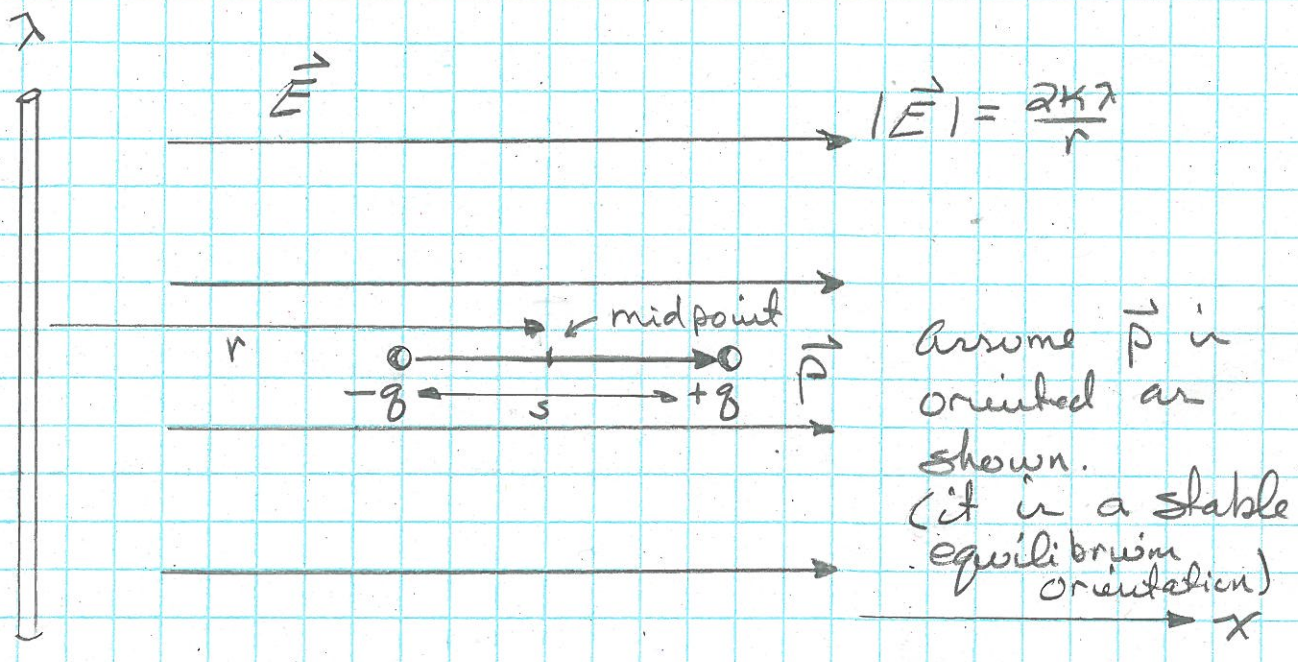


Net force on $\vec{p}$:

$$\vec{F} = \vec{F}_{+q} + \vec{F}_{-q}$$

$$= q\vec{E}(r = r + \tfrac{s}{2}) - q\vec{E}(r = r - \tfrac{s}{2})$$

$$= q\,\frac{2K\lambda}{(r + s/2)}\,\hat{\imath} - q\,\frac{2K\lambda}{(r - s/2)}\,\hat{\imath}$$

$$= 2qK\lambda\left\{\frac{(r - s/2) - (r + s/2)}{(r + s/2)(r - s/2)}\right\}\hat{\imath}$$

$$= 2qK\lambda\left\{\frac{-s}{r^2 - s^2/4}\right\}\hat{\imath}$$

$$= -\frac{2p\lambda K}{r^2 - s^2/4}\,\hat{\imath}$$

negative ⇒ attractive

And, for $r >> s$:

$$|\vec{F}| \approx \frac{2p\lambda K}{r^2}$$