Many scholars have explored the impact of television viewing on people’s perceptions, and have proposed many theories, including cultivation effects theory. Few scholars, however, have identified short-term effects that television may have on viewers. The purpose of this study is to examine the possible short-term impact that television programs on dating could have on young adults’ behaviors. The project hypothesizes that 1) females are more likely to change dating behaviors than males after watching specific stimuli; 2) after being exposed to specific programming, males are likely to increase a view of females as sexual objects and; 3) the younger the television viewer is, the more likely that he or she is going to change dating behaviors when exposed to certain programs. The study will recruit 30 students from a mid-sized midwestern university and divide them randomly into a control group and a treatment group. Before the experiment, participants from both groups will indicate their opinions on dating, mate selection, and marriage by filling out a survey. Subjects from the treatment group will then watch five pre-selected media clips to be pulled from recent television programs. Students in the control group will watch five media clips to be pulled from documentaries that have nothing to do with mate selection or dating. After watching the stimuli, students from both groups will be asked to complete the same survey they filled out previously. The survey data will then be analyzed and the study will examine if above hypotheses will be supported or not.