A new study published in *Psychological Science* gives important clues to people who aspire to be liked by others. The study suggests that one’s behavior and actions might lead to general popularity in certain cases, while others might lead to unique connections with specific people.

“People form judgments about each other very quickly in the getting acquainted process and the extent to which one is liked by another newly met person is highly consequential for the development of the relationship,” explain researchers Michael Dufner and Sascha Krause of the University of Leipzig in Germany. “Not much is known, however, about what exactly the behaviors are that lead to being liked in the first place. Our research aimed to fill this gap.”