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Love for hummus

Despite the heartache that often accompanies love, we can't help wanting it and rejoicing when it works. Are we hard-wired to fall in love or are we just responding to societal pressure?By Alia HoytIf you are an older woman trying to finally win at love, it can be tough. Once you get past the initial hurdle of meeting someone and then getting to know him, the hard part comes -- getting the timing right.By Faith Murphy Knight Romantic love both exhilarates and motivates us. It is also critical to the continuation of our species. Without the attachment of romantic love, we would live in an entirely different society that more closely resembled some (but not all) of those social circles in the animal world. The chemicals that race around in our brain when we're in love serve several purposes, and the primary goal is the continuation of our species. Those chemicals are what make us want to form families and have children. Once we have children, those chemicals change to encourage us to stay together to raise those children. So in a sense, love really is a chemical addiction that occurs to keep us reproducing.There's solid science to support the chemistry of love in all its forms. According to a 1997 paper entitled "Lust, Attraction, and Attachment in Mammalian Reproduction," by Dr. Helen Fisher from Rutgers University, romantic love can be broken down into three categories: lust, attraction and attachment. And depending on the type of love you're talking about, different bodily chemicals are involved. Lust, driven by the desire for sexual gratification, is primarily motivated by the production of sex hormones testosterone and estrogen thanks to the brain's hypothalamus. Attraction, although closely related, is something different; it hinges on the brain's reward system and is the reason why new relationships feel so insanely intoxicating. This form of love relies on other hypothalamus products: dopamine and norepinephrine, which induce giddy, energetic, euphoria. And attachment, the main factor in long-term relationships, is largely rooted in the hormones oxytocin (aka "the cuddle hormone") and vasopressin, which promote bonding.Regardless of the country or culture, romantic love plays an important part. While cultural differences in how that love is displayed vary greatly, the fact that romantic love exists is undisputed.But let's get down to the nitty gritty. What is it that makes us fall in love with someone in the first place? Only three percent of mammals (aside from the human species) form "family" relationships like we do. The prairie vole is one such animal. This vole mates for life and prefers spending time with its mate over spending time with any other voles. Voles even go to the extreme of avoiding voles of the opposite sex.When they have offspring, the couple works together to care for them. They spend hours grooming each other and just hanging out together. Studies have been done to try to determine the chemical makeup that might explain why the prairie vole forms this lifelong, monogamous relationship when its very close relative, the montane vole, does not.According to studies by Larry Young, a social attachment researcher at Emory University, what happens is that when the prairie vole mates, like humans, the hormones oxytocin and vasopressin are released. Because the prairie vole has the needed receptors in its brain for these hormones in the regions responsible for reward and reinforcement, it forms a bond with its mate. That bond is for that particular vole based on its smell -- sort of like an imprint. As further reinforcement, dopamine is also released in the brain's reward center when they have sex, making the experience enjoyable and ensuring that they want to do it again. And because of the oxytocin and vasopressin, they want to have sex with the same vole.Because the montane vole does not have receptors for oxytocin or vasopressin in its brain, those chemicals have no effect, and they continue with their one-night stands. Other than those receptors, the two vole species are almost entirely the same in their physical makeup.Originally Published: Feb 12, 2005Related Articles Keep up with the latest daily buzz with the BuzzFeed Daily newsletter! This site is not available in your country Why do some companies win public favor and others lose it? That's a hot topic now that more people distrust corporations than ever before. The trust deficit is clearly a trend on the rise. Back in 2005, a Roper poll showed that 72 percent of respondents felt that corporate wrongdoing was "widespread," up from 66 percent the year before. A subsequent survey issued by the Customer Care Alliance reported that 90 percent of people were dissatisfied with the way companies treated them, while 64 percent felt "rage" toward corporations. In 2008, a Reputation Institute study revealed that 13 of 24 industries had "weak" reputations based on the perspective of the general public. And in 2009, things have grown worse. According to pubic relations and research group Edelman, global faith in business has hit a 10-year low, with 62 percent of people worldwide trusting companies less today than they did a year ago, and 77 percent refusing to buy from companies they distrust. "It has been a catastrophic year for business, well beyond the evident destruction in shareholder value and need for emergency government funding," says Edelman's president and CEO Richard Edelman in a recent press release. "Our [2009 Trust Barometer] survey confirms that it's going to be harder to rebuild our economies because no institution has captured the trust that business has lost." Dismal as the current state may seem, it is a crucial one for companies to strategically face. They can start by asking smarter questions. For instance, it's not so much about which companies and industries are among the world's most and least respected, but why. What attributes and values do the winners and losers share? The Reputation Institute says that outstanding leadership, financial performance, innovation, products and governance are the qualities that lead to a strong reputation. Boston College indicates that corporate citizenship plays an important role. Having spent five years researching this issue myself, I've found a common thread that might trump them all: purpose. True High-Purpose Companies - those companies driven by a social or environmental cause to the extent where their financial performance depends on it -- are among the most respected companies in the world. Conversely, Low-Purpose Companies - those companies whose social and environmental postures run contrary to shareholder interests - tend to be the some of world's least respected. In true High-Purpose Companies, purpose directly influences everything from the product line to the innovation cycle, growth strategy, leadership, governance, citizenship efforts and ultimately, the financial performance of the business. Take Toyota Motor Company, for instance. Toyota, which was just ranked "The World's Most Respected Company" by The Reputation Institute, stands for the purpose of "making sustainable mobility a reality." This purpose is clearly reflected throughout Toyota. Hybrid Synergy Drive, the Prius, zero waste manufacturing facilities and multi-dimensional quality models are just a few examples of how tangible the manifestation of purpose is at Toyota - and how crucial it is to shareholders. There are dozens of similar examples. GE, Fortune magazine's "Most Admired" company of 2008, serves the purpose of "providing imaginative solutions to the mounting challenges to our ecosystem." JetBlue, which JD Power & Associates ranked "The Highest in Customer Satisfaction" three years in a row, aims to: "bring humanity back to air travel." Patagonia, which Fortune magazine dubs "The Coolest Company on the Planet," exists in order to "inspire solutions to the environmental crisis." High-Purpose Companies are widely known and revered for their purpose, which is why so many people love them. Such companies might not be perfect, but they are authentic in the sense that their actions and investments match their words. That's not case in Low-Purpose Companies, which tend to say one thing and do another. For example, Halliburton says: "[our] every action is guided by our vision to be welcomed as a good corporate neighbor," but The Wall Street Journal reports that it is "the company with the worst corporate reputation." Monsanto promises: "integrity is the foundation for everything we do," yet Amnesty International and theOrganic Consumers Association consider it a "global corporate terrorist." Allstate Insurance claims that its customers are "in good hands," while the FBIC counts it as one of the Nation's "top three worst insurers." ExxonMobil insists that it is effectively "taking on the world's toughest energy challenges," but Harris Interactive rates it as one of the world's "least trusted." The fact is that no ad campaign, no slogan, no celebrity and no promise can compensate for a lack of trust and the feeling that one is being manipulated, fooled or lied to. That's why authenticity and purpose play such a vital role in establishing corporate reputation. While not every respected company in the world is a High-Purpose Company, every High-Purpose Company is a respected company. The strategic pursuit of purpose is therefore an effective tool that companies can use to improve their impact on stakeholders, their perceived character and ultimately, their worth. Christine Arena is the author of The High-Purpose Company - The Truly Responsible (and Highly Profitable) Firms that are Changing Business Now This hummus without tahini variation takes on the tradition hummus recipe but omits the tahini you would normally find in a hummus recipe. Tahini, for some, is an acquired taste, and I found it a bit too much for my kids when they first tried hummus. This recipe was a hit once the tahini flavor was gone. Petri Oeschger / Getty Images Love is a set of emotions and behaviors characterized by intimacy, passion, and commitment. It involves care, closeness, protectiveness, attraction, affection, and trust. Love can vary in intensity and can change over time. It is associated with a range of positive emotions, including happiness, excitement, life satisfaction, and euphoria, but it can also result in negative emotions such as jealousy and stress. When it comes to love, some people would say it is one of the most important human emotions. Yet despite being one of the most studied behaviors, it is still the least understood. For example, researchers debate whether love is a biological or cultural phenomenon. Love is most likely influenced by both biological drives and cultural influences. While hormones and biology are important, the way we express and experience love is also influenced by our personal conceptions of love. What are some of the signs of love? Researchers have made distinctions between feelings of "liking" and "loving" another person. According to psychologist Zick Rubin, romantic love is made up of three elements: Attachment. Needing to be with another person and desiring physical contact and approval Caring. Valuing the other person's happiness and needs as much as your own Intimacy: Sharing private thoughts, feelings, and desires with the other person Based on this view of romantic love, Rubin developed two questionnaires to measure these variables, known as Rubin's Scales of Liking and Loving. While people tend to view people they like as pleasant, love is marked by being devoted, possessive, and confiding in one another. Not all forms of love are the same, and psychologists have identified a number of different types of love that people may experience. These types of love include: Friendship: This type of love involves liking someone and sharing a certain degree of intimacy. Infatuation: This is a form of love that often involves intense feelings of attraction without a sense of commitment; it often takes place early in a relationship and may deepen into a more lasting love. Passionate love: This type of love is marked by intense feelings of longing and attraction; it often involves an idealization of the other person and a need to maintain constant physical closeness. Compassionate/companionate love: This form of love is marked by trust, affection, intimacy, and commitment. Unrequited love: This form of love happens when one person loves another who does not return those feelings. Some researchers suggest that love is a basic human emotion just like happiness or anger, while others believe that it is a cultural phenomenon that arises partly due to social pressures and expectations. Research has found that romantic love exists in all cultures, which suggests that love has a strong biological component. It is a part of human nature to seek out and find love. However, culture can significantly affect how individuals think about, experience, and display romantic love. There is no single way to practice love. Every relationship is unique, and each person brings their own history and needs. Some things that you can do to show love to the people you care about include: Be willing to be vulnerable Be willing to forgive Do your best and be willing to apologize when you make mistakes Let them know that you care Listen to what they have to say Prioritize spending time with the other person Reciprocate loving gestures and acts of kindness Recognize and acknowledge their good qualities Share things about yourself Show affection Show unconditional love Love, attachment, and affection have an important impact on well-being and quality of life. Loving relationships have been linked to: Lower risk of heart disease Decreased risk of dying after a heart attack Better health habits Increased longevity Lower stress levels Less depression Lower risk of diabetes Lasting relationships are marked by deep levels of trust, commitment, and intimacy. Some things that you can do to help cultivate loving relationships include: Try loving-kindness meditation. Loving-kindness meditation (LKM) is a technique often used to promote self-acceptance and reduce stress, but it has also been shown to promote a variety of positive emotions and improve interpersonal relationships. LKM involves meditating while thinking about a person you love or care about, concentrating on warm feelings and your desire for their well-being and happiness. Communicate. Everyone's needs are different. The best way to ensure that your needs and your loved one's needs are met is to talk about them. Helping another person feel loved involves communicating that love to them through words and deeds. Some ways to do this include showing that you care, making them feel special, telling them they are loved, and doing things for them. Tackle conflict in a healthy way. Never arguing is not necessarily a sign of a healthy relationship--more often than not, it means that people are avoiding an issue rather than discussing it. Rather than avoid conflict, focus on hashing out issues in ways that are healthy in order to move a relationship forward in a positive way. As Shakespeare said, the course of love never did run smooth. No relationship is perfect, so there will always be problems, conflicts, misunderstandings, and disappointments that can lead to distress or heartbreak. So while love is associated with a host of positive emotions, it can also be accompanied by a number of negative feelings as well. Some of the potential pitfalls of experiencing love include: Anxiety Depression Increased stress Jealousy Obsessiveness Possessiveness Sadness While people are bound to experience some negative emotions associated with love, it can become problematic if those negative feelings outweigh the positive or if they start to interfere with either person's ability to function normally. Relationship counseling can be helpful in situations where couples need help coping with miscommunication, stress, or emotional issues. Only fairly recently has love become the subject of science. In the past, the study of love was left to "the creative writer to depict for us the necessary conditions for loving," according to Sigmund Freud. "In consequence, it becomes inevitable that science should concern herself with the same materials whose treatment by artists has given enjoyment to mankind for thousands of years," he added. Research on love has grown tremendously since Freud's remarks. But early explorations into the nature and reasons for love drew considerable criticism. During the 1970s, U.S. Senator William Proxmire railed against researchers who were studying love and derided the work as a waste of taxpayer dollars. Despite early resistance, research has revealed the importance of love in both child development and adult health.

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