The Origin and Evolution of Cultures

Robert Boyd Peter J. Richerson



CONTENTS

Introduction 3

PART 1: THE EVOLUTION OF SOCIAL LEARNING 13

1: Social Learning as an Adaptation 19	
2: Why Does Culture Increase Human Adaptability?	35
a William Is a second of the second s	n

3: Why Culture Is Common, but Cultural Evolution Is Rare4: Climate, Culture, and the Evolution of Cognition66

52

5: Norms and Bounded Rationality 83

PART 2: ETHNIC GROUPS AND

MARKERS 99

6: The Evolution of Ethnic Markers 103

7: Shared Norms and the Evolution of Ethnic Markers 118
With Richard McElreath

PART 3: HUMAN COOPERATION,	
RECIPROCITY, AND GROUP SELECTION	133
8: The Evolution of Reciprocity in Sizable Groups 145	
9: Punishment Allows the Evolution of Cooperation (or Anything	Else)
in Sizable Groups 166	
10: Why People Punish Defectors: Weak Conformist Transmission	
Can Stabilize Costly Enforcement of Norms in Cooperative	
Dilemmas 189	
With Joseph Henrich	
The Company Superioral Robertions Fronting by Cultural Croup	

- 11: Can Group-Functional Behaviors Evolve by Cultural Group Selection? An Empirical Test 204With Joseph Soltis
- 12: Group-Beneficial Norms Can Spread Rapidly in a Structured Population 227
- 13: The Evolution of Altruistic Punishment 241 With Herbert Gintis and Samuel Bowles
- 14: Cultural Evolution of Human Cooperation 251With Joseph Henrich

PART 4: ARCHAEOLOGY AND CULTURE HISTORY 283

15: How Microevolutionary Processes Give Rise to History 287

16: Are Cultural Phylogenies Possible? With Monique Borgerhoff Mulder and William H. Durham

17: Was Agriculture Impossible during the Pleistocene but Mandatory during the Holocene? A Climate Change Hypothesis
With Robert L. Bettinger 337

375

PART 5: LINKS TO OTHER DISCIPLINES

18: Rationality, Imitation, and Tradition 379

19: Simple Models of Complex Phenomena: The Case of Cultural Evolution 397

20: Memes: Universal Acid or a Better Mousetrap? 420

Author Index 437
Subject Index 446