

Index

- acquired adaptations, 241
 adaptive-culture hypothesis, 237–243, 252,
 256–257, 274
 ADHD, 56
 adoption, 45, 51
 aggression, 7, 10, 47, 55, 146, 208, 239,
 246, 249, 284, 285
 in nonhuman animals, 19, 158, 185, 186,
 191, 287
 toward kin vs. non-kin, 185, 186,
 188–189, 191
 See also Cinderella effect; homicide; sex
 differences in aggression
 agriculture, 47, 48–49, 50, 168, 222, 226,
 244, 247, 268, 272, 290
 Alain, 224
 alarm calling, 175–176, 185, 216
 Alexander, Richard, 12
 Allen, Woody, 153
 altruism, 7–8, 25, 211, 212, 218
 as disguised self-interest, 212–217
 cultural group selection, 249
 group selection, 31–33, 205–213
 in nonhuman animals, 160, 192, 205,
 206, 208
 nature vs. nurture, 176–177
 sexual selection, 160–161, 202–206
 See also extreme altruism; kin altruism;
 kin selection; non-kin altruism;
 reciprocal altruism;
 strong reciprocity
 anisogamy, 110
 ants, 24–26, 29, 36, 42, 131, 176, 191,
 193–194, 210
 apes, 77, 115, 132, 273, 274, 302, *see also*
 bonobos; chimpanzees; gibbons;
 gorillas; orangutans; signing apes
 apple pie and ice cream, 251, 261–262, 303
 Arabian babblers, 205
 Archer, John, 108–109
 Aristotle, 13, 193, 229
 art, 8–9, 14, 33, 122, 221, 280
 as acquired adaptation, 241
 as by-product, 60, 61
 gene–culture coevolution, 277–278
 sexual selection, 22, 43–45, 277
 Association for Pet Obesity Prevention, 53
 Attenborough, David, 234
 Axelrod, Robert, 197–199
 baboons, 43, 201, 278–279
 baby schema, 60, 154–155, 228
 Bandura, Albert, 239
 Barash, David, 166
 Barclay, Pat, 203
 Bateson, Gregory, 300–301
 beards, 106, 128, 129
 beauty industry, 95–96
 bees, 24, 25, 68, 121, 176, 185, 191, 192
 Beethoven's Fifth, 293
 Belding's ground squirrels, 175, 185, 186,
 188, 190, 191
 Benitez-Bribiesca, Luis, 293
 Bennett, Charles, 220–221

- Bernard, Jessie, 64
 Betzig, Laura, 65–66, 82
 Bezos, Jeff, 245
 Bible, 166–167, 214, 220, 247, 257–258, 300
 Big Bang, 9, 229
 Big Gods, 248–249
 big-game hunting, 194, 203–205
 biophobia, 283
 biparental care, 5, 45, 86, 98, 128–129, 141–142, 149–150, 165, 169, 170, 172
 in nonhuman animals, 73
 See also male parental care
 birth control, 5, 36, 45, 47, 51, 53, 70, 87–88, 89, 142, 152, 160, 203, 242, 302
 Blackmore, Susan, 254, 293
 black-tipped hanging flies, 67, 98
 blank slate view of human nature, 39–40, 88, 176–177, 259, 290, 309n32
 Bloom, Paul, 261
 bonobos, 16, 117, 132, 146, 168, 169, 170, 235–236
 Boyd, Robert, 223, 238, 243, 244–247, 251
 Boyer, Pascal, 298–299
 breast cancer, 54–55
 breastfeeding, 25, 29, 54–55, 58, 70, 74, 87, 110, 113, 119, 271
 breasts, 76, 77, 92, 125, 128
 Breton boats, 224–225, 227, 253
 Brinkman, Baba, 301
 broken-wing display, 175
 Brown, Gillian, 268, 294
 Bruce, Lenny, 80
 Burns, Angie, 144
 businesses, 13, 228–229
 Buss, David, 84, 96, 99, 100, 111, 203, 288, 290
 Butler, Samuel, 27, 240
 by-product hypothesis, 57–61, 277, 291
 art, 60, 61
 female orgasm, 58–59
 male nipples, 58
 morality, 60–61
 music, 60, 61
 non-kin altruism, 208
 pets, 60, 155
 pornography, 59
 religion, 60–61
 science, 61
 thumb-sucking, 57–58, 61
 See also strawberry cheesecake hypothesis
 calculus, 9, 234, 252, 267, 290
 capitalism, 39, 49, 99, 144, 214, 227, 267
Captain Corelli's Mandolin, 140–141
 capuchin monkeys, 136, 232
 Carnegie Hero Fund, 189
 Carter, Gerald, 201
 casual sex, *see* promiscuity; sex differences
 in interest in casual sex
 Cavalli-Sforza, Luigi, 298
 celibacy, 79, 103, 256, 257, 262, 302, 303
 Chagnon, Napoleon, 96
 chain letters, 219–222, 249, 253, 261–262, 297
 chimpanzee consortships, 141, 147
 chimpanzees, 13, 16, 94, 115, 122, 132, 141, 146, 148, 150, 154, 168, 169–170, 182, 201, 230, 231, 232–233, 235–236, 238, 239, 272, 273, 275, 279
 chimpicide, 19, 103
 Christianity, 10, 89, 149, 214, 257–258, 265, 300
Christmas Carol, A, 202
 Churchland, Paul, 294–295, 296
 Cinderella effect, 156–161
 cross-cultural universality, 159
 nature vs. nurture, 159
 See also discriminative parental solicitude
 Cleopatra, 82, 136
 Cochran, Gregory, 49, 271
 cocooning, 257
 coefficient of relatedness (*r*), *see* relatedness
 cognitive attractors, 222, 299
 Colbert, Stephen, 156
 collective intelligence, 233, 237
 collectivism, 214
 color terms, 254–255
 common misunderstandings of evolutionary psychology (EP),
 EP can't explain sex-role-reversed species, 72–73
 EP implies altruism is just disguised self-interest, 29, 212–217
 EP is sexist, 65–66, 284
 EP says everything we do is aimed at spreading our genes, 45
 EP says everything we do *should* be aimed at spreading our genes, 31

- EP says human evolution stopped 10,000 years ago, 48–49
- EP says humans are monogamous, 165–166
- EP says humans cannot act for the good of the group, 210
- EP says if a trait is adaptive, it must be good, 164–165, 249, 284
- EP says if a trait is *not* adaptive, it's therefore not valuable, 59
- EP says it's all about sex, 153
- EP says it's all nature not nurture, 88, 101, 113, 123, 286, 287
- EP says men alone compete for mates, women alone exercise mate choice, 45
- EP says men are not choosy about their mates, 91
- EP says men are promiscuous, women monogamous, 84, 86
- EP says people have an innate desire to pass on their genes, 38–39
- EP says *r* is a measure of shared genes, 182
- EP tells us how we ought to live our lives, 115, 164–165
- conditioned taste aversions, 37
- conformity, 108, 240
- evolutionary explanation, 240–241
- See also* learning biases
- Confucius, 214
- consciousness, 61, 293, 294
- consumer products, 227
- cooking, 47, 268, 272, 273–274
- cooperation, 7, 8, 12, 186, 193–194, 195, 197–199, 201, 206, 248–249, 276, 280, *see also* hypercooperativeness
- copycat suicide, 242–243
- Cosmides, Leda, 40, 46, 47, 50, 65–66
- costly signaling, 21–22, 44–45, 98–99, 128, 202, 203, 204, 206, 208, 209, *see also* sexual ornaments; sexual selection
- creationism, 16, 18, 223, 231
- criticisms of evolutionary psychology (EP), 283–292
- EP assumes genetic determinism, 286–287, 291–292
- EP excuses bad behavior, 284–285
- EP implies bad behavior is inevitable, 285–286
- EP is just a bunch of just-so stories, 288–289, 292
- EP is unfalsifiable, 287–288
- EP justifies the status quo, 64, 65, 284, 291–292, *see also* naturalistic fallacy
- EP only studies WEIRD university students, 92, 289–290
- EP says everything is an adaptation (panadaptationism), 45, 290–291, 292
- criticisms of memetics, 259, 293–303
- memes are not copied faithfully enough for evolution by natural selection, 297–298
- memes are not copied from mind to mind but reconstructed, 298–299
- memes are poorly defined, 293–294
- memes are rarely harmful, 302–303
- memetics has failed to generate new research, 296–297
- memetics just redescribes things we already know, 294–296
- new memes are not randomly generated, 299–302
- cuckoldry, 41, 111, 149, 150, 171, *see also* non-paternity rate
- cultural brain hypothesis, 274–275
- cultural evolution, 117, 135, 172
- overview, 11, 12–14
- similarities to/differences from biological evolution, 230–231
- See also* adaptive-culture hypothesis; cultural group selection; cumulative culture; gene–culture coevolution; memetics; natural selection in the cultural realm
- cultural group selection, 207, 243–250, 252, 295
- altruism, 249
- fertility norms, 247–248
- incest taboos, 135
- monogamous marriage, 244–247
- religion, 248–249, 253
- culture in nonhuman animals, 13, 231–232, 233
- cumulative culture, 10, 13, 61, 210, 233–237, 263, 277, 298
- in nonhuman animals, 233
- science, 13, 234, 235–237
- technology, 234, 236–237
- Curry, Oliver, 183

- Daly, Martin, 109, 149, 157–159, 160, 163, 188, 283
- Darwin, Charles, 16, 17, 18, 20, 21, 22, 25, 28, 31–32, 68, 117, 120–121, 123, 193, 202, 203, 224, 226–227, 236, 238, 250
- Darwinian medicine, *see* evolutionary medicine
- Dawkins, Richard, 14, 18, 28–31, 33, 178, 213, 216, 221, 222–223, 250–251, 260, 263, 265, 293
- de Bernières, Louis, 140–141
- de La Mettrie, Julien Offray, 18
- de Waal, Frans, 170
- Deacon, Terrance, 261, 322n88
- DeBruine, Lisa, 134
- deer's antlers, 22, 23, 67–68, 104, 106, 129
- Dehaene, Stanislaw, 263
- Del Giudice, Marco, 311n28
- demographic swamping, 244
- Dennett, Daniel, 14, 218, 224, 234, 251–252, 257–258, 265, 267
- Descartes, René, 10, 193
- Descent of Man, The*, 31–32, 123, 226–227
- development, 20–21, 34, 58, 71, 74, 120, 141, 184, 286–287, 310n68
- Diamond, Jared, 154
- Diderich, Monique, 190
- diffusion of ideas, 294
- discriminative parental solicitude, 7, 25, 39–43, 156–161
 cross-cultural universality, 42, 159
 emergence despite culture, 114
 evolutionary explanation, 41, 156–157
See also Cinderella effect; parental care
- disgust, 36–37, 39, 40, 60, 196
- divorce, *see* relationship dissolution
- drugs, 45, 51, 137, 139, 242, 302
- dual-inheritance theory, *see* adaptive-culture hypothesis; cultural group selection; gene–culture coevolution; learning biases
- dualism, 10
- Dunbar, Robin, 248
- Dunbar's number, 248
- Dunn, Elizabeth, 193
- Dworkin, Andrea, 84
- dysgenic fertility, 280, *see also* survival of the weakest
- Eagly, Alice, 100, 106–107, 113, 310n3, 314n117
- earworms, 14, 252, 253, 254, 259, 262, 263, 271, 296, 297
- Eaton, S. Boyd, 48
- Einstein, Albert, 68, 229, 233, 235, 280, 300
- El Mouden, Claire, 218
- elephant seals, 66, 67, 68, 75, 103–104, 105, 148, 166, 167
- elephants, 57, 61, 108, 136, 238
- Ellis, Bruce, 83
- environment of evolutionary adaptedness (EEA), 38, 47, 50–51, 143, 209
- equivalence of inclusive fitness and group selection, 211–212
- Esperanto, 226
- eternal recurrence, 292, *see also* Sisyphus
- Ethical Slut, The*, 146
- ethnocentrism, 135, 143, 270, 289
- Ethnographic Atlas*, 166
- eugenics, 125, 283
- eusocial insects, 24–26, 138, 176, 185, 209, 212, 216, 288
- evolutionary medicine, 54–56, 213
- evolutionary mismatch, 4–5, 38, 45–56, 143, 240–241, 270
- ADHD, 56
- birth control, 51, 53
- breast cancer, 54–55
- junk food, 52, 53, 54, 55
- mental illness, 55–56
- non-kin altruism, 51, 209
- obesity, 52–53, 209, 290–291
- phobias, 51, 53–54
- postpartum depression, 55–56, 209
- school, 54, 56
- skin color, 50–51
- smoking, 51, 53
- evolutionary psychology,
 overview, 11–12, *see also* common misunderstandings of evolutionary psychology; criticisms of evolutionary psychology
- evolutionary tree(s) of descent,
 in biological evolution, 16
 in cultural evolution, 220, 230–231
- extreme altruism, 206, 207, 208
- faith, 265
- Farrell, Warren, 91
- fascism, 267

- Fat Acceptance Movement, 53
 fear, 11, 36, 37–38, 39, 40, 156, 280, *see also* phobias
 Feldman, Marcus, 298
 female orgasm, 58–59, 291
 feminism, 56, 63, 64, 84, 90, 93, 99, 112, 114, 117–118, 122, 143, 255, *see also* patriarchy; sexism
 fertility norms, 247–248, 257
 Feynman, Richard, 13
 fight-or-flight response, 37, 143
 Fischer, Edward, 144
 Fisher, Helen, 138–139, 142
 Fitzgerald, Carey, 187
 Fletcher, Garth, 119
 food preferences, 4, 36, 42, 45, 52, 60, 87, 112, 122, 196, 231, 261, *see also* conditioned taste aversions
 free riders, *see* problem of cheating
 Freud, Sigmund, 10, 27, 106, 252, 286
 Friedman, Milton, 228
 Frost, Peter, 277
 functional analysis, 35–36, 38, 40–41, 119–120, 221–222, 244, 248, 263–264
 fur seals, 66, 91, 136

 Gaiman, Neil, 138
 Gardner, Martin, 295
 Gates, Bill, 245
 gazelles, 17, 19
 gender differences, *see* sex differences
 gender pay gap, 84, 102
 gene–culture coevolution, 49–50, 222, 241, 268–279
 art, 277–278
 cooking, 268, 272, 273–274
 humor, 277–278
 intelligence, 272, 274–275, 276
 lactose tolerance, 50–51, 269–272, 275, 276, 298
 language, 275–276
 music, 277–278
 religion, 276–277
 salivary amylase, 50, 272
 throwing, 273
 See also gene–technology coevolution
 gene–meme hybrids, 14, 218, 280
 gene’s-eye view of evolution, 12, 27–31, 120, 137, 156, 157, 178, 186, 213, 237, 244, 250, 253
 relationship to group selection, 33
 relationship to inclusive fitness, 29–30
 gene–technology coevolution, 272–273, 275, 278–279
 genetic determinism, *see* criticisms of evolutionary psychology
 genetic drift, 17, 28, 34
 geniuses, 235–236, 267
 ghosts, 298–299
 gibbons, 43, 73, 74, 77, 148, 149, 170
 God, 8, 223, 229
 as adaptation, 259–260
 cultural group selection, 248–249, 253
 meme’s-eye view, 259–260, 261, 265
 See also religion
God Delusion, The, 265
 Goodall, Jane, 19, 170, 231
 gorillas, 64, 66, 68, 73, 74, 75, 116, 158, 161, 166, 167, 169–170
 Gottfredson, Linda, 275
 Gottschall, Jonathan, 97, 99, 144–145
 Gould, Stephen Jay, 49, 57, 290–291
 Graham, Paul, 252
 group selection, 29, 31–34, 204, 243, 249
 altruism, 31–33, 205–213
 equivalence to inclusive fitness, 211–212
 relationship to gene’s-eye view, 33
 See also cultural group selection
 groupishness, 206–207, 209–210, 211

 Hahn-Holbrook, Jennifer, 55–56
 Haidt, Jonathan, 208
 Hames, Raymond, 200
 Hamilton, William, 25, 26–27, 28, 178, 181, 183–185, 187, 191, 192, 193, 251
 Hamilton’s rule, 183–184
 happiness, 29, 155–156, 176, 193, 252
 Hardin, Garrett, 198
 Hardy-Weinberg equilibrium, 48
 Harford, Tim, 155
 Harpending, Henry, 49, 271
 Harris, Frank, 98
 Haselton, Martie, 55–56
 Hawkes, Kristen, 204
 Hawking, Stephen, 1
Heartburn, 148
 Heisenberg’s uncertainty principle, 259–260
 helping at the nest, 175, 185, 216
 Henrich, Joseph, 223, 238, 240, 244–247, 323n11

- heritability, 44, 256, 283
 Hinduism, 10
 hipster effect, 240
 history, 208, 266–267, 268
History of Human Marriage, The, 133
 hoax computer virus warnings, 221, 222, 249, 297
 Hobbes, Thomas, 10, 194
 Hollywood, 124, 143, 145
 Holzer, Jenny, 144
 homicide, 102, 103, 109, 138, 146, 147, 158–160, 163–164, 188–189, 202, 246, 291, *see also* Cinderella effect
 homosexual necrophilia, 66
 homosexuality, *see* same-sex sexual orientation
 horizontal meme transfer, 230, 257
 hormones, 55, *see also* sex differences; testosterone
How the Mind Works, 41, 300
 Hrdy, Sarah, 65–66, 77
 Hughes, Jonnie, 267
 human nature, 10, 12, 39, 40, 42, 54, 122, 146, 167, 173, 186, 187, 196, 214, 245–246, 249, 256, 259, 260, 280, 285–286, 289
 humans as gene machines, 12, 14, 31, 33, 34, 39, 41, 45, 237, 249, 266
 humans as meme machines, 14, 266–267, 296
 humor, 8
 gene–culture coevolution, 277–278
 operant conditioning, 225–226
 sexual selection, 22, 43–45, 277
 hunger, 11, 35, 38, 39
 hunter-gatherers, 13, 46, 47–48, 49, 50–51, 54, 55–56, 111, 140, 151, 159, 161, 204, 241, 244, 245, 247–248, 272, 279, *see also* big-game hunting
 Huxley, Julian, 279
 hybridization in cultural evolution, 230
 hydra, 292, *see also* eternal recurrence
 hyenas, 110
 hypercooperativeness, 206–208, 209–210, 233

 illusion of intelligent design, 18, 35, 221, 223–224, 225–226, 227, 228, 229, 237, 246–247, 252, 253, 264–265, 266
 imitation, 233, 238, 239, 240, 246, 256, 289
 inbreeding depression, 131, 136

 incest avoidance, 12, 39–43, 129–137, 186, 255, 287
 cross-cultural universality, 42, 135–136
 cultural evolution, 135
 emergence despite social pressure, 134
 evolutionary explanation, 41, 130–131
 in nonhuman animals, 43, 131–132, 136–137
 in plants, 136–137
 nature vs. nurture, 135–137
 inclusive fitness, 24–28, 29, 31, 131, 201, 218, 237–238, 241, 256, 271, 288
 equivalence to group selection, 211–212
 relationship to gene’s-eye view, 29–30
 individualism, 143, 144, 214, 238
 infanticide, 158, *see also* Cinderella effect
 infidelity, 40, 41, 65, 79, 85, 89, 128, 134, 135, 146, 151–152, 165–166, 239, 284
 in nonhuman animals, 73, 148–149, 166
 sexual vs. emotional, 150–151
 See also jealousy
 Inge, William Ralph, 237
 in-group–out-group bias, 33, 208, 243, 249, 255, 285, *see also* groupishness
 inheritance records, 187–188, 189
 intelligence, 1, 9, 13, 61, 77, 210, 223–224, 232–233, 234–236, 242, 256, 283, 285
 gene–culture coevolution, 272, 274–275, 276
 sexual selection, 43, 44–45
 intelligent design, *see* creationism; illusion of intelligent design
 Internet, 59, 143, 222, 226, 230, 233, 234, 237, 254, 257, 266
 IQ, *see* intelligence
 Ismail the Bloodthirsty, 69, 77, 82, 245, 311n15

 jacanas, 72–73
 Jainism, 258
 James, William, 34–35, 154, 250, 301
 Jankowiak, William, 144, 190
 jealousy, 6, 11, 39–43, 145–152, 169, 172, 173, 178, 197, 280, 287
 cross-cultural universality, 42, 146–147, 151
 evolutionary explanation, 41, 147–150, 152
 in nonhuman animals, 43, 147–149

- nature vs. nurture, 146–147
See also sex differences in jealousy
- Jesus, 72, 74, 255, 257–258, 299, 300
- jewel beetles, 66, 91
- John, Elton, 129–130
- Judaism, 258
- Julius Caesar, 136
- junk food, 4, 5, 45, 52, 53, 54, 55, 60, 242, 251, 261–262
- just-so stories, 135, 197, *see also* criticisms of evolutionary psychology
- kangaroos, 67, 116
- karma, 10, 249
- Kenrick, Douglas, 97
- kibbutzim, 114, 133, 190
- kin altruism, 7, 11, 12, 36, 42, 47, 77, 134, 174–175, 177–192, 193, 201, 205, 243, 280, 287, 288
- cross-cultural universality, 177–178, 187, 190, 192
- emergence despite culture, 190
- in bacteria, 191
- in nonhuman animals, 24–26, 43, 175–176, 177, 185–186, 191–192, 318n23
- in plants, 43, 191, 192
- nature vs. nurture, 176–177, 190–192
- kin recognition, 132–134, 189
- in nonhuman animals, 132, 185–186
- kin selection, 25–26, 131, 134, 177–192, 197, 202, 204, 206, 288, 290, *see also* kin altruism; kin recognition; relatedness
- Kindchenschema*, *see* baby schema
- King Solomon, 166–167, 246
- Kissinger, Henry, 98
- Klingon, 226
- Krakauer, David, 235
- Kurzban, Robert, 292
- lactose tolerance, 50–51, 269–272, 275, 276, 298
- Laland, Kevin, 268, 294, 309n23
- language, 8, 9, 13, 15, 47, 116–117, 210, 221, 233
- as parasite, 251–252
- biological evolution, 226, 261, 275, 287, 322n88
- cultural evolution, 226–227, 230–231, 234
- gene–culture coevolution, 275–276
- meme’s-eye view, 261, 298, 301
- sexual selection, 43–44, 276
- See also* color terms
- langur monkeys, 158, 161
- Laozi, 214
- Le Bon, Gustave, 64
- learning biases, 222, 238–241, 242–243
- content biases, 238–239, 255
- frequency-dependent biases, conformist bias, 240–241
- rarity bias, 240
- model-based biases, prestige bias, 239, 242–243
- similarity bias, 239
- Leibniz, Gottfried, 234
- lemmings, 32, 33, 195
- Lewontin, Richard, 57
- Lieberman, Daniel, 55
- lions, 17, 18, 19, 35, 36, 37, 40, 42, 149, 158, 161, 193–194, 209, 210, 279
- longevity, *see* sex differences in longevity
- love, 6, 11, 12, 15, 34–35, 39, 40, 76, 83, 86, 87, 91, 121, 130, 133, 134, 137–145, 147, 150, 165, 168, 172, 189, 197, 208, 218, 256, 280, 287, 290
- companionate love, 140–141
- cross-cultural universality, 140, 144–145
- evolutionary explanation, 141–143
- nature vs. nurture, 144–145
- romantic love, 137–140, 203
- sociocultural explanation, 143–144
- symptoms, 138–140
- love birds, 73, 74
- Love You Forever*, 152–153
- Lumsden, Charles, 238, 251
- lust, *see* sexual desire
- Lykken, David, 109
- Lynch, Aaron, 257
- Mach, Ernst, 301
- MacLaine, Shirley, 146, 147
- Madonna, 86
- Mahdists of Sudan, 256
- Maher, Bill, 83
- maladaptive culture, 9, 14, 240–243, 244, 249, 251–252, 253, 296, 297, 302–303, *see also* memes as parasites
- male nipples, 58
- male parental care, 5, 12, 45, 47, 62, 74, 76–77, 85, 98–99, 105, 111, 129, 141–142, 152, 153, 154–155, 170–172

- male parental care (cont.)
 in nonhuman animals, 147–148, 170
See also biparental care
- male physique, 76, 77, 99, 105–106, 128, 130, 167
- Malthus, Thomas, 236
- Man a Machine*, 18
- Marks, Jonathan, 283
- martyrdom, 24, 262, 300, 302, 303
- Marxism, 255, 267
- mate guarding, 147–148, 149, 152, *see also* mutual mate guarding
- mate preferences, 6, 11, 39–43, 75, 120–129, 165
 as a cause of evolution, 21, 22, 44, 71, 76, 77, 101–102, 105, 160, 203, 277
 cross-cultural universality, 42, 124, 127–128, 129, 203, 288, 290
 evolutionary explanation, 41, 93, 124–125
 facial femininity, 126–127, 128
 fertility, 41, 43, 93, 94, 96, 122, 124–125, 126, 127, 129, 147, 161, 178, 313n85
 good genes, 43, 45, 70, 91, 93, 98–99, 124–125, 126, 202, 204
 health, 39, 40, 41, 43, 70, 93, 98, 124–125, 126, 127, 129, 202, 245
 in nonhuman animals, 43, 91, 94, 98, 121–122, 126, 129
 masculinity, 128–129
 nature vs. nurture, 122–124, 129
 sociocultural explanation, 122, 129
 symmetry, 6, 39, 40, 41, 43, 60, 93, 125–126, 130
 virginity, 288
 voice pitch, 106, 125, 128, 129
 waist-to-hip ratio (WHR), 77, 127–128, 130, 315n16
 youthfulness, 6, 40, 41, 69, 93, 94, 127, 128
See also sex differences in mate preferences; sex differences in the importance of good looks and youthfulness in a mate; sex differences in the importance of wealth and status in a mate
- materialism, 10, 18
- mating displays, *see* sexual ornaments
- Mating Mind, The*, 202
- mating opportunity cost, 111–112, 171
- mating systems, 128, 172–173, *see also* monogamy; polygyny; promiscuity
- Maugham, Somerset, 141
- maximum offspring number, *see* sex differences in maximum offspring number
- McElreath, Richard, 238, 240
- MCFC (males-compete/females-choose) model, 22, 72, 73
- McLaughlin, Mignon, 79
- Mead, Margaret, 146
- media, 64, 94, 95–96, 97, 124
- medicine, 47, 59, 111, 262, 284
- Meme Machine, The*, 254
- memeplexes, 252, 253, 257–258, 263–264, 265, 266, 269
- memes as parasites, 251–252, 259, 261–263, 271
- memetic adaptations, 257–258, 264–266
- memetic drift, 254
- memetic mismatch, 240–241, 267
- memetics, 13–14, 144, 222–223, 249–268
 apple pie and ice cream, 251, 261–262, 303
 calculus, 252, 267
 celibacy, 256, 257, 262, 302, 303
 chain letters, 219–222, 249, 253, 261–262, 297
 cocooning, 257
 color terms, 254–255
 earworms, 14, 252, 253, 254, 259, 262, 263, 271, 296, 297
 faith, 265
 fertility norms, 257
 God, 259–260, 261, 265
 hoax computer virus warnings, 221, 222, 249, 297
 language, 251–252, 261, 298, 301
 martyrdom, 262, 300, 302, 303
 morality, 14, 264, 301
 mudslinging, 258
 music, 252, 260–261, 262–263, 300, 301, 302
 political ideologies, 222, 252, 255, 256, 258, 263, 266–267
 proselytizing, 257–258
 religion, 14, 222, 252, 255, 256, 257–258, 262, 263–265, 266, 295, 296, 299, 300, 301
 science, 268, 300

- smoking, 252, 253, 296, 297, 303
See also criticisms of memetics
- Mencken, H. L., 196
- menopause, 93–94, 95, 142
- mental illness, 6, 45, 55–56, 138, 139, 213, 291
- Metamorphoses*, 140
- MILFs, 94
- Mill, John Stuart, 193
- Miller, Geoffrey, 43–45, 55, 202, 205
- mismatch diseases, 54–56
- Money, John, 64
- monkeys, 31, 43, 91, 132, 226, 233, *see also*
 baboons; capuchin monkeys; langur
 monkeys; owl monkeys; proboscis
 monkeys; rhesus monkeys; snow
 monkeys; vervet monkeys
- monogamous marriage, 89, 167, 244–247
- monogamy, 84, 89, 99, 165–166, 167, 168, 172–173, 245
 in nonhuman animals, 73, 104, 148–149, 166, 169
See also pair-bonding
- Monro, H. H., 165
- Monroe, Marilyn, 122, 123
- Montagu, Ashley, 40
- Moral Animal, The*, 48
- morality, 15, 87, 135, 205, 213–214, 215, 280, 281
 as acquired adaptation, 241
 as by-product, 60–61
 biological foundation, 197, 198, 285
 cultural evolution, 135, 239, 243
 cultural group selection, 135, 244–249
 meme's-eye view, 14, 264, 301
 sexual selection, 43, 202–203
- Morrison, Jim, 74
- Mother Teresa, 214
- Mozart, 301
- mudslinging, 258
- Munsch, Robert, 152–153
- Murdock, George, 166
- music, 8–9, 230, 231, 280, 291, 300
 as adaptation, 33, 260
 as by-product, 60, 61
 as parasite, 262–263
 gene–culture coevolution, 277–278
 meme's-eye view, 252, 260–261, 301, 302
 sexual selection, 22, 43–45, 277
- mutual mate choice, 5, 22–23, 45, 73, 75, 77, 91, 169
- mutual mate guarding, 43, 148
- My Fair Lady*, 84
- myopia, 55, 279
- Myth of the Heroic Inventor, 236
- naked mole rats, 132, 154
- natural selection, 4, 11, 17–18, 43, 46, 51, 61, 90, 120, 156, 162, 177, 178, 221, 226, 230, 236, 243, 250, 251, 266, 274
 in the cultural realm, 13–14, 222, 223–230, 237, 243, 250–251, 266, 301
 Breton boats, 224–225, 227, 253
 businesses, 13, 228–229
 conditioned behavior, 225–226, 227
 consumer products, 227
 language, 13, 226–227
 science, 229–230
 teddy bears, 13, 227–228, 261
See also group selection; illusion of intelligent design; kin selection; sexual selection; stabilizing selection; what does natural selection select?
- naturalistic fallacy, 31, 59, 115, 164–165, 284, 323n2, *see also* criticisms of evolutionary psychology
- Nazism, 255
- Needham, Joseph, 236
- neo-Darwinian synthesis, 34, 309n23
- neoteny, 126–127, 154–155, 227–228
- Nesse, Randolph, 53, 213
- neuronal recycling, 263
- Newton, Isaac, 137, 229, 234, 235, 300, 301
- Nietzsche, Friedrich, 200, 292
- nipples, 23–24, 25, 30, 35, 36, 43, 58, *see also* male nipples
- non-kin altruism, 7, 45, 159, 192–193, 201, 280
 as by-product, 208
 as product of mismatch, 51, 209
See also extreme altruism; group selection; reciprocal altruism; sexual selection; strong reciprocity
- non-paternity rate, 151–152
- Nordlund, Marcus, 144–145
- Norenzayan, Ara, 248–249
- nuptial gifts, 67, 71, 84, 86
- Nuremberg defense, 284
- obesity, 45, 52–53, 209, 290–291
- On the Origin of Tepees*, 267

- operant conditioning,
 evolution of behavior through, 225–226,
 227
- orangutans, 56, 59, 75, 230, 231–232, 234,
 242
- Our Final Century*, 308n3
- Ovid, 140
- ovipositors, 110
- owl monkeys, 149, 152
- pain, 11, 36, 39, 55
- pair-bonding, 77, 86, 98, 105, 128–129,
 141–142, 149–150, 165–166,
 167–168, 169, 170–171, 172,
 188–189, 245
 in nonhuman animals, 43, 73–74, 148,
 149, 166, 170
See also monogamy
- paleoanthropology, 47, 170
- panadaptationism, 266, *see also* criticisms
 of evolutionary psychology
- parental care, 4, 6–7, 18, 25, 38, 152–165,
 186, 205, 218, 276, *see also*
 biparental care; discriminative
 parental solicitude; sex differences in
 parental care
- parental investment theory, 68–73, 74–75,
 86, 109, 116, 197, *see also* sex
 differences in maximum offspring
 number
- parental love, 6–7, 36, 39, 119, 152–153,
 165, 172, 261, 280
- parenting paradox, 155–156
- paternal care, *see* male parental care
- paternity testing, 148, 151
- paternity uncertainty, 111, 152, 171, 172
- patriarchy, 63, 90, 116, 122, 144
- Pauling, Linus, 301
- peacocks, 73, 74, 76, 77, 93, 101, 104
- peacock's tail, 21–22, 23, 25, 30, 36, 43, 44,
 67, 68, 77, 101, 104, 106, 126, 129,
 202, 204, 260
- personality, 107, 256
- pets, 11, 13, 53, 60, 155, 272, 302
- phenotype matching, 132, 134, 186, 189,
see also kin recognition
- philosopher's trap, 294
- phobias, 4–5, 51, 53–54
 of heights, 36, 37, 54, 239, 275
 of snakes, 4, 37, 53–54, 178, 239, 275
See also fear
- Pinker, Steven, 38, 41, 51, 60, 135, 193,
 261, 285, 300
- pipefish, 72–73
- Pizarro, David, 36
- plate tectonics, 4, 250
- Plato, 13, 193
- play, 54, 56, 117, 287, *see also* sex
 differences in play
- Playboy Mansion, 168
- Playgirl*, 92
- Pleistocene, 47, 48, 50–51
- political correctness, 65, 284
- political ideologies, 222, 242, 252, 255,
 256, 258, 263, 266–267
- polyamory, 173
- polygamy, *see* polygyny
- polygyny, 69, 74, 99, 166–168, 172–173,
 190, 245–246
 in nonhuman animals, 73, 103,
 169–170
- polygyny threshold model, 172, 245
- Popper, Karl, 229, 287
- pornography, 9, 45, 51, 59, 84, 94, 123,
 242, 302, *see also* sex differences in
 pornography use
- pornotopia, 83
- postpartum depression, 55–56, 209
- Power, Michael, 52
- pregnancy, 54–55, 70, 74, 85, 86–87,
 88–89, 106, 110, 113, 124, 127,
 141–142, 150, 247, 291
- Presley, Elvis, 192
- Price, George, 212–213
- Principe, Gabrielle, 56
- problem of altruism, 24–25, 32, 174–177,
 202, 212
- problem of cheating, 32, 195–196, 197,
 198, 199, 200, 201, 210, 239
- proboscis monkeys, 205
- Prochnow, Herbert, 75
- promiscuity, 84, 86, 166, 167, 168–170,
 171, 172–173
 in nonhuman animals, 168, 169
See also sex differences in interest in
 casual sex
- prostitution, 92, *see also* sex differences in
 use of prostitutes
- Protestant work ethic, 239
- proximate/ultimate distinction, 38–39, 85,
 86, 93, 125, 126, 149, 151, 186,
 196–197, 204–205, 217

- proselytizing, 257–258
 pseudo-penises, 110
 psychology, 11, 39, 46, 66, 90, 117, 192,
 193, 240, 290, 315n8, *see also* social
 psychology
 puberty, 55, 74, 76, 108–109, 116, 127,
 132, 137, 161
 Puts, David, 105–106, 129

 quantum mechanics, 9, 12, 230, 256,
 259–260, 302

 rape, 67, 90, 202, 284, 291
Rational Optimist, The, 237
 ravens, 201
 Ray, Darrel, 264
 reading, 263, 290
 recent, rapid evolution, 49–50, 51, 241, *see*
 also lactose tolerance
 reciprocal altruism, 193–202, 204, 205,
 206, 208, 209, 212
 among kin vs. non-kin, 200–201
 cross-cultural universality, 200–201
 in nonhuman animals, 195, 201
 nature vs. nurture, 199–202
 Rees, Martin, 308n3
 reincarnation, 10, 249
 relatedness, 25, 26, 131, 161, 181–182, 183,
 184, 186, 188, 190, 192, 290
 relationship dissolution, 6, 98, 134, 138,
 142–143, 186–187, 291
 relativity theory, 9, 12, 229–230, 235, 300
 religion, 8, 9, 207, 221, 231, 280, 291, 295
 as acquired adaptation, 241
 as adaptation, 33, 295
 as by-product, 60–61
 as parasite, 262, 263
 cultural group selection, 248–249, 253
 gene–culture coevolution, 276–277
 meme’s-eye view, 14, 222, 252, 255, 256,
 257–258, 263–265, 266, 295, 296,
 299, 300, 301
 See also God
 reproductive potential, 161–164
 and age, 161–164
 and health, 164
 rhesus monkeys, 126, 201
 Richerson, Peter, 223, 238, 243, 244–247,
 251
 Ridley, Matt, 200, 235, 236–237
 ring-tailed lemurs, 67, 132

 Rivers, Joan, 87
 Rolt, L. T. C., 236
 romance novels/rom-coms, *see* sex
 differences in consumption of
 romance novels/rom-coms
Romeo and Juliet, 137, 138, 142
 Rousseau, Jean-Jacques, 10
 Rubens, 122, 123
 Russell, Bertrand, 15, 235

 Saint Cornelius, 148–149
 salivary amylase, 50, 272
 same-sex repulsion, 43, 148
 same-sex sexual orientation, 81–82, 84,
 89–90, 91–92, 97, 117, 255, 284,
 288, 315n8
Sandman, 138
 satin bowerbirds, 68
 savannah, 47, 48, 50–51, 52
 Schmitt, David, 290
 school, 54, 56, 74, 110
 Schopenhauer, Arthur, 121
 Schulkin, Jay, 52
 Schwarzenegger, Arnold, 71
 Schweitzer, Albert, 238
 science, 9, 10, 49, 59, 137, 192, 280, 294,
 296, 300
 as by-product, 61
 as selective breeding of memes, 268
 cultural evolution, 13, 229–230, 234,
 235–237
Science and Human Behavior, 225
 Scrooge, Ebenezer, 202–203
 seahorses, 20, 72, 311n22
 segregation distorter genes, 30
 selective breeding, 3, 18, 52, 101–102, 203,
 223, 236, 268
Selfish Gene, The, 213, 222, 250
 selfish gene theory, *see* gene’s-eye view of
 evolution
 selfish memes, 221–223, 251–252, 253,
 266, 299
 sex as a female resource, 67, 71, 74, 84
Sex at Dawn, 146, *see also* promiscuity
 sex differences, 5–6, 11, 42, 193, 218,
 283–284, 285, 287, 289
 general issues
 cross-cultural universality, 115–116
 evolutionary explanation, 64–65, 66–78
 in nonhuman animals, 5, 65, 66–68,
 116

- sex differences (cont.)
 nature vs. nurture, 5, 115–117
 policy implications, 117–118
 role of hormones, 116
 sociocultural explanations, 63–65
 in aggression, 5, 62, 65, 74, 87, 102–109,
 116, 118, 280
 cross-cultural universality, 42, 103,
 106, 108, 109
 developmental evidence, 108–109
 emergence despite culture, 107–108
 evolutionary explanation, 71, 103–106
 in nonhuman animals, 42–43, 67, 72,
 103–105, 106, 107, 109, 116
 nature vs. nurture, 106–109
 role of hormones, 108, 109, 116
 sociocultural explanation, 106–107
See also sexual selection: intrasexual
 selection; young male syndrome
 in attractiveness, 76, 101–102
 in choosiness about mates, 5, 45, 74, 90,
 91, 109, 142, 280
 evolutionary explanation, 70–71, 85–86
 in nonhuman animals, 66–67, 72, 76,
 91, 116
 in consumption of romance novels/rom-
 coms, 12, 62, 83
 in interest in casual sex, 5, 39–43, 74, 75,
 78–90, 109, 116, 172–173, 280, 284,
 312n46
 cross-cultural universality, 79–80, 82,
 90, 290
 emergence despite culture, 89–90
 evolutionary explanation, 41, 70,
 85–86
 in nonhuman animals, 42–43, 66, 72,
 90
 nature vs. nurture, 88–90
 sociocultural explanation,
 86–88
 in jealousy, 41, 149–151
 in longevity, 5, 62, 68, 71–72, 74, 116
 in mate preferences, 91–102, 126–129,
 142–143
 in maximum offspring number, 69–70,
 72–73, 75, 77, 85, 90, 103, 105, 109,
 112, 312n67
 in parental care, 5, 12, 47, 62, 76, 116,
 154–155, 160, 170, 280
 cross-cultural universality, 42, 74, 111,
 113
 developmental evidence, 114–115
 emergence despite social pressure,
 114, 115
 evolutionary explanation, 109–112
 in nonhuman animals, 5, 42–43, 68,
 69–70, 76, 109, 110, 111, 113, 115
 nature vs. nurture, 113–115
 role of hormones, 115
 sociocultural explanation, 112–113
 in play, 108, 114–115
 in pornography use, 12, 40, 59, 62, 83,
 92–93
 in risk-taking, 5, 65, 71–72, 103,
 104, 116
 in the importance of good looks and
 youthfulness in a mate, 39, 76,
 91–97, 98, 101, 127, 143, 313n85
 cross-cultural universality, 96–97
 evolutionary explanation, 93–94
 in nonhuman animals, 93
 nature vs. nurture, 94–97
 sociocultural explanation, 94, 95
 in the importance of wealth and status in
 a mate, 74, 91, 97–101, 102, 172
 cross-cultural universality, 99, 100, 143
 evolutionary explanation, 98–99
 in nonhuman animals, 98
 nature vs. nurture, 100–101
 sociocultural explanation, 99–100
 in use of prostitutes, 12, 84
See also sexual bimaturism; sexual
 dimorphism
 sex organs, 3, 20–21, 24, 35, 36, 43, 110,
 119, 237, 291
 sexism, 63, 64, 65–66, 90, 92, 103,
 117–118, 283
 sexorcist, 78–79, 145
 sex-role-reversed species, 72–73, 104–105,
 311n22
 sexual bimaturism, 68, 71, 74, 116
 sexual desire, 11, 36, 38, 39, 40, 119, 132,
 139, 140, 141
 sexual dimorphism, 5, 42–43, 62, 65, 66,
 72, 73–74, 87, 100, 104, 105, 106,
 109, 116, 166
 reduced dimorphism in humans, 5,
 22–23, 70–71, 75, 77, 91, 105, 111,
 151, 167, 311n28
 sexual division of labor, 47, 167
 sexual double standard, 87, 89
 sexual fantasies, 79, 81, 83, 92

- sexual harassment, 66, 67, 284
 sexual monomorphism, 73–74, 77, 166
 sexual ornaments, 22–23, 43–44, 67, 68, 71,
 72, 76, 77, 101, 202, *see also* costly
 signaling; peacock's tail
 Sexual Revolution, 81, 87–88, 99
 sexual selection, 20–23, 43–45, 68
 altruism, 160–161, 202–206
 art, 22, 43–45, 277
 big-game hunting, 203–205
 humor, 22, 43–45, 277
 intelligence, 43, 44–45
 intersexual selection, 21–22, 58, 68,
 70–71, 101–102, 105
 intrasexual selection, 22–23, 67–68, 71,
 73, 75, 77, 105–106, 129, 205, *see
 also* sex differences in aggression
 language, 43–44, 276
 morality, 43, 202–203, 205
 music, 22, 43–45, 277
 Shakerism, 257
 Shakespeare, William, 137, 143, 144, 236
 Shaw, George Bernard, 139
 Shermer, Michael, 219
 signing apes, 261, 275
 sim-pua marriage, 133–134, 136
 Singh, Devendra, 127
 Sisyphus, 292, *see also* hydra
 skin color, 50, 51
 Skinner, B. F., 10, 225
 Smith, Adam, 235
 smoking, 5, 45, 51, 53, 242, 252, 253, 296,
 297, 303
 snow monkeys, 66, 91
 social psychology, 130, 133, 134, 177–178,
 240, *see also* psychology
 Social Role Theory, 100, 106–107, 113,
 116, 314n117
 social sciences, 39, 42, 62, 64–65, 112, 114,
 117, 123, 192, 283, 289–290, 294,
see also Standard Social Science
 Model (SSSM)
 sociobiology, 40, 65, 68, 77, 289, 293,
 311n8
Sociobiology: The New Synthesis, 157
 Sommers, Christina Hoff, 103, 117
 spandrels, 57, *see also* by-product
 hypothesis
 speciation in cultural evolution, 227
 Spencer, Herbert, 20
 Sperber, Dan, 298–299
 sperm competition, 169–170, 291
 spiders, 4, 11, 37, 51, 53, 54, 66, 73, 91,
 110, 185, 188
 sports, 62, 106, 202, 242, 255
 stabilizing selection, 278
 Standard Social Science Model (SSSM), 40,
 309n32, *see also* blank slate view of
 human nature
Star Trek, 122
 Steinem, Gloria, 56
 Stendhal, 139
 Stephens, William, 146
 stepparental care, 157–161
 evolution of, 160–161
 stink fights, 67
Story of the Human Body, The, 55
 strawberry cheesecake hypothesis, 60, *see
 also* by-product hypothesis
 Streep, Meryl, 148
 strong reciprocity, 206, 207, 208–209
 suicide, 6, 55, 103, 137–138, 142, 143, 176,
 185, 192, 213, *see also* copycat
 suicide
 supernormal stimuli, 52, 60
 survival of,
 the fittest, 20
 the fittest genes, 31
 the fittest memes, 253, 269
 the fittest theories, 229
 the prettiest, 120–129
 the species, 7, 18–20, 141, 156
 the weakest, 278–279
 swans, 148, 149
 Symons, Donald, 58, 78, 81–82, 83, 89
 Tallis, Frank, 138
 Taylor, Timothy, 279
 technology, 13, 49, 234, 236–237, 244,
 272–273, 275, 278–279, 294
 teddy bears, 13, 227–228, 261
 Tennov, Dorothy, 138–139
 termites, 13, 132, 176, 231, 232–233
 testicle size, *see* sperm competition
 testosterone, 128, 170–171, *see also* sex
 differences
 theory of mind, 233, 298–299
 Thomas, Andrew G., 72, 76–77
Thought Contagion, 257
 throwing, 273
 thumb-sucking, 57–58, 61
 tigers, 16, 68, 170, 271

- Tit-for-Tat, 198–200, 201
 tolerated theft, 204
 Tomasello, Michael, 234
 Tooby, John, 40, 46, 47, 50
 Top Ten sex differences in nonhuman
 animals, 66–68, 74–75, 77
 toy boys, 94
 tragedy of the commons, 197–198
 Trivers, Robert, 68, 69, 70, 72, 193, 194,
 196, 197, 198–199
 Tucker, Philip, 228–229
 Tutankhamun, 136
 twins, 25, 69, 182–183, 184, 248, 286
 Tylor, E. B., 229
- unfalsifiability, *see* criticisms of
 evolutionary psychology
 universal Darwinism, 250
 Universal Declaration of Human Rights, 59
 universal gravitation, 137, 234, 250
 university, 63, 266
- vampire bats, 201, 203, 318n23
 van den Berghe, Pierre, 84
 van Schaik, Carel, 231–232
 Vassilyev, Valentina, 69
 vervet monkeys, 175, 201
 violence, *see* aggression
 visual sexual stimuli, 59, 92, *see also*
 pornography
- WEIRD (Western, Educated, Industrialized,
 Rich, and Democratic), 289, 290,
 323n11
 Westermarck effect, 132–134, 136, *see also*
 incest avoidance
 Westermarck, Edvard, 133, 134
 whales, 193–194, 209, 232
 what does natural selection select?,
 in the biological sphere,
 hypothesis #1, 19
 hypothesis #2, 20
 hypothesis #3, 23
 hypothesis #4, 24
 hypothesis #5, 27
 hypothesis #6, 31
 hypothesis #6.2, 34
 in the cultural sphere,
 hypothesis #1, 237
 hypothesis #2, 244
 hypothesis #3, 253
 hypothesis #4, 269
 Whitehead, Hal, 232
 Whiten, Andrew, 231
 why are we here?, 16, 31, 60–61
 why did the hedgehog cross the road?,
 46–47, 51–52, 243
 Wikipedia, 298
 Wilkinson, Gerald, 201
 Williams, George C., 32, 53, 213
 Wilson, David Sloan, 33, 248
 Wilson, Edward O., 27, 157, 238, 251, 288
 Wilson, Margo, 65–66, 109, 149, 157–159,
 160, 163, 188, 283
 Wittgenstein, Ludwig, 40
 Wollstonecraft, Mary, 193
 Wood, Wendy, 100, 106–107, 113,
 314n117
 world records,
 most offspring (man), 68–69, 311n15
 most offspring (woman), 69
 oldest parent (man), 93
 oldest parent (woman), 93
 would-you-go-to-bed-with-me study,
 80–81, 312n46
 Wrangham, Richard, 273–274
 Wright, Robert, 48, 196
 Wynne-Edwards, V. C., 32
- Xue, Ming, 187
- young male syndrome, 108–109, 246
 Yudkowsky, Eliezer, 232
- Zahavi, Amotz, 205
 Zuk, Marlene, 51