

Facebook and Love: Why Women Are Attracted to Guys Who Play Hard to Get

February 10, 2011

Time:

As Valentine's Day approaches, it's tempting to check your wall every 10 min. to see if that cute guy from the bar last week has poked you. But a recent *Psychological Science* study by researchers at the University of Virginia and Harvard says you will probably like him more if he ignores you than if he posts flirty messages.

Read the whole story: [Time](#)