

# Contents

Contributors		ix
1	Introduction <i>Ara Norenzayan, Mark Schaller, and Steven J. Heine</i>	1
<b>SECTION I HOW EVOLUTION AND CULTURE FIT TOGETHER</b>		
2	Towards a Cultural/Evolutionary Psychology: Cooperation and Complementarity <i>Paul Rozin</i>	9
3	The Human Mind and the Evolution of Cultural Animals <i>Roy F. Baumeister</i>	23
4	Collective Evolution: Revisiting Donald Campbell's Legacy <i>Chi-yue Chiu, Young-hoon Kim, and Avinish Chaturvedi</i>	39
5	Cultural Evolution: Why Are Some Cultural Variants More Successful Than Others? <i>Yulia Chentsova Dutton and Chip Heath</i>	49
6	From Genes to Memes: Psychology at the Nexus <i>Lee A. Kirkpatrick</i>	71

## SECTION II EVOLUTIONARY BASES OF CULTURAL PHENOMENA

- 7 Exploring the Evolutionary Foundations of Culture:  
An Adaptationist Framework 83  
*Steven W. Gangestad*
- 8 Teach These Souls to Fly: Supernatural as Human Adaptation 99  
*Sheldon Solomon, Jeff Greenberg, Tom Pyszczynski, Florette Cohen,  
and Daniel M. O'Leary*
- 9 The Birth of High Gods: How the Cultural Evolution of  
Supernatural Policing Influenced the Emergence of Complex,  
Cooperative Human Societies, Paving the Way for Civilization 119  
*Azim F. Shariff, Ara Norenzayan, and Joseph Henrich*
- 10 Social Selection and the Origins of Culture 137  
*Randolph M. Nesse*
- 11 Are Our Minds Fundamentally Egalitarian? Adaptive Bases of  
Different Sociocultural Models About Distributive Justice 151  
*Tatsuya Kameda, Masanori Takezawa, Yohsuke Ohtsubo,  
and Reid Hastie*

## SECTION III EVOLUTIONARY UNIVERSALS AND CROSS-CULTURAL DIFFERENCES

- 12 Color in Mind, Culture, and Language 167  
*Debi Roberson*
- 13 An Institutional Approach to Culture 185  
*Toshio Yamagishi and Naoto Suzuki*
- 14 Cultural Consequences of Voluntary Settlement in the Frontier:  
Evidence and Implications 205  
*Shinobu Kitayama and Nicholas A. Bowman*
- 15 Cultural Inertia, Economic Incentives, and the Persistence of  
"Southern Violence" 229  
*Martin Daly and Margo Wilson*

16	Infectious Diseases and the Evolution of Cross-Cultural Differences	243
	<i>Mark Schaller and Damian R. Murray</i>	
17	Universal Mechanisms and Cultural Diversity: Replacing the Blank Slate With a Coloring Book	257
	<i>Douglas T. Kenrick, Sarynina Nieuweboer, and Abraham P. Buunk</i>	
	Subject Index	273
	Author Index	279

Ray E. Baumeister  
Department of Psychology  
Southwest University

Nicholas A. Bowman  
Center for Social Cognition  
State College

Abraham P. Buunk  
Department of Psychology  
University of Groningen

Avishai Chaturvedi  
Department of Business Administration  
University of Illinois

Chiyone Chiu  
Nanjing Business School  
Nanjing Technological University

Henrietta Cohen  
The College of Staten Island  
City University of New York

Martin Doherty  
Department of Psychology  
Neuropsychology and Behaviour  
McMaster University

Talia Cheshna Duttan  
Department of Psychology  
Georgetown University

Steven D. Gangestad  
Department of Psychology  
University of New Mexico

Jeff Greenberg  
Department of Psychology  
University of Arizona

Reid Hastie  
Graduate School of Business  
University of Chicago

Chris Meeth  
Graduate School of Business  
Stanford University

Steven J. Reiss  
Department of Psychology  
University of British Columbia

Joseph Henrich  
Department of Economics and  
Psychology  
University of North Carolina

Talaya Kameda  
Department of Psychology  
Hokkaido University

Douglas T. Kenrick  
Department of Psychology  
Arizona State University