Contents

Preface	vii
	* * * * * * * * * * * * * * * * * * * *

1	IN	TR	OD	UCT	ION	1

- 1 Prolegomena to Cognitive Social Sciences 3 Ron Sun
- II CULTURE 33
- 2 Mapping Minds across Cultures 35 Paul Thagard
- 3 Cognitive Basis of Culture and Cultural Processes 63 Norbert Ross
- 4 Egocentric and Allocentric Perspective in Cultural Models 89
 Bradd Shore

III POLITICS 125

- 5 Emotional Underpinnings of Political Behavior 127 Stanley Feldman, Leonie Huddy, and Erin Cassese
- 6 Theory and Practice in Political Discourse Research 157
 Peter Bull and Ofer Feldman
- 7 Cognition and Moral Choice 183
 Kristen Renwick Monroe
- IV RELIGION 207
- 8 Psychological Origins and Cultural Evolution of Religion 209 Scott Atran

9	Religion: F	rom Mind	l to	Society	and B	ack	239
likk	a Pyysiäiner	n					

10 Ritual, Cognition, and Evolution 265 Harvey Whitehouse

V ECONOMICS 285

- 11 Cognitive Variables and Parameters in Economic Models 287
 Don Ross
- 12 Neuroeconomics: How Neuroscience Can Inform the Social Sciences 315 Joseph W. Kable
- **13 Cognitive Aging and Human Capital 351** John J. McArdle and Robert J. Willis

VI UNIFYING PERSPECTIVES 385

- 14 Going Cognitive: Tools for Rebuilding the Social Sciences 387 Mathew D. McCubbins and Mark Turner
- 15 Role of Cognitive Processes in Unifying the Behavioral Sciences 415 Herbert Gintis

Contributors 445 Index 447