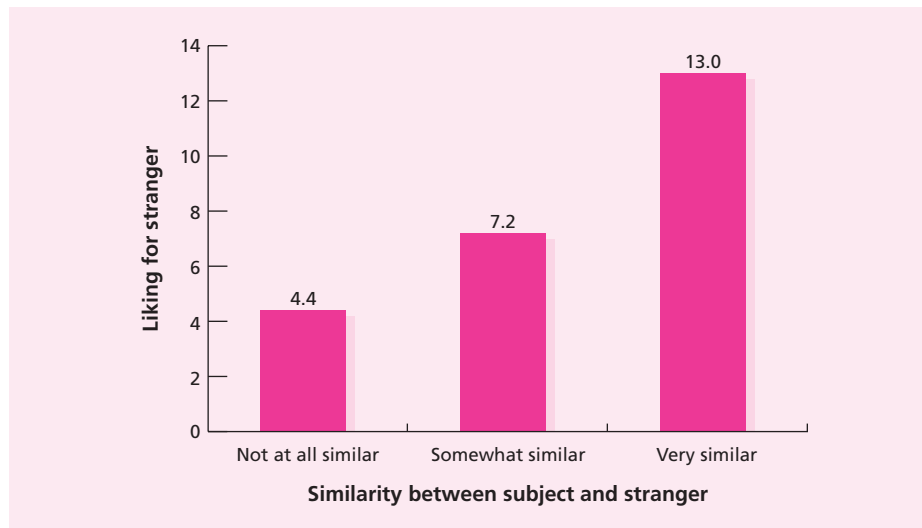


Interpersonal Relationships

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**FIGURE 11.9****Liking for People Who Are Like Us**

The data show that similarity increases liking in a near linear fashion. The more similar we are to another person, the more we like him or her.

Source: Byrne (1961).