



Tuesday, June 10, 2003

OU professor dispenses advice on radio

By **Jeff Samoray**, *OU Web Writer*

Associate Professor of Sociology Terri Orbuch is taking her research on love and marriage from the textbook to the airwaves.

As the "**Love Doctor**" on radio station WNIC 100.3 FM, Orbuch has been discussing relationship issues since February with the hosts of the Breakfast Club program. The program is intended to help listeners learn how to enrich their own relationships based on Orbuch's research.

"I'm a marriage and family therapist and have conducted research on relationships and the predictors of divorce for the past 16 years," said Orbuch, who teaches courses on interpersonal relationships and the sociology of human sexuality. "I also participate in relationship workshops all over the country and give talks on marriage enrichment and other relationship topics. The advice I give on factors that keep couples together or breaks them apart, as well as other relationship dilemmas, is based on my research and experience working with hundreds of couples and families."

Orbuch's radio spots are divided into two segments. In the first, she discusses her research findings on a topic such as recreating passionate love in a dull relationship. Afterward, she gives tips on the topic or a quiz where listeners can learn, for example, how passionate they are about their mate. The tips and quizzes also are archived on the **WNIC** Web site.

"Listeners can submit questions through the Web site," Orbuch said. "I try to answer all the questions through e-mail, but also incorporate suggested topics into the program."

Orbuch also discusses relationship myths and highlights factors that can help a relationship succeed.

"One of the common misconceptions is that passionate love remains strong over time in all relationships," Orbuch said. "Research evidence does not support this. Passionate love decreases very quickly after the start of a relationship, but that doesn't mean it cannot be reestablished."

"When you study couples who have been married for long periods of time, you find they have a different kind of love based on caring and support. It's a more stable type of love based on companionship. What's most important is affirming that your partner is special so they feel worthwhile. This is important for all types of relationships, whether it be with your mother, daughter, spouse or best friend. People forget about the importance of telling their partner that they're special because it's common sense. It's especially important for men to feel special in marital relationships. When men feel valued in the relationship, the couple is less likely to get divorced."

Listener response to the program has been overwhelmingly positive as shown by the volume of questions Orbuch receives through e-mail.

"I love doing the show and the listeners ask wonderful questions. It's a fun way to make research on relationships accessible to those outside academia," Orbuch said. "After conducting research on couples for so long, there's a lot of data that can be beneficial to everyone."

Orbuch's Breakfast Club segments as the "Love Doctor" can be heard on WNIC 100.3 FM Thursdays at 7:10 and 7:20 a.m. For more information on Orbuch or to submit a relationship question, visit the **Breakfast Club** Web site.

SUMMARY

Associate Professor of Sociology Terri Orbuch is taking her research on love and marriage from the textbook to the airwaves. As the "Love Doctor" on radio station WNIC 100.3 FM, Orbuch discusses relationship issues with the hosts of the Breakfast Club program. The program is intended to help listeners learn how to enrich their own relationships based on Orbuch's research.

Created by CareTech Administrator (webservices@caretechsolutions.com) on Tuesday, June 10, 2003
Modified by CareTech Administrator (webservices@caretechsolutions.com) on Tuesday, June 10, 2003
Article Start Date: Monday, January 12, 2004

