

REACTION TO SEXUAL INFIDELITY IN A FILM - THE END OF THE AFFAIR (1999): A SURVEY OF POST-ADOLESCENT HISPANIC AMERICANS

Sharaf REHMAN¹

Abstract

How does one respond to the sexual infidelity of one's partner or spouse? It probably depends on whom one asks, in what country, and in which culture. Concepts such as faithfulness, commitment, loyalty, and trust are viewed and weighed differently in different societies. While monogamy is valued by most members in most societies, the levels of tolerance for adultery may vary across cultures. In some cultures, the adulterous behavior is punished harshly; in others, looking the other way may be more the norm than the exception. The present study attempts to measure the attitudes and reactions of the Hispanic-American college students towards adultery. The participants were shown a film that contained adulterous behavior and asked to express their opinions on a self-administered paper-and-pencil test.

Keywords: Sexual infidelity, Interpersonal relationships, Gender communication, Religion and adultery.

1. Introduction

Linguistic relativism suggests that the language people speak in each culture shapes their cognition and worldview (Adler & Procter, 2016; McCornack, 2016). In such a case, people of all cultures that use English, as their primary language would have the same or similar worldview. However, no one would argue that the worldviews of people in the United States, U.K., South Africa, and Australia are identical. While language plays a part in the formation of one's world view, culture plays a greater role. Humans acquire their values, beliefs, attitudes, and opinions from the culture in which they are reared. The values are acquired not from the broad, national culture but from co-cultures such as sexual orientation, age- group, professions, and religions. In any country, the worldview of its males differs from that of its females. Similarly, people in different age groups or occupations see the world differently, even though they may speak the same language.

The mass media, such as movies, reach large numbers of people simultaneously or quickly. Nonetheless, it is one thing for a movie to reach many people in many

¹ Sharaf Rehman, University of Texas Rio Grande Valley, Sharaf.rehman@utrgv.edu

parts of the world; it is quite a different matter for the messages to be decoded as intended. While the images, ideas, symbols, and words used in a film or a novel may cause a certain emotional response in the culture of its origin, it cannot be assumed that the audience in a different culture or subculture would respond in the same way.

The present pilot study examined this issue through exploring the opinions of 54 Hispanic-American college students who participated in a survey about a British film, *The End of the Affair* (1999), based on a novel by a British novelist, Graham Greene. The novel and the film explore sexual infidelity, jealousy, and the existence of God. The story unfolds in England during the WWII, depicting an affair between a writer, Maurice Bendrix, and Sarah Miles, the wife of a British civil servant, Henry Miles.

2. Infidelity and literature

The End of the Affair is about adultery -- a theme that has infiltrated literature both ancient and modern. From *Othello* and *Madam Bovary* to *The Scarlet Letter* and *The Great Gatsby*, literary giants in every era have tackled the themes of extramarital sex, and the audience in every age and culture has embraced literature dealing with extramarital affairs.

In the fiction dealing with infidelity, the readers and audience shift their sympathies midstream. As two people meet and are drawn to each other, the audience root for the potential lovers. The audience wants to see/read how the two overcome all hurdles and fall into each other's arms. Illicit as it may be, the audience wishes to see that love conquers all. However, as soon as the act is committed, the audience's ethical and social values are threatened. The lovers are transformed into wrongdoers and the audience wishes to see the pair punished. The consequences of most of the tales of adultery are humiliation, abandonment, or death of one or both partners. In the novel *The End of the Affair* (1951), Greene rewards his readers with all three. The intriguing aspect in Graham Greene's novel is that the real love triangle is not the conventional husband, wife, and a lover. Instead, the three players are the woman, her lover, and God, thus, giving the conventional conflict – man-against-God a new twist.

The purpose of this pilot study was to see if the Hispanic-American audience would see the film for what it contained, or if they interpreted the film through the lens provided by their specific culture and religious beliefs.

3. Infidelity and society

All social systems and major religions have implicit and explicit standards regarding extramarital and premarital sex, standards that, in Europe and the U.S., were tested and challenged during the sexual revolutions of the 1920s and 1960s (Fife & Weeks, 2008). Among college-age adolescents, estimates of sexual infidelity range from 20 % to 64 % (Feldman & Cauffman, 1998). Of spouses in the United States, about 25 % of husbands and 20 % of wives report ever having had intercourse with someone other than their spouse (Russell et al. 2013).

The literature in psychology and social psychology distinguishes between two types of infidelity – sexual infidelity and emotional infidelity (Buss et al., 1992). The evolutionary theorists hold that men and women respond to infidelity differently. A common stereotype is that a male is capable of sexual involvement without emotional attachment. A man's physical involvement is less threatening than if he is emotionally involved. Historically, women have depended on their men to provide for the family. If a husband becomes emotionally involved with another woman, the wife may feel that her financial support is endangered. Her jealousy is rooted in economics. Men tend to believe that women will only have sex when they are in love, i.e., emotionally involved (Harris & Christenfield, 1996). This “double-shot hypothesis” (DeSteno & Salovey, 1996) implies that if a woman is sexually involved, she is also emotionally involved. A man may experience jealousy because of his woman's sexual unfaithfulness as it implies that she is also emotionally involved. Thus, the causes for jealousy differ for men and women (Buss et al., 1992; Feldman & Cauffman, 1999; Harris, 2003). A woman is always certain of being the mother of her children; for men, there may be room for doubt. As a provider, it is important for a man to be convinced that he is making his investment of time and resources in his own offspring. To sustain such a system, societies and religions reinforced monogamy through marriage.

Social-cognitive theorists argue that these differences in men and women are due to the populations studied and approaches to measurements of jealousy that are flawed (Tagler & Gentry, 2011). College students have been the samples for most of the research and it is argued that older people with greater relational experiences should also be studied. Most studies have forced the respondents to make a choice between two alternatives. For instance, on many instruments a question is asked (Levy & Kelly, 2010):

Between emotional infidelity and sexual infidelity, which type would be more distressing for you?

1. Emotional infidelity
2. Sexual infidelity.

Such forced choices may skew the results exaggerating the *between-gender* differences. Another major issue with research within the evolutionary paradigm has been that the respondents are asked to predict their own emotions. Social scientists understand when respondents engage in a face-to-face interview or are asked about their own behavior, the answers may not always be truthful. An item that asks if a respondent has been unfaithful may not evoke a truthful response. Some may deny; others may exaggerate the truth.

The present author questions the assumption that college students lack relational experience. Cohabiting couples and the number of college students that are openly in relationships is on the rise (Sheppard et al., 1996). Among the sample for the study reported here, 57 percent said they were either in a relationship or married. The college students, at the time of this writing (2018) are not as naïve or inexperienced as the college-age samples of yesteryears.

However, using forced-choice items on a survey is a valid criticism. Providing the respondents with an opportunity to free-associate on open-ended items or express their opinions on Likert-Scale items generating ordinal scale data is likely to produce more meaningful insights. The test instruments can avoid asking about personal, sensitive, and embarrassing behavior by impersonalizing the items as third-party questions. A personal question such as, 'have you cheated on your spouse' may be converted into a third-party question as, 'do you know of someone who cheated on their spouse?' Impersonalized items may not generate information about the individual respondents but can certainly produce information about the sample population.

4. The present study

The goal of this study is not to settle the debate between the evolutionary theorists and the social-cognitive theorists over their interpretation or understanding of adultery. Nor is it to find faults in the instruments used to measure attitudes. Those battles are beyond the scope of this pilot study. The purpose is to survey two questions within an intercultural context:

1. How do English-speaking Hispanic-American college students respond to a saga of adultery from half a century ago and from a distant land?
2. How do the respondents view adultery within their own cultural context?

Previous research on *between-gender* differences in anticipated distress and jealousy caused by partner infidelity used hypothetical scenarios. The present study provided direct cognitive exposure to infidelity through the screening of the film, *The End of the Affair* (1999). The instrument used a combination of close-ended

items for gender, age, and marital status classifications, and open-ended items for assessing the anticipated reactions of the respondents and their partners.

The following six null hypotheses were considered.

1. There is no difference in men and women in placing the blame for adultery.
2. There is no difference in how men and women expect to behave because of adultery by their partner.
3. There is no difference in how men and women expect their partners to behave because of their own adultery.
4. There is no difference in the single and non-single respondents in placing the blame for adultery.
5. Being single or non-single has no impact on how the respondents expect to behave because of adultery by their partner.
6. Being single or non-single has no impact on how the respondents expect their partners to behave because of their own adultery.

5. Method

Participants were undergraduate students at a mid-size, state-supported institution located in a city of 180,000 people. Nearly 95 percent of the city's population is Hispanic-American. Most of the respondents in the sample are also Roman Catholics.

Sixty college students saw the film, *The End of the Affair*, in an introductory course in Interpersonal Communication. The students were informed before the screening that the film dealt with interpersonal relationships, communication, and deception - topics that are covered extensively in an Interpersonal Communication course. After the screening, the respondents completed a 9-item, self-administered paper-and-pencil test. Six of the questionnaires were eliminated from the data due to incomplete responses. Since the data gathered was either nominal or ordinal in nature, analysis and comparisons were accomplished through nonparametric statistics, i.e., chi-square tests.

5.1. The sample and the descriptive data

The sample (N=54) consisted of 28 (52%) men and 26 (48%) women. Eleven (20.4%) of the sample was 20 years of age or younger. Thirty-four (63%) were between 20 and 25 years of age, and the remaining 9 (16.7%) were over 25 years of age. Twenty-four of the respondents (44.4%) were single, 25 (46.3%) were in a relationship, and five (9.3%) were married.

5.2 Presence of adultery in the film

Was there a presence of sexual betrayal (adultery) in The End of the Affair?

Forty-eight of the respondents (89%) said there was; six (11%) said there was none. In the film, Sarah and Maurice have an affair, and Henry is the husband. Using a forced-choice item, the respondents were asked to identify the party or parties responsible for the sexual infidelity. The four choices were -Sarah (the wife), Henry (the husband), Maurice (the other man), or a combination of Maurice and Sarah. Twenty-nine (53.7%) of the respondents said that Sarah was responsible. Seventeen of the respondents (31.5%) said that both Sarah and Maurice were responsible. Six (11.1%) said that Maurice was responsible. Two (3.7%) said that Henry (the husband) was responsible.

5.3 Men and women as communicators

Who is the best communicator in the film?

Human communication scholars define an effective communicator as someone who is precise, relevant, honest, empathic, and a good listener (McCornack, 2016). While Julianne Moore as Sarah, Ralph Fiennes as Maurice, Stephen Rea as Henry, and Ian Hart as Parkis were extremely effective in their roles and received several awards and nominations, the respondents felt that the three males in the film (Maurice, Henry, and Parkis) were better communicators than Julianne Moore as Sarah. Both male and female respondents ranked Sarah as the least effective communicator.

5.4 The prevalence of infidelity

Have you ever known anyone who engaged in such behavior (infidelity)?

Forty of the respondents (74%) said they knew of someone who had behaved in such a way. Ten (19%) said they did not know of anyone, and four (7%) were unsure.

The key questions in the survey were:

What would you do if your partner engaged in such behavior (sexual infidelity)?

What would be your reaction or response?

and

What would your partner do if you engaged in such behavior? What would be their reaction or response?

Both items were open-ended. The respondents were not given a set of predetermined or pre-selected choices. Instead, blank spaces were provided for writing the responses to each of these items. Responses for these two items fell into nine categories. These are listed below from the mildest to the most severe reaction.

1. Will do nothing. Forget about it. Stay together.
2. Discuss it. Try to understand.
3. Will feel angry, hurt, or disappointed.
4. May leave them.
5. End the relationship.
6. Get a divorce.
7. Will slap them, hurt them, harm the person/s.
8. Kill him/her.
9. Kill them both.

In a previous study by Russell et al. (2013), the reactions were classified as healthy and unhealthy behaviors. The present study grouped the reaction into three categories and treated the responses as ordinal scale data. Responses to these two items were collapsed into three categories as under: -

The first three responses were treated as – Non-Action Response; responses 4, 5, and 6, were grouped as Non-Aggressive Termination Response, and responses 7, 8, and 9, were clustered as Aggressive Termination Response. Exhibit 1 presents the participants’ responses to their partner’s infidelity.

Exhibit 1: My anticipated response to my partner’s infidelity.

Category	Description	Frequency	Percentage
1	Do nothing. Forget about it. Stay together	1	1.9
2	Discuss it. Try to understand.	10	18.5
3	Feel anger, hurt, or disappointment.	13	24.1
4	May leave them	0	0
5	End the relationship.	25	46.3
6	Get a divorce.	3	5.6
7	Slap them, hurt them, harm the person/s.	1	1.9
8	Kill him/her.	0	0
9	Kill both of them.	1	1.9

It is worth noting that 46 percent of the respondent said they would end the relationship, while 24 percent reported that they would experience anger, hurt, and disappointment. These were the two most frequent responses from by the sample members.

Exhibit 2: The anticipated reaction of my partner as a result of my infidelity.

Category	Description	Frequency	Percentage
1	Do nothing. Forget about it. Stay together	1	1.9
2	Discuss it. Try to understand.	6	11.1
3	Feel anger, hurt, or disappointment.	13	24.1
4	May leave me.	6	11.1
5	End the relationship	19	35.2
6	Get a divorce	3	5.6
7	May hurt me or harm both persons.	2	3.7
8	Kill me.	2	3.7
9	Kill me and the other person.	0	0
99	No response	2	3.7

For this item, the most frequently anticipated reactions/responses from the partner were the termination of the relationship (35 percent) and the feeling of hurt and anger 24 percent). In a previous study of another British film dealing with sexual infidelity, *Brief Encounter* (1945) very similar results were reported by Rehman (2013).

6. Results

The preliminary data review suggested that two variables – gender and marital status - might reveal some interesting differences in perceptions and attitudes towards adultery. For marital status, the sample was divided into two groups. The first group consisted of the singles. There were 24 (44.5 %). The second group (Non-Single) consisted of all those who were either in a relationship or who were married. Thirty respondents (55.4 %) were in this category. The sample consisted of 28 men and 26 women. Eleven of the men (40%) were Single, 17 (60 %) were Non-Single. Twelve women (46%) were Single and 14 (54%) were Non-Single.

6.1 Gender and infidelity

Was there presence of sexual infidelity in The End of the Affair?

Twenty-five of the males and 23 of the females said that there was sexual infidelity in the film. None of the respondents denied the presence of infidelity. Six of the respondents, three men and three women, were unsure. This suggests that both men and women can detect and identify infidelity. The chi-square statistics is 0.0093. The *p*-value is 0.92. This is not significant at $p < .05$. Hence, both men and women can detect the presence of adultery.

Who is responsible for the infidelity in the film?

The responses were as under: -

Exhibit 3

	Men	Women	Total
Sarah	15	14	29
Maurice & Sarah	10	7	17
Maurice	2	4	6
Henry	1	1	2

The chi-square statistics is 1.158. The *p*-value is 0.763. This is not significant at *p* < .05.

There was no difference in where the Hispanic-American men and women placed the blame for adultery. While nearly one-third of the sample held both Maurice and Sarah responsible for the adultery, more than half of the respondents blamed Sarah. Both groups (men and women) held the wife responsible for adultery. A woman is blamed for an act that requires two parties. Whether this is specific to the Hispanic-American culture or to the entire American culture is a topic for further investigation. For the present, all one can say is that this sample of Hispanic-American men and women seem to point the finger at the woman. Thus, the first hypothesis - There is no difference in where the men and women place the blame for adultery – is retained.

Who is the best communicator in the film?

The responses were as under: -

Exhibit 4

	Men	Women	Total
Maurice	10	13	23
Parkis	11	6	17
Henry	2	5	7
Sarah	4	1	5

The chi-square statistics is 4.88. The *p*-value is 0.181. This is not significant at *p* < .05.

There is no difference between men and women about the effectiveness of communicators. Both groups seem to think that the males (Maurice, Henry, and Parkis) are better communicators than the female (Sarah). There is no difference of opinion between the genders. Whether this perception is universal or culture-specific requires further comparative studies.

Have you ever known anyone who engaged in such behavior (infidelity)?

Exhibit 5

	Yes	No	Not Sure
Men	18	8	2
Women	22	2	2

The chi-square statistics is 3.93. The p -value is 0.140. This is not significant at $p < .05$.

Although there is no gender difference in reporting the knowledge of someone who engaged in infidelity, 74 percent of the respondents admit that they know of someone who engaged in infidelity. Previous research has reported these numbers for college-age populations at “more than 60%” (Feldman & Cauffman, 1999). An increase of ten points over a period of 15 years is hardly surprising.

What would you do if your partner engaged in such deception (infidelity)? What would be your reaction or response?

The nine most frequently listed responses were grouped into three categories.

1. The Non-Action Response. This included responses such as “will do nothing”, “talk it over”, “feel, hurt, angry, or disappointed.”
2. Non-Aggressive Termination Response. This included responses such as “probably leave them”, “definitely end the relationship”, and “get a divorce.”
3. Aggressive Termination Response. These included responses such as “slap him”, “I’ll hurt them”, “I’ll kick their butt”, “I’ll kill him or her”, and “I’ll kill ‘em both.”

Exhibit 6: My response to my partner’s infidelity would be.

Responses	Men	Women
Non-Action Response	4	6
Non-Aggressive Termination Response	21	17
Aggressive Termination Response	3	3

The chi-square statistics is 0.748. The p -value is 0.688. This is not significant at $p < .05$.

Even though there is no significant difference between the men and women, 38 respondents (70.4%) said they would terminate the relationship or marriage. A previous study by Rehman (2013), reported that 69 percent of the college students said they would end a relationship if their partner cheated on them. The findings in the present study seem to agree with the previous studies. Furthermore, these findings support the second hypothesis - There is no difference in how the men and women expect to behave because of adultery by their partners.

What would your partner do if you engaged in such behavior? What would be their reaction or response?

Exhibit 7: My partner’s response to my infidelity would be.

Responses	Men	Women
Non-Action Response	7	11
Non-Aggressive Termination Response	18	12
Aggressive Termination Response	2	2

The chi-square statistics is 2.015. The *p*-value is 0.365. This is not significant at *p* < .05.

There is no significant difference between men and women when anticipating their mate’s reaction to infidelity. This lends support to the third hypothesis - There is no difference in how the men and women expect their partners to behave because of their own adultery. However, one may note that women are more optimistic about their mates’ non-aggressive behavior while men are more pessimistic about the survival of their relationship after their infidelity.

6.2 Marital status and infidelity

Was there a presence of infidelity in The End of the Affair?

Twenty-one of the singles and 27 of the non-single respondents said that there was infidelity in the film. None of the respondents denied the presence of infidelity. Two of the singles and four non-singles said they were unsure. This suggests that both single and non-single respondents are able to identify infidelity.

The chi-square statistics is 0.237. The *p*-value is 0.627. This is not significant at *p* < .05. Hence, the marital status has no effect on detecting the presence of adultery.

Who is responsible for the infidelity in the film?

The responses were as under: -

Exhibit 8

	Single	Non-Single	Total
Sarah	13	16	29
Maurice and Sarah	8	9	17
Maurice	1	5	6
Henry	1	1	2

The chi-square statistics is 1.892. The *p*-value is 0.596. This is not significant at *p* < .05.

There was no difference in where the Hispanic-American single or non-single respondents placed the blame for adultery. While nearly one-third of the sample held both Maurice and Sarah responsible for the adultery, nearly 54 percent of the respondents blamed Sarah. Both groups (singles and non-singles) held the woman responsible for adultery rather than the man. Hence, the fourth null hypothesis -

There is no difference in where the single and non-single respondents place the blame for adultery- holds true for this sample. Whether this is specific to the Hispanic-American culture or to the entire American culture is a subject for further investigation.

Who is the best communicator in the film?

The responses were as under: -

Exhibit 9

	Single	Non-singles	Total
Maurice	12	11	23
Parkis	4	13	17
Henry	2	5	7
Sarah	4	1	5

The chi-square statistics is 6.82. The p -value is 0.777. This is not significant at $p < .05$.

There is no difference between the singles and the non-singles about the effectiveness of communicators. Both groups seem to think that males (Maurice, Henry, and Parkis) are better communicators than the female (Sarah). Whether this perception is universal or culture-specific requires comparative studies.

Have you ever known anyone who engaged in such behavior (infidelity)?

Exhibit 10

	Yes	No	Not Sure
Single	16	5	2
Non-Single	23	6	1

The chi-square statistics is 0.77. The p -value is 0.068. This is not significant at $p < .05$.

Between the singles and the non-singles, there appeared to be no difference in reporting the knowledge about someone who engaged in infidelity; nearly 75 percent participants claimed they knew of someone who engaged in infidelity. These findings agree with previous findings reported by Feldman & Cauffman (1999).

What would you do if your partner engaged in such deception (infidelity)? What would be your reaction or response?

Exhibit 11: My response to my partner's infidelity would be.

Responses	Single	Non-Single
Non-Action Response	4	6
Non-Aggressive Termination Response	16	22
Aggressive Termination Response	3	3

The chi-square statistics is 0.166. The p -value is 0.920. This is not significant at $p < .05$.

The difference between the two groups is not significant. Both the single and the non-single individuals think they would terminate the relationship. The fifth null hypothesis - marital status (being single or non-single) has no impact on how the respondents expect to behave because of adultery by their partner – can be accepted for this sample.

What would your partner do if you engaged in such behavior? What would be their reaction or response?

Exhibit 12: My partner's response to my infidelity would be.

Responses	Single	Non-Single
Non-Action Response	10	8
Non-Aggressive Termination Response	10	20
Aggressive Termination Response	1	3

The chi-square statistics is 2.734. The p -value is 0.255. This is not significant at $p < .05$.

Both the singles and non-singles seem to expect similar behaviors from their partners. More than 50 percent think that their own adulterous behavior will result in the termination of the relationship. The sixth hypothesis - Marital status has no impact on how the respondents expect their partners to behave because of their own adultery – may be accepted for this sample.

7. Discussion

Even though the differences are not statistically, the responses shed some light on the Hispanic-American culture. The responses reveal how the Hispanic-Americans view adultery, where they lay the blame, and how differently they view men and women as communicators. Even though nearly one-third of the participants said that both Maurice and Sarah (man and woman) were responsible for the adultery, 54 percent blamed only the woman. Both male and female respondents held Sarah responsible. The responses were similar for the single respondents and those in relationships. Neither gender nor marital status affects the awareness of, and the blame for adultery. In the Hispanic-American culture, adultery is blamed on the women. One possible explanation is that the Hispanic-American culture is predominantly male-dominated where the power distance between men and women is vast, thus, identical behaviors by men and women are judged on different criteria.

Both, men and women say that the three men in the film were better communicators than the woman. The single respondents and those in relationships also seem to credit men as better communicators. This may also be attributed to a male-dominated society where men are expected to make decisions, do the talking, take charge, and dominate a situation. In such a culture, a woman is expected to play a submissive and supporting role, and her communication skills are deemed less important.

What might the respondents do after discovering their partner's adultery? Nearly 70 percent said that they may, or definitely will, end a relationship. While nearly half of the marriages in the U.S. end up in divorces, only a small portion of this sample (5.6%) would consider getting a divorce. This may be cultural-specific for this sample, or it may be because the sample is predominantly Roman Catholic where a divorce is not an option. Neither gender nor marital status rendered any differences in the responses.

When asked to predict their partner's reaction to adultery, only 5.6 percent thought that their partner/spouse would seek a divorce. Eleven percent felt that the partner 'may' leave them, and 35 percent felt that the partner or spouse would certainly leave them. Despite the risk to a relationship, such behavior seems a common occurrence rather than an exception. Over 70 % of the participants claimed they knew of someone who committed sexual infidelity.

Since the differences in attitudes towards infidelity are independent of gender or marital status, the responses of this predominantly Roman Catholic sample may be due to their religious upbringing.

Somewhat revealing and telling is the ranking of choice the respondents may make or their partners may make. Most of the respondents expect that sexual infidelity (their own or that of their partner) will destroy the relationship. For a smaller portion, such behavior would cause hurt, anger, sadness, and disappointment, but they would do nothing more than talk about it. A small portion of the respondents predicts a divorce as the outcome.

In the U.S., infidelity is the #1 reason for a divorce (Allen & Atkins, 2012). In other English speaking cultures, sexual infidelity has been reported to have caused distress and jealousy; however, it does not necessarily result in the dissolution of a relationship or a marriage (Buss et al., 1992). The straw that breaks a relationship may differ from one sub-culture to another. For the present sample, such behavior is a major threat to their relationships. Language may play a lesser role in processing sexual infidelity. Other variables such as the length of a relationship, financial obligations, ages of the partners, and of their children, levels of education, professions, and religion may have greater impact.

As with the previous work by Tagler & Gentry 2011; Rehman 2013), the value of this study may be in incorporating both forced-choice and open-ended questions to assess responses and reactions to infidelity. Instead of relying on hypotheticals alone, the subjects in this study saw a specific example of infidelity via exposure to a film. The author accepts the limitation that the anticipated reactions of the respondents and those of their partners are, at best, hypothetical predictions and that people are not always adept at affective forecasting, i.e., predicting one's emotional reactions (Hoerger et al., 2009). What people say and do are not always the same. This is a threat to instrumental validity and needs to be addressed through improved methods of measurement. The author is also aware of the limited scope of the study due to the sample size and intends to replicate the study with larger samples in different cultures. This author believes that such studies may offer a deeper understanding of the significance of sexual infidelity in intimate relationships.

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The author

Sharaf Rehman, MFA, MBA, Ph.D.

Sharaf Rehman is professor of Communication at the University of Texas Rio Grande Valley. He studied at the London Film School, UK, University of Lund, Sweden, and Bowling Green State University, Ohio. For the past 40 years, he has taught Communication (film and theater) at universities in Asia, Europe, and the United States of America. He served as the founding Department Chair for Communication at the University of Texas-Brownsville, and as Associate Dean for the College of International Communication at Lynn University, Florida. His research has appeared in numerous international journals in the areas of mass communication, intercultural studies, marketing, economics, and ethics. He has published several collections of plays and poetry. Many of his plays have been internationally produced. In 2016, he co-scripted an award-winning feature film, *The Whole*. Presently, he is a visiting professor in the department of Economics and Sociology, Lodz University, Poland.