving his magic.

170

00:08:09,000 --> 00:08:10,000

Yeah.

171

00:08:11,000 --> 00:08:13,000

Will the women waver?

172

00:08:13,000 --> 00:08:17,000

He's got a little bit of Italian stallion going on.

173

00:08:17,000 --> 00:08:18,000

Yeah.

174

00:08:18,000 --> 00:08:25,000

But despite Sean's obvious allure, our first female is, well, not phased at all.

175

00:08:25,000 --> 00:08:27,000

She averaged 54 seconds the first time.

176

00:08:27,000 --> 00:08:29,000

If anything, she was a little faster there.

177

00:08:29,000 --> 00:08:30,000

Thank you.

178

00:08:30,000 --> 00:08:32,000

Almost 10 seconds faster.

179

00:08:32,000 --> 00:08:38,000

And it seems, contrary to the cliché, as each new time is logged and noted,

180

00:08:38,000 --> 00:08:46,000

overall, a member of the opposite sex does not affect women's cognitive ability.

181

00:08:46,000 --> 00:08:49,000

They respond to Sean.

182

00:08:49,000 --> 00:08:51,000

They're just not distracted.

183

00:08:51,000 --> 00:08:54,000

A result that's borne out in the numbers.

184

00:08:54,000 --> 00:08:58,000

As far as women are concerned, this cliché is clearly busted.

185

00:08:58,000 --> 00:09:00,000

But the guys are still to come.

186

00:09:00,000 --> 00:09:03,000

He's looking at his shoes.

187

00:09:03,000 --> 00:09:08,000

Will Allie's feminine charms cause confusion?

188

00:09:13,000 --> 00:09:19,000

Up next, Carrie Grant and Tori put the bust into Mythbusters.

189

00:09:19,000 --> 00:09:20,000

All right.

190

00:09:20,000 --> 00:09:22,000

So laws of attraction, what have we got?

191

00:09:22,000 --> 00:09:24,000

Now this myth comes from the service industry.

192

00:09:24,000 --> 00:09:28,000

They say that if a woman can augment her female profile,

193

00:09:28,000 --> 00:09:32,000

she can significantly increase the amount of gratuity she receives.

194

00:09:32,000 --> 00:09:34,000

So you mean bigger breasts equals bigger tips?

195

00:09:34,000 --> 00:09:35,000

Yes.

196

00:09:35,000 --> 00:09:39,000

I can't wait to see that for science.

197

00:09:41,000 --> 00:09:44,000

Yep, it's an age-old service industry adage.

198

00:09:46,000 --> 00:09:50,000

When it comes to top tips, are big breasts really best?

199

00:09:50,000 --> 00:09:54,000

Or is this simply a misogynistic misnomer?

200

00:09:54,000 --> 00:09:56,000

All right, I think it's clear for this plan.

201

00:09:56,000 --> 00:10:00,000

I'll be the augmented since you two would make some pretty scary chicks.

202

00:10:00,000 --> 00:10:04,000

Did you see me as Sandra Bullock in the speed episode?

203

00:10:06,000 --> 00:10:07,000

Yes, I did.

204

00:10:07,000 --> 00:10:08,000

All right, fair enough.

205

00:10:08,000 --> 00:10:11,000

We're going to need a place where you can get a lot of tips on a daily basis,

206

00:10:11,000 --> 00:10:13,000

like a coffee shop.

207

00:10:13,000 --> 00:10:15,000

And we're going to have to cover a variety of different sizes.

208

00:10:15,000 --> 00:10:17,000

Let's do small, medium, and huge.

209

00:10:17,000 --> 00:10:19,000

And we're going to have to give you some kind of a disguise

210

00:10:19,000 --> 00:10:21,000

so people don't know what we're doing.

211

00:10:21,000 --> 00:10:24,000

All right, so I'll work the same shift at the cafe every single day,

212

00:10:24,000 --> 00:10:26,000

each day with a different breast size,

213

00:10:26,000 --> 00:10:28,000

and we'll see how the tips average out.

214

00:10:28,000 --> 00:10:29,000

I like it.

215

00:10:29,000 --> 00:10:31,000

It's going to be something impossible.

216

00:10:34,000 --> 00:10:35,000

Just the place?

217

00:10:35,000 --> 00:10:36,000

Yeah.

218

00:10:40,000 --> 00:10:42,000

To test them in, we're here at Cafe Roma.

219

00:10:42,000 --> 00:10:44,000

Now, it's not just a regular cafe.

220

00:10:44,000 --> 00:10:46,000

It's an actual roasting house.

221

00:10:46,000 --> 00:10:48,000

And it's in the middle of San Francisco, which is perfect,

222

00:10:48,000 --> 00:10:51,000

because we're going to have a great sample size for this experiment.

223

00:10:51,000 --> 00:10:53,000

Now, while Kerry is working the counter,

224

00:10:53,000 --> 00:10:55,000

Grant and I will be watching the whole thing play out

225

00:10:55,000 --> 00:10:57,000

through this elaborate surveillance system.

226

00:10:57,000 --> 00:10:59,000

I got cameras all over the place.

227

00:10:59,000 --> 00:11:00,000

I got one there.

228

00:11:00,000 --> 00:11:02,000

I got one above Kerry.

229

00:11:02,000 --> 00:11:03,000

I got one here.

230

00:11:03,000 --> 00:11:04,000

Tip cam.

231

00:11:04,000 --> 00:11:06,000

I even have one over here.

232

00:11:06,000 --> 00:11:10,000

All these cameras will leave back here to these monitors

233

00:11:10,000 --> 00:11:13,000

so Grant and I can watch the whole thing in action.

234

00:11:13,000 --> 00:11:16,000

It's like a police stakeout.

235

00:11:16,000 --> 00:11:18,000

Hey, there's Kerry.

236

00:11:18,000 --> 00:11:20,000

So I don't get recognized.

237

00:11:20,000 --> 00:11:23,000

I'm going to change my appearance slightly.

238

00:11:23,000 --> 00:11:25,000

Now, I'll be working the same shift every day.

239

00:11:25,000 --> 00:11:27,000

I'll be wearing the same clothes every day.

240

00:11:27,000 --> 00:11:30,000

I'll be wearing the same wig and contacts every day.

241

00:11:30,000 --> 00:11:34,000

The only thing that's going to change is my breast size.

242

00:11:34,000 --> 00:11:37,000

She's simply irreverestible.

243

00:11:37,000 --> 00:11:40,000

What the...

244

00:11:40,000 --> 00:11:41,000

Wow.

245

00:11:41,000 --> 00:11:43,000

You look great.

246

00:11:43,000 --> 00:11:45,000

Unchanged in the bus department,

247

00:11:45,000 --> 00:11:47,000

Kerry's ready for her first shift.

248

00:11:47,000 --> 00:11:49,000

But how are they going to keep score?

249

00:11:49,000 --> 00:11:53,000

So this is our super secret stealth tip jar.

250

00:11:53,000 --> 00:11:55,000

All right, Kerry is in place.

251

00:11:55,000 --> 00:11:57,000

Here's how it works.

252

00:11:57,000 --> 00:12:00,000

When we see that a man has put a tip in the jar,

253

00:12:00,000 --> 00:12:01,000

and moves the lever one way,

254

00:12:01,000 --> 00:12:02,000

drops it into one compartment.

255

00:12:02,000 --> 00:12:04,000

When a woman puts a tip in,

256

00:12:04,000 --> 00:12:07,000

you drop it the other way so that they're held separate.

257

00:12:07,000 --> 00:12:10,000

We're going to count out the first 80 men.

258

00:12:10,000 --> 00:12:12,000

10, 1, 7, 8.

259

00:12:12,000 --> 00:12:15,000

Tip number one is in the jar.

260

00:12:15,000 --> 00:12:16,000

At the end of that period,

261

00:12:16,000 --> 00:12:19,000

we'll take the money from the men only,

262

00:12:19,000 --> 00:12:22,000

count it up, and that will be our average tip.

263

00:12:22,000 --> 00:12:25,000

An average to compare with Kerry's earnings

264

00:12:25,000 --> 00:12:27,000

when she has an altered cup size.

265

00:12:27,000 --> 00:12:29,000

Put a 5 cents change.

266

00:12:29,000 --> 00:12:30,000

I'll give her one thing.

267

00:12:30,000 --> 00:12:32,000

She is amazing at customer service.

268

00:12:32,000 --> 00:12:33,000

Thank you.

269

00:12:33,000 --> 00:12:36,000

Kerry's clearly nailing her role, but...

270

00:12:36,000 --> 00:12:38,000

Kerry Byron.

271

00:12:38,000 --> 00:12:41,000

The bottom line is a food baseline.

272

00:12:41,000 --> 00:12:42,000

Good day.

273

00:12:42,000 --> 00:12:44,000

And with the male tips separated,

274

00:12:44,000 --> 00:12:47,000

totalled, and tallied, what have we got?

275

00:12:47,000 --> 00:12:49,000

All right, you made \$72.

276

00:12:49,000 --> 00:12:50,000

Woo-hoo.

277

00:12:50,000 --> 00:12:53,000

And for the customers, that's 90 cents per customer.

278

00:12:53,000 --> 00:12:54,000

Good job.

279

00:12:54,000 --> 00:12:56,000

Now that we have a good baseline,

280

00:12:56,000 --> 00:12:58,000

it's time to manipulate the size of her breasts.

281

00:12:58,000 --> 00:13:02,000

My feeling is, I think, bigger we go,

282

00:13:02,000 --> 00:13:03,000

the bigger the tips are going to be.

283

00:13:03,000 --> 00:13:05,000

Now, I understand that this is science.

284

00:13:05,000 --> 00:13:08,000

This is an anthropological survey on human behavior.

285

00:13:08,000 --> 00:13:09,000

This is psychology.

286

00:13:09,000 --> 00:13:11,000

But all I can think as we're doing this

287

00:13:11,000 --> 00:13:15,000

is how weird it is that Tori and Grant

288

00:13:15,000 --> 00:13:17,000

are talking about my booze.

289

00:13:17,000 --> 00:13:20,000

It's like your brother's seeing you naked or something.

290

00:13:22,000 --> 00:13:27,000

Next, do men really get stupid in the presence of Cupid?

291

00:13:27,000 --> 00:13:29,000

I'm fascinated.

292

00:13:37,000 --> 00:13:40,000

Adam and Jamie are pulling strings.

293

00:13:40,000 --> 00:13:41,000

Blue, yellow, red.

294

00:13:41,000 --> 00:13:43,000

I love watching this remotely.

295

00:13:43,000 --> 00:13:45,000

Those are gractal scientists.

296

00:13:46,000 --> 00:13:49,000

And delving deep into human behavior.

297

00:13:49,000 --> 00:13:53,000

And they have one final law of attraction question.

298

00:13:53,000 --> 00:13:57,000

When there's a woman around, do men really get dumber?

299

00:13:57,000 --> 00:13:58,000

Hi.

300

00:13:58,000 --> 00:13:59,000

How's it going?

301

00:13:59,000 --> 00:14:00,000

Good.

302

00:14:00,000 --> 00:14:01,000

Good.

303

00:14:01,000 --> 00:14:02,000

Just grab a seat right there, please.

304

00:14:02,000 --> 00:14:04,000

After Allie's attention's...

305

00:14:04,000 --> 00:14:06,000

Have you ever done any experiments like this before?

306

00:14:06,000 --> 00:14:10,000

Sort of when I was in elementary school.

307

00:14:10,000 --> 00:14:12,000

Will his mind wander?

308

00:14:12,000 --> 00:14:14,000

Go ahead and conduct the test.

309

00:14:14,000 --> 00:14:16,000

Blue, pink.

310

00:14:16,000 --> 00:14:19,000

His first round average was 58 seconds.

311

00:14:19,000 --> 00:14:21,000

And when the times are tallied...

312

00:14:21,000 --> 00:14:24,000

Test number one, one minute, eight.

313

00:14:24,000 --> 00:14:29,000

An average of 65 seconds means he was slower by 12%.

314

00:14:29,000 --> 00:14:32,000

Meaning the first result is very promising.

315

00:14:32,000 --> 00:14:33,000

Hi.

316

00:14:33,000 --> 00:14:34,000

Good. How are you?

317

00:14:34,000 --> 00:14:38,000

And one supported in theory by evolutionary psychologists.

318

00:14:38,000 --> 00:14:40,000

Are you from San Francisco?

319

00:14:40,000 --> 00:14:41,000

No. I'm from Sacramento.

320

00:14:41,000 --> 00:14:42,000

Oh, okay.

321

00:14:42,000 --> 00:14:48,000

Men in a state of reproductive focus are supposedly cognitively impaired.

322

00:14:48,000 --> 00:14:50,000

Two, one.

323

00:14:50,000 --> 00:14:52,000

Pink, yellow, brown.

324

00:14:52,000 --> 00:14:56,000

Quite literally, their brains are on other things.

325

00:14:56,000 --> 00:14:57,000

Blue, brown.

326

00:14:57,000 --> 00:15:04,000

But for Test Taker 2, when the timer starts, his discomfort evaporates.

327

00:15:04,000 --> 00:15:08,000

And he beats his first round average by 20%.

328

00:15:08,000 --> 00:15:11,000

And as the remaining volunteers are wheeled through...

329

00:15:11,000 --> 00:15:13,000

He was faster.

330

00:15:13,000 --> 00:15:15,000

Yeah.

331

00:15:15,000 --> 00:15:16,000

That's far out.

332

00:15:16,000 --> 00:15:21,000

The first slower test seems to be the exception.

333

00:15:21,000 --> 00:15:26,000

Maybe Ali actually is exciting people rather than, you know, distracting them.

334

00:15:26,000 --> 00:15:29,000

And not the ruble.

335

00:15:29,000 --> 00:15:31,000

Well, the results are in.

336

00:15:31,000 --> 00:15:37,000

Now, let me remind you that if the myth was true, we would see a decrease in performance in our test subjects

337

00:15:37,000 --> 00:15:40,000

when they took the test in the presence of a proctor of the opposite gender.

338

00:15:40,000 --> 00:15:42,000

Now, get this.

339

00:15:42,000 --> 00:15:48,000

Not only did we not see a decrease in performance, we actually saw a mild improvement.

340

00:15:48,000 --> 00:15:50,000

David, why don't you tell these people our conclusion?

341

00:15:50,000 --> 00:15:54,000

Well, I wasn't expecting to see much from the women, and we didn't.

342

00:15:54,000 --> 00:15:57,000

But I was all prepared for the men to become blithering idiots.

343

00:15:57,000 --> 00:16:01,000

After all, there were studies done that indicate that that is the case.

344

00:16:01,000 --> 00:16:06,000

However, based on the test constructed here with our methodology, which I feel pretty good about...

345

00:16:06,000 --> 00:16:07,000

We didn't see anything.

346

00:16:07,000 --> 00:16:09,000

Nope. The myth is busted.

347

00:16:09,000 --> 00:16:12,000

I still think we should have put her in a bikini.

348

00:16:12,000 --> 00:16:14,000

There you go. Thinking out loud again.

349

00:16:19,000 --> 00:16:21,000

I'm back to work my shift at the coffee shop.

350

00:16:21,000 --> 00:16:27,000

Now we're testing the myth that you get more tips when you have bigger breasts.

351

00:16:27,000 --> 00:16:29,000

You made \$72.

352

00:16:29,000 --> 00:16:35,000

So I'm going with the smaller version today to see if maybe I get tipped less.

353

00:16:36,000 --> 00:16:45,000

Now, bear in mind that Carrie looks exactly the same, except that her bust is taped down so that she's two cup sizes smaller.

354

00:16:49,000 --> 00:16:51,000

A large coffee.

355

00:16:51,000 --> 00:16:52,000

Busy morning today.

356

00:16:52,000 --> 00:17:02,000

With Carrie once again a whirlwind at the coffee counter, she turns on the charm and gives it everything she's got until she meets the 80 guy quota.

357

00:17:02,000 --> 00:17:04,000

She looks like she needs a break.

358

00:17:05,000 --> 00:17:09,000

Question is, does what's up top affect the bottom line?

359

00:17:11,000 --> 00:17:13,000

Nice work, Carrie. You did great out there.

360

00:17:13,000 --> 00:17:15,000

71, 72.

361

00:17:15,000 --> 00:17:18,000

We got the exact same amount of tips.

362

00:17:18,000 --> 00:17:22,000

What? I did all of that and we got the same results?

363

00:17:22,000 --> 00:17:27,000

She made exactly the same amount of money as when she had her regular chest size.

364

00:17:27,000 --> 00:17:31,000

I mean, within a dollar, which is statistically identical.

365

00:17:31,000 --> 00:17:35,000

This myth is on the road to being busted.

366

00:17:35,000 --> 00:17:40,000

On the road, but not over the line, because there's one last breast test to go.

367

00:17:43,000 --> 00:17:45,000

Today is Triple D day.

368

00:17:46,000 --> 00:17:49,000

Today Carrie is sporting a Triple D bra size.

369

00:17:49,000 --> 00:17:52,000

Is she going to get bigger tips? We're about to find out.

370

00:17:52,000 --> 00:17:55,000

Whoa, you feel that? I think she's coming.

371

00:17:56,000 --> 00:18:04,000

I'm very curious to see if my current ginormous breast size is going to have any impact on my tips.

372

00:18:04,000 --> 00:18:10,000

If the walk over here is any indication, gentlemen are noticing.

373

00:18:10,000 --> 00:18:15,000

That much is clear. Whether that makes them less stingy with the tip jar.

374

00:18:15,000 --> 00:18:17,000

We'll see.

375

00:18:18,000 --> 00:18:20,000

What's up?

376

00:18:20,000 --> 00:18:22,000

After an eyeful.

377

00:18:22,000 --> 00:18:23,000

Hey, eyes up here.

378

00:18:23,000 --> 00:18:26,000

Grandpa Juan is optimistic.

379

00:18:26,000 --> 00:18:34,000

I think that she'll have an easier time connecting with people and they'll be more interested in talking to her.

380

00:18:34,000 --> 00:18:37,000

And I think that this just might make the difference.

381

00:18:39,000 --> 00:18:41,000

He's just staring at the boobs.

382

00:18:43,000 --> 00:18:46,000

He's thinking really hard about something.

383

00:18:46,000 --> 00:18:48,000

And tipped.

384

00:18:48,000 --> 00:18:51,000

I guess her milkshake brings all the boys to the yard.

385

00:18:51,000 --> 00:18:53,000

Alright, I know what you're thinking.

386

00:18:53,000 --> 00:18:58,000

You're thinking, why are you guys doing this? This is absolutely ridiculous.

387

00:18:58,000 --> 00:19:00,000

He keeps looking down.

388

00:19:00,000 --> 00:19:09,000

Biologically speaking, the instinct is to associate larger breast size with nurturing and fertility,

389

00:19:09,000 --> 00:19:12,000

which will allow people to possibly connect with her more.

390

00:19:12,000 --> 00:19:14,000

And we got a tip out of it.

391

00:19:14,000 --> 00:19:17,000

Wait. Oh, he put in two dollars.

392

00:19:17,000 --> 00:19:19,000

Two dollars people.

393

00:19:19,000 --> 00:19:20,000

Thank you.

394

00:19:20,000 --> 00:19:22,000

Which could lead to bigger tips.

395

00:19:22,000 --> 00:19:25,000

It's a dollar for both of you.

396

00:19:26,000 --> 00:19:29,000

In its broadest, most reductive form.

397

00:19:29,000 --> 00:19:33,000

Oh my God, look at them. They're like trying not to look, but they can't help it.

398

00:19:33,000 --> 00:19:36,000

It's like their monkey brain's taken over.

399

00:19:36,000 --> 00:19:42,000

Evolutionary theory suggests that a full cleavage is a visual indication of reproductive potential.

400

00:19:42,000 --> 00:19:43,000

Thanks.

401

00:19:43,000 --> 00:19:45,000

He's still checking around.

402

00:19:45,000 --> 00:19:47,000

It's instinct.

403

00:19:47,000 --> 00:19:51,000

And in a positive feedback loop, men who find that trait attractive

404

00:19:51,000 --> 00:19:54,000

are likely to be reproductively successful.

405

00:19:54,000 --> 00:19:56,000

I think he forgot his drink.

406

00:19:56,000 --> 00:19:59,000

Three, four, five, six, seven, eight.

407

00:19:59,000 --> 00:20:02,000

That's ninety-eight dollars. That's way more than yesterday.

408

00:20:02,000 --> 00:20:06,000

A statistically significant 30% more.

409

00:20:06,000 --> 00:20:10,000

Meaning this myth is controversially, but firmly concluded.

410

00:20:10,000 --> 00:20:14,000

So it turns out the size of your breast does have an effect on the size of your tips.

411

00:20:14,000 --> 00:20:18,000

Now, Carrie's male customers were tipping about 90 cents per customer.

412

00:20:18,000 --> 00:20:23,000

But when Carrie put on her big boobs, the average tip increased to \$1.23.

413

00:20:23,000 --> 00:20:24,000

That's significant.

414

00:20:24,000 --> 00:20:27,000

Woo! These things are earned.

415

00:20:28,000 --> 00:20:31,000

Cool. I can't stop looking at them.

416

00:20:31,000 --> 00:20:37,000

The boobs may have bamboozled Balachy, but he and his fellow males were not the only ones.

417

00:20:37,000 --> 00:20:39,000

The results from this experiment were really interesting.

418

00:20:39,000 --> 00:20:44,000

Now, men gave 30% more in tips with the big boobs size.

419

00:20:44,000 --> 00:20:49,000

But more interesting to me is that women gave 40% more.

420

00:20:49,000 --> 00:20:51,000

I think this must be primal.

421

00:20:51,000 --> 00:20:55,000

Bigger boobs just yield more satisfaction.

422

00:21:10,000 --> 00:21:19,000

I've always been dubious about the claims of these pheromone sprays that are supposed to make one

423

00:21:19,000 --> 00:21:21,000

irresistible to members of the opposite sex.

424

00:21:21,000 --> 00:21:23,000

Why do you need a spray for that?

425

00:21:23,000 --> 00:21:26,000

Well, look, not everyone expresses all their emotions through their scent like you do, Jamie.

426

00:21:26,000 --> 00:21:30,000

There are some people that want some extra help and these products apparently fill that void.

427

00:21:30,000 --> 00:21:32,000

Sounds like something we should test.

428

00:21:32,000 --> 00:21:33,000

That's exactly what I thought.

429

00:21:33,000 --> 00:21:38,000

Pheromones are airborne molecules that elicit a reaction in members of the same species.

430

00:21:38,000 --> 00:21:45,000

The most potent known to science are aphrodisiacs found in the saliva of male boars.

431

00:21:45,000 --> 00:21:50,000

But although a human sex pheromone has yet to be definitively discovered,

432

00:21:50,000 --> 00:21:56,000

the internet offers a plethora of canned chemistry that will make you irresistible.

433

00:21:56,000 --> 00:21:58,000

Or will it?

434

00:21:58,000 --> 00:22:02,000

To find out...awesome!

435

00:22:02,000 --> 00:22:05,000

Adam has built a carousel of smell.

436

00:22:06,000 --> 00:22:10,000

And here's how it'll make sense of supposedly sexy scents.

437

00:22:10,000 --> 00:22:16,000

I present to the world my ten chamber double blind t-shirt smelling device.

438

00:22:16,000 --> 00:22:21,000

Ten chambers each sealed and isolated against the smells of the outside world.

439

00:22:21,000 --> 00:22:23,000

Each one will contain a t-shirt.

440

00:22:23,000 --> 00:22:27,000

Some we've worked out in, some from the store, some with pheromone sprayed on them.

441

00:22:27,000 --> 00:22:32,000

Each one will also be bathed in a bath of food grade nitrogen to keep the smell fresh

442

00:22:32,000 --> 00:22:34,000

and to keep our sweat from going rancid.

443

00:22:34,000 --> 00:22:39,000

The contestant will simply push a yellow button, smells the scent that comes out of the tube,

444

00:22:39,000 --> 00:22:44,000

pick their favorite of the ten, put a poker chip in that box and go on their merry way.

445

00:22:44,000 --> 00:22:47,000

At the end of the test, we count up the votes and declare a winner.

446

00:22:49,000 --> 00:22:52,000

And so it's on to location where Adam and Jamie...

447

00:22:52,000 --> 00:22:53,000

Oh, look at that!

448

00:22:53,000 --> 00:22:56,000

load up the love truck with their whiff wheel.

449

00:22:56,000 --> 00:23:01,000

And will ask fifty ladies to pick their favorite, fragranced t-shirt.

450

00:23:01,000 --> 00:23:03,000

Alright, I'm ready.

451

00:23:05,000 --> 00:23:09,000

These pheromones may work on their own or they may only work in concert with human sweat.

452

00:23:09,000 --> 00:23:14,000

Hopefully this experience on the treadmill will be better than my last experience on a treadmill.

453

00:23:17,000 --> 00:23:22,000

Jamie and I are going to walk on the treadmill long enough to generate a bunch of sweat onto a t-shirt.

454

00:23:22,000 --> 00:23:26,000

Get this shirt good and sweaty.

455

00:23:26,000 --> 00:23:28,000

And put it into our machine.

456

00:23:28,000 --> 00:23:30,000

And we're going to do it again.

457

00:23:30,000 --> 00:23:34,000

Get a t-shirt good and sweaty and spray pheromones on it.

458

00:23:34,000 --> 00:23:37,000

It's the leading brand of male pheromone spray.

459

00:23:37,000 --> 00:23:42,000

To see if that makes a difference, all of that is going to be smelled by our volunteers.

460

00:23:42,000 --> 00:23:47,000

With the Oda-Savage and pheromone combo locked and loaded...

461

00:23:54,000 --> 00:23:56,000

A hot cinnamon...

462

00:23:56,000 --> 00:23:58,000

Get some good Hoosier sweat on there.

463

00:24:00,000 --> 00:24:02,000

That's exactly the same.

464

00:24:05,000 --> 00:24:07,000

That's four filled and sealed.

465

00:24:07,000 --> 00:24:09,000

What about the remaining six?

466

00:24:09,000 --> 00:24:12,000

A t-shirt straight out of the package.

467

00:24:13,000 --> 00:24:15,000

And finally...

468

00:24:15,000 --> 00:24:17,000

Now it's time for our real controls.

469

00:24:17,000 --> 00:24:21,000

T-shirts fresh out of the bag with nothing on them, no sweat, no pheromones, no nothing.

470

00:24:22,000 --> 00:24:24,000

Go down the path and hang out right.

471

00:24:24,000 --> 00:24:28,000

With our vessels pressurized, the shirts loaded and our volunteers standing by,

472

00:24:28,000 --> 00:24:30,000

it's time to start conducting this test.

473

00:24:30,000 --> 00:24:32,000

I'm going to ask you to smell ten t-shirts for me.

474

00:24:32,000 --> 00:24:34,000

My prediction is that we're not going to find anything.

475

00:24:34,000 --> 00:24:37,000

You're going to reach down and pull this up to your nose...

476

00:24:37,000 --> 00:24:39,000

and push the button and smell what comes out.

477

00:24:39,000 --> 00:24:43,000

I think that the whole pheromone thing, the whole industry, is snake oil and malarkey.

478

00:24:43,000 --> 00:24:44,000

Sounds good?

479

00:24:44,000 --> 00:24:45,000

Sounds good.

480

00:24:45,000 --> 00:24:46,000

All right.

481

00:24:46,000 --> 00:24:48,000

I think we're going to see a relatively random distribution around this ring,

482

00:24:48,000 --> 00:24:51,000

except for people who specifically don't like the smell of me or Jamie Sweaty.

483

00:24:51,000 --> 00:24:58,000

Adam is clearly not convinced the controversial canned chemistry has any scientific merit.

484

00:24:58,000 --> 00:25:02,000

That's ten. Which one do you think you prefer the most?

485

00:25:03,000 --> 00:25:07,000

So he's not surprised by the early spread of reactions.

486

00:25:09,000 --> 00:25:11,000

I think I like number one the best.

487

00:25:11,000 --> 00:25:14,000

That's some data for us. Thank you so much for helping us out.

488

00:25:14,000 --> 00:25:16,000

Well, we're about a dozen people in so far.

489

00:25:16,000 --> 00:25:17,000

I like number ten.

490

00:25:17,000 --> 00:25:18,000

Number ten.

491

00:25:18,000 --> 00:25:19,000

Excellent.

492

00:25:19,000 --> 00:25:22,000

I have to say I'm not noticing any pattern to what they're preferring.

493

00:25:22,000 --> 00:25:23,000

Probably number one.

494

00:25:23,000 --> 00:25:24,000

Number one. Okay.

495

00:25:25,000 --> 00:25:29,000

It's all over the map, but we'll wait until we count the data when we're all done.

496

00:25:30,000 --> 00:25:32,000

But as the test progresses...

497

00:25:32,000 --> 00:25:33,000

Next!

498

00:25:33,000 --> 00:25:35,000

An interesting choice...

499

00:25:35,000 --> 00:25:36,000

Number eight.

500

00:25:36,000 --> 00:25:38,000

...for interesting reasons.

501

00:25:38,000 --> 00:25:39,000

Eight.

502

00:25:39,000 --> 00:25:40,000

What was it about it?

503

00:25:40,000 --> 00:25:43,000

I don't know. It just smelled soothing.

504

00:25:43,000 --> 00:25:45,000

Very interesting reasons.

505

00:25:45,000 --> 00:25:49,000

I picked number eight basically because it smelled a lot sugary.

506

00:25:49,000 --> 00:25:51,000

Significantly recurs.

507

00:25:51,000 --> 00:25:54,000

Eight because it smelled like my boyfriend.

508

00:25:54,000 --> 00:26:00,000

Adam's sweat, combined with the pheromone, is apparently an okay bouquet.

509

00:26:02,000 --> 00:26:03,000

Next!

510

00:26:03,000 --> 00:26:05,000

However, for some...

511

00:26:05,000 --> 00:26:08,000

I picked four because it didn't really smell like anything.

512

00:26:08,000 --> 00:26:11,000

They were kind of like strong and awkward.

513

00:26:11,000 --> 00:26:14,000

The pheromone sprayed samples...

514

00:26:14,000 --> 00:26:16,000

I want to taste.

515

00:26:16,000 --> 00:26:19,000

...are the most repulsive.

516

00:26:20,000 --> 00:26:24,000

I picked six. It was the least unpleasant smell.

517

00:26:25,000 --> 00:26:30,000

Yep, with all 50 smellers having sniffed the whiffs, here's how it breaks down.

518

00:26:30,000 --> 00:26:34,000

And there's one figure that reeks off the page.

519

00:26:34,000 --> 00:26:37,000

So, you crunch the numbers. What do they say?

520

00:26:37,000 --> 00:26:39,000

Yes, the results are in.

521

00:26:39,000 --> 00:26:41,000

And I have to say they're kind of weird.

522

00:26:41,000 --> 00:26:44,000

Don't get overly technical on me. Weird how?

523

00:26:44,000 --> 00:26:47,000

The test subjects showed no particular preference for the pheromones,

524

00:26:47,000 --> 00:26:50,000

except for in the case of one shirt.

525

00:26:50,000 --> 00:26:51,000

Which shirt?

526

00:26:51,000 --> 00:26:54,000

That would be your sweaty pheromone-laced shirt.

527

00:26:56,000 --> 00:26:57,000

38%.

528

00:26:58,000 --> 00:26:59,000

Wow!

529

00:27:00,000 --> 00:27:01,000

Nice!

530

00:27:01,000 --> 00:27:06,000

Yeah, well don't let it go to your head because a large number of people were strongly repelled by that very same shirt.

531

00:27:07,000 --> 00:27:12,000

And then on top of that, many chose the control shirts just because they were the least offensive.

532

00:27:12,000 --> 00:27:17,000

I guess that what we can say is that there is some effect for some people,

533

00:27:17,000 --> 00:27:21,000

but as far as the manufacturer's claims that these sprays will make you irresistible to women,

534

00:27:21,000 --> 00:27:25,000

this is totally busted, especially when you factor in my irresistibility.

535

00:27:25,000 --> 00:27:27,000

Yeah, it's busted.

536

00:27:27,000 --> 00:27:30,000

Wait, what's busted? My irresistibility or the pheromones?

537

00:27:30,000 --> 00:27:32,000

I don't know, take your pick.

538

00:27:38,000 --> 00:27:42,000

Please, don't try what you're about to see at home.

539

00:27:42,000 --> 00:27:45,000

Where would you call experts?

540

00:27:48,000 --> 00:27:50,000

Up next, Levenomics.

541

00:27:50,000 --> 00:27:53,000

Does wealth really woo women?

542

00:27:53,000 --> 00:27:55,000

Alright, how are we going to test this?

543

00:27:55,000 --> 00:27:59,000

Alright, so let's get a group of women and ask them to rate a man's attractiveness,

544

00:27:59,000 --> 00:28:02,000

but the only identifiers we give them are name and occupation.

545

00:28:02,000 --> 00:28:06,000

That's great, and then we'll show the exact same pictures to another group of women,

546

00:28:06,000 --> 00:28:11,000

but this time changing the men's occupations with higher salaries and see if that increases their allure.

547

00:28:11,000 --> 00:28:13,000

I like it.

548

00:28:15,000 --> 00:28:18,000

On the surface, the myth sounds offensive,

549

00:28:18,000 --> 00:28:24,000

but the stereotype and science suggests that on some level, women look for a mate who's successful.

550

00:28:24,000 --> 00:28:26,000

What's your name?

551

00:28:26,000 --> 00:28:34,000

Question is, in a modern, enlightened society, do women really still judge potential partners as providers?

552

00:28:34,000 --> 00:28:37,000

Consciously or otherwise, does money matter?

553

00:28:39,000 --> 00:28:43,000

Well, the team is all spruced up to find out.

554

00:28:43,000 --> 00:28:48,000

So to test our laws of attraction myth that women are more attracted to wealthy men,

555

00:28:48,000 --> 00:28:51,000

we've come to the Roxy Theater in San Francisco, California.

556

00:28:51,000 --> 00:28:55,000

Welcome to the Mythbusters Laws of Attraction Experiment.

557

00:28:56,000 --> 00:29:00,000

We're going to show two sets of 50 women, 12 pictures of various men,

558

00:29:00,000 --> 00:29:04,000

and ask them to rate the men on their attractiveness, a scale of 1 to 10.

559

00:29:04,000 --> 00:29:07,000

10 being the highest score for super-duper hot.

560

00:29:07,000 --> 00:29:11,000

Now each of these photos will have a name, an occupation, and where the person lives.

561

00:29:11,000 --> 00:29:16,000

And this is all we're going to give the women in order for them to judge their attractiveness.

562

00:29:16,000 --> 00:29:19,000

And remember, it's for science.

563

00:29:19,000 --> 00:29:22,000

Both sets of slides will be exactly the same,

564

00:29:22,000 --> 00:29:26,000

so the second group of women will take half the men and change their identifiers.

565

00:29:26,000 --> 00:29:28,000

We're going to give them more lucrative careers.

566

00:29:28,000 --> 00:29:30,000

Let's begin our experiment.

567

00:29:30,000 --> 00:29:33,000

Now for this myth to be confirmed, their scores should go up.

568

00:29:33,000 --> 00:29:35,000

Alright, let's see the first slide.

569

00:29:35,000 --> 00:29:39,000

This is Matt. He's a barista from San Francisco, California.

570

00:29:41,000 --> 00:29:43,000

Let's bring on the next slide.

571

00:29:43,000 --> 00:29:48,000

Michael, a dental assistant from San Francisco, California.

572

00:29:48,000 --> 00:29:51,000

These reactions are killing me.

573

00:29:51,000 --> 00:29:54,000

Let's begin with a brutal beauty contest concluded.

574

00:29:54,000 --> 00:29:57,000

And before the scores are tallied...

575

00:29:57,000 --> 00:30:01,000

Just so you know what a tan looks like, I've got two examples right now.

576

00:30:01,000 --> 00:30:03,000

Oh, get out of here.

577

00:30:03,000 --> 00:30:07,000

...carries curious to find out who found who attractive and why.

578

00:30:07,000 --> 00:30:10,000

I gave him a 7. He's very, very attractive.

579

00:30:10,000 --> 00:30:13,000

What's clear is that many factors go into each score.

580

00:30:13,000 --> 00:30:20,000

He seemed pretty grounded. He doesn't seem too into himself, but he doesn't seem careless as well.

581

00:30:20,000 --> 00:30:23,000

How can you get that from this picture? I'm just curious.

582

00:30:23,000 --> 00:30:26,000

But the key question in round one is...

583

00:30:26,000 --> 00:30:27,000

What was the score you gave him?

584

00:30:27,000 --> 00:30:28,000

I gave him a 4.

585

00:30:28,000 --> 00:30:29,000

And how come?

586

00:30:29,000 --> 00:30:33,000

...did a perceived lack of affluence influence the scoring.

587

00:30:33,000 --> 00:30:39,000

I would like to date someone that has more drive and determination to get farther than an entry-level position,

588

00:30:39,000 --> 00:30:41,000

and frankly, he can't afford to support himself.

589

00:30:41,000 --> 00:30:46,000

Yep, for some women, finance is a factor. A significant factor.

590

00:30:46,000 --> 00:30:48,000

That is a job of a man-child.

591

00:30:49,000 --> 00:30:53,000

I think that when you get a bunch of women together, they get real honest.

592

00:30:53,000 --> 00:30:59,000

It does help. He has a good job, and I'm going to need a lot of money to fix it.

593

00:31:00,000 --> 00:31:02,000

It'll be interesting to see how this pans out.

594

00:31:02,000 --> 00:31:08,000

Yep, when all the numbers are in, will this anecdotal commentary be statistically quantifiable?

595

00:31:08,000 --> 00:31:13,000

Well, thank you guys for participating in our Laws of Attraction Mythbusters experiment.

596

00:31:13,000 --> 00:31:18,000

Or is it just part of the mix and, as a cliché, over-exaggerated?

597

00:31:19,000 --> 00:31:25,000

In round one, these women gave this group of men an average score of 56 out of a possible 120.

598

00:31:25,000 --> 00:31:29,000

But now in round two, we're going to increase the salaries of some of the men.

599

00:31:29,000 --> 00:31:34,000

Now, if there's some truth to this myth, we should see an increase in the average score.

600

00:31:35,000 --> 00:31:45,000

I know. How about women prefer guys with big moustaches?

601

00:31:46,000 --> 00:31:47,000

I haven't heard that one.

602

00:31:47,000 --> 00:31:49,000

I'm pretty sure it's a thing.

603

00:31:49,000 --> 00:31:51,000

I don't think so, man.

604

00:31:56,000 --> 00:31:59,000

How about gentlemen prefer blondes?

605

00:31:59,000 --> 00:32:01,000

That is a good one. Let's totally test that.

606

00:32:01,000 --> 00:32:04,000

But wait. But wait, how do we test that?

607

00:32:04,000 --> 00:32:05,000

What do you mean?

608

00:32:05,000 --> 00:32:09,000

Well, I mean, if we take a blonde and a brunette and we ask some random people who they like better,

609

00:32:09,000 --> 00:32:13,000

how do we accommodate for the fact that they have totally different personalities?

610

00:32:15,000 --> 00:32:16,000

Wigs.

611

00:32:16,000 --> 00:32:17,000

Yeah.

612

00:32:19,000 --> 00:32:26,000

Ever since the eponymous Monroe movie, the concept that blondes get the boys has been a cultural cliché.

613

00:32:27,000 --> 00:32:29,000

I'll tell you more about it in the morning.

614

00:32:29,000 --> 00:32:34,000

The question is, is this follicular fable, fact, or fiction?

615

00:32:35,000 --> 00:32:37,000

So how do you want to get wiggy with this one?

616

00:32:37,000 --> 00:32:39,000

Well, I think it's pretty simple.

617

00:32:39,000 --> 00:32:44,000

We set up something like a speed dating scenario so that the men can express their preference.

618

00:32:44,000 --> 00:32:49,000

But we'll have wigs of different colors, which will swap out systematically throughout the test,

619

00:32:49,000 --> 00:32:53,000

thus eliminating any bias for personality.

620

00:32:53,000 --> 00:32:55,000

That sounds perfect. Let's do it.

621

00:32:56,000 --> 00:33:01,000

So to find out if fair hair is favored, nice.

622

00:33:01,000 --> 00:33:04,000

Adam and Jamie, hit the bar.

623

00:33:14,000 --> 00:33:16,000

So how is this speed dating thing supposed to work?

624

00:33:16,000 --> 00:33:18,000

Well, we'll have nine women.

625

00:33:18,000 --> 00:33:19,000

Hello, angels.

626

00:33:19,000 --> 00:33:22,000

Three blondes, three brunettes, and three redheads.

627

00:33:22,000 --> 00:33:24,000

Hi, Jamie.

628

00:33:25,000 --> 00:33:28,000

They'll be meeting nine men around Robyn's style,

629

00:33:28,000 --> 00:33:32,000

and the men will be rating them based on their attractiveness and likability.

630

00:33:32,000 --> 00:33:37,000

And just like in real speed dating, their conversations with the women will last a limited amount of time.

631

00:33:37,000 --> 00:33:39,000

In our case, three minutes.

632

00:33:43,000 --> 00:33:44,000

Go!

633

00:33:49,000 --> 00:33:51,000

This is awesome.

634

00:33:54,000 --> 00:34:00,000

When the time is up, the bell will ring, and the men will get up and score their date.

635

00:34:04,000 --> 00:34:07,000

After all nine of our male test subjects have talked to all of the girls,

636

00:34:07,000 --> 00:34:10,000

we're going to send the guys home, bring in a new set of nine guys,

637

00:34:10,000 --> 00:34:13,000

howdy guys, and conduct the test all over again.

638

00:34:13,000 --> 00:34:17,000

In the interim, we will have changed the hair color of all the girls.

639

00:34:17,000 --> 00:34:21,000

We're using really expensive natural hair wigs, and we've hired...

640

00:34:21,000 --> 00:34:26,000

Wellette and KK, industry professionals specializing in wigs and makeup.

641

00:34:26,000 --> 00:34:30,000

With their new wigs on, they will talk to our second set of male test subjects,

642

00:34:30,000 --> 00:34:33,000

and when they're done with them, we'll send them away and bring in a third set of men.

643

00:34:33,000 --> 00:34:36,000

Again, changing the hair color of all the girls.

644

00:34:36,000 --> 00:34:42,000

In that way, each of our actresses gets to perform this test as a redhead, a brunette, and a blonde.

645

00:34:42,000 --> 00:34:44,000

How you doing?

646

00:34:46,000 --> 00:34:48,000

How they're doing.

647

00:34:51,000 --> 00:34:53,000

Prevents the hubbub.

648

00:34:53,000 --> 00:34:59,000

Is just great. The guys are aware they're being filmed, but don't know the purpose of the test.

649

00:34:59,000 --> 00:35:01,000

And round one...

650

00:35:01,000 --> 00:35:03,000

Oh my gosh! What happened?

651

00:35:03,000 --> 00:35:06,000

He's showing the tattoo again. That's his move.

652

00:35:06,000 --> 00:35:08,000

Is clicking like clockwork?

653

00:35:08,000 --> 00:35:11,000

It's an assembly line. A dating assembly line.

654

00:35:15,000 --> 00:35:20,000

As to whether we see any difference in behavior relative to hair color,

655

00:35:20,000 --> 00:35:23,000

I don't think we're going to notice anything until we look at the data.

656

00:35:23,000 --> 00:35:26,000

Yep, and with round one done,

657

00:35:26,000 --> 00:35:31,000

those numbers do in fact favor the flaxen-haired females.

658

00:35:31,000 --> 00:35:36,000

Their average attractiveness and repeat date scores are higher.

659

00:35:36,000 --> 00:35:44,000

But crucially, until the ladies swap shades and a comparison is made, this result is up in the hair.

660

00:35:51,000 --> 00:35:55,000

Just in case you think all Adam and Jamie's builds go smoothly,

661

00:35:55,000 --> 00:35:56,000

Ow!

662

00:35:56,000 --> 00:35:59,000

Here's what they didn't want you to see.

663

00:35:59,000 --> 00:36:00,000

Looks like a proper room.

664

00:36:00,000 --> 00:36:02,000

How do I get out?

665

00:36:02,000 --> 00:36:04,000

How do I get out?

666

00:36:04,000 --> 00:36:06,000

Does someone have a doorknob? Can you get me out of here?

667

00:36:06,000 --> 00:36:08,000

I'm stuck in the interrogation room.

668

00:36:08,000 --> 00:36:10,000

No, really, he is.

669

00:36:10,000 --> 00:36:13,000

Hand me the screwdriver. Toss that over.

670

00:36:13,000 --> 00:36:14,000

Whoa!

671

00:36:14,000 --> 00:36:16,000

Uh, you want my knife?

672

00:36:16,000 --> 00:36:20,000

Great, got it. This should be fairly straightforward.

673

00:36:22,000 --> 00:36:23,000

There we go.

674

00:36:23,000 --> 00:36:25,000

Oh, no, no, no, don't help, don't help.

675

00:36:25,000 --> 00:36:27,000

Great.

676

00:36:27,000 --> 00:36:29,000

I'm free!

677

00:36:32,000 --> 00:36:34,000

Let's bring on the next slide.

678

00:36:34,000 --> 00:36:39,000

Does the mighty dollar really make women hot under the collar?

679

00:36:39,000 --> 00:36:41,000

That is a job of a man child.

680

00:36:41,000 --> 00:36:43,000

So far, the anecdotal evidence...

681

00:36:43,000 --> 00:36:45,000

I just think he's too old to have a retail job.

682

00:36:45,000 --> 00:36:47,000

...suggests yes.

683

00:36:47,000 --> 00:36:49,000

Whoo!

684

00:36:49,000 --> 00:36:51,000

We're about to start round two.

685

00:36:51,000 --> 00:36:53,000

Now, we have changed some of the jobs of some of our men.

686

00:36:53,000 --> 00:36:55,000

Do I think this is going to have an effect?

687

00:36:55,000 --> 00:36:56,000

Yes, absolutely.

688

00:36:56,000 --> 00:37:00,000

I think money definitely changes how women are attracted to men.

689

00:37:00,000 --> 00:37:03,000

Hello!

690

00:37:03,000 --> 00:37:06,000

Now, given what we saw in round one,

691

00:37:06,000 --> 00:37:08,000

which was some very lively commentary,

692

00:37:08,000 --> 00:37:12,000

and an average score of 56 out of a possible 120.

693

00:37:12,000 --> 00:37:14,000

You guys ready for this?

694

00:37:14,000 --> 00:37:18,000

I feel like we might see a significant increase

695

00:37:18,000 --> 00:37:20,000

when we change the jobs to be more lucrative.

696

00:37:20,000 --> 00:37:25,000

Carrie introduces the same 12 guys to an all-new female audience.

697

00:37:25,000 --> 00:37:27,000

But this time, six of them...

698

00:37:27,000 --> 00:37:31,000

Introducing Scott, he's an investment banker from El Cerrito, California.

699

00:37:31,000 --> 00:37:34,000

...have been given more upscale hometowns.

700

00:37:34,000 --> 00:37:38,000

This is Michael, he's a cardiologist from Mill Valley, California.

701

00:37:38,000 --> 00:37:41,000

...and Fat Cat Paychecks.

702

00:37:41,000 --> 00:37:43,000

With the slide parade concluded,

703

00:37:43,000 --> 00:37:47,000

and while the scores are tallied, Carrie gathers some opinions.

704

00:37:47,000 --> 00:37:49,000

All right, so with a show of hands,

705

00:37:49,000 --> 00:37:52,000

who based their opinion on how attractive these guys are?

706

00:37:52,000 --> 00:37:54,000

Solian looks.

707

00:37:54,000 --> 00:37:56,000

Okay.

708

00:37:56,000 --> 00:37:58,000

All right, now what about just purely money?

709

00:37:58,000 --> 00:38:00,000

Did that influence any of you?

710

00:38:00,000 --> 00:38:02,000

Wait, what did you say?

711

00:38:02,000 --> 00:38:04,000

No, it doesn't matter, because we work.

712

00:38:04,000 --> 00:38:06,000

That's not so good for the myth.

713

00:38:06,000 --> 00:38:08,000

But as the crowd warms up...

714

00:38:08,000 --> 00:38:11,000

...he's got a great smile, his eyes giving you a contact.

715

00:38:11,000 --> 00:38:14,000

He says, come right here, I'm gonna have fun.

716

00:38:14,000 --> 00:38:18,000

A few women indicate higher-paid positions may make a difference.

717

00:38:18,000 --> 00:38:20,000

He gave him a what? An eight.

718

00:38:20,000 --> 00:38:21,000

An eight, why?

719

00:38:21,000 --> 00:38:24,000

Because he's a cardiologist.

720

00:38:24,000 --> 00:38:26,000

Enough said.

721

00:38:26,000 --> 00:38:30,000

So, we had 12 guys, we changed six of them to higher-paying salaries,

722

00:38:30,000 --> 00:38:35,000

and that resulted in a plus 23% increase in their attractiveness score.

723

00:38:35,000 --> 00:38:36,000

Confirmed!

724

00:38:36,000 --> 00:38:42,000

And in particular, Martin, our retail clerk turned vascular surgeon, plus 32%.

725

00:38:42,000 --> 00:38:47,000

And Ian, our mortgage broker turned venture capitalist, plus 76%.

726

00:38:47,000 --> 00:38:49,000

You know what I really liked about this myth?

727

00:38:49,000 --> 00:38:54,000

Is it at first, I was just like, ew, this is such an awful shallow cliché.

728

00:38:54,000 --> 00:38:57,000

But then when you break it down, bigger breasts represent fertility.

729

00:38:57,000 --> 00:38:59,000

Men are attracted to that.

730

00:38:59,000 --> 00:39:01,000

Wealth is just an indicator of being a good provider,

731

00:39:01,000 --> 00:39:05,000

like a lioness will pick the biggest, strongest lion, the leader of the pride.

732

00:39:05,000 --> 00:39:08,000

There's a reason for the cliché. It's biology.

733

00:39:08,000 --> 00:39:10,000

Confirmed, both of them.

734

00:39:10,000 --> 00:39:12,000

The myths.

735

00:39:35,000 --> 00:39:37,000

What did you major in?

736

00:39:37,000 --> 00:39:38,000

English.

737

00:39:38,000 --> 00:39:40,000

What's your major?

738

00:39:40,000 --> 00:39:41,000

Classic.

739

00:39:41,000 --> 00:39:47,000

Will the girls that have now switched to bubbly blonde be rated more attractive?

740

00:39:47,000 --> 00:39:50,000

Scientifically, is there a reason for men to prefer blondes?

741

00:39:50,000 --> 00:39:54,000

Well, during the last Ice Age, a blonde hair genetic mutation occurred,

742

00:39:54,000 --> 00:40:00,000

and because it's a recessive gene, sexual selection must have played a part in its propagation.

743

00:40:00,000 --> 00:40:02,000

It's way to go.

744

00:40:02,000 --> 00:40:07,000

The question is, is that selective bias still with us today?

745

00:40:07,000 --> 00:40:10,000

There's only one way to find out.

746

00:40:11,000 --> 00:40:13,000

Here we go.

747

00:40:13,000 --> 00:40:16,000

It's the third and final round.

748

00:40:16,000 --> 00:40:19,000

They're all talking about working out.

749

00:40:19,000 --> 00:40:22,000

With the final follicular transformation complete.

750

00:40:22,000 --> 00:40:27,000

I love being able to dip in and out of these conversations. This is totally addictive.

751

00:40:27,000 --> 00:40:29,000

But make it an everything.

752

00:40:29,000 --> 00:40:31,000

A comprehensive numerical comparison.

753

00:40:31,000 --> 00:40:34,000

It's clear I would love working security at a casino.

754

00:40:34,000 --> 00:40:36,000

You took a 7 hour bus ride to get here?

755

00:40:36,000 --> 00:40:37,000

Yeah.

756

00:40:37,000 --> 00:40:40,000

Is now etched in Excel.

757

00:40:40,000 --> 00:40:41,000

Are the results in?

758

00:40:41,000 --> 00:40:42,000

The results are in.

759

00:40:42,000 --> 00:40:43,000

What did we get?

760

00:40:43,000 --> 00:40:48,000

In our gentlemen prefer blondes testing, this was the result of what we got.

761

00:40:48,000 --> 00:40:51,000

What's that? This is TV. I can't read all that.

762

00:40:51,000 --> 00:40:55,000

That's alright, because I've been able to boil all this down to a simple phrase.

763

00:40:55,000 --> 00:40:56,000

It's a tie.

764

00:40:56,000 --> 00:41:02,000

It's a tie. Across all of our tests we could not find a spike of a preference for any of the

specific hair colors.

765

00:41:02,000 --> 00:41:05,000

Which is what we would expect if hair color was not a fact.

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00:41:05,000 --> 00:41:09,000

Exactly. The myth is busted. Gentlemen do not prefer blondes.

767

00:41:13,000 --> 00:41:16,000

So, the team put the sex into science.

768

00:41:17,000 --> 00:41:21,000

And when it comes to attraction, there may be biological laws.

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00:41:21,000 --> 00:41:24,000

It's like they're monkey brains taken over.

770

00:41:24,000 --> 00:41:28,000

But beauty is most definitely in the eye of the beholder.

771

00:41:28,000 --> 00:41:29,000

How you doing?