**She's Not That into You**

“Here is a third rule: chances are strong that she's just not that into you. Research reveals that men are more likely than women to assume there may be romantic interest in an opposite-sex professional relationship. If we listen uncritically to the evolutionary murmur in our heads, we may erroneously interpret her friendly and collegial behavior as romantic interest and availability. Gentlemen, let us spare you some embarrassment. Research in the area of attraction shows that when men are attracted to women they often overestimate the extent to which the attraction is mutual. Chances are very good that when you feel attracted to a woman at work, she is not equally enamored of you.”

From W. Brad Johnson and David Smith, *Athena Rising: How and Why Men Should Mentor Woman* (Brookline, MA: Bibliomotion, 2016), 36.

Note: This book has lots of great ideas and very helpful advice. I felt it overdid it a bit on the "men are cavement" schtick, but you might draw other conclusions. The research is from April Bleske-Rechek, Erin Somers, Cierra Micke, Leah Erickson, Lindsay Matteson, Corey Stocco, Brittany Schumacher, and Laura Ritchie, "Benefit or Burden? Attraction in Cross-Sex Friendship" *Journal of Social and Personal Relationships* 29.5 (2012): 569-596 (569). I have requested it from the library and will post it as soon as I get it.