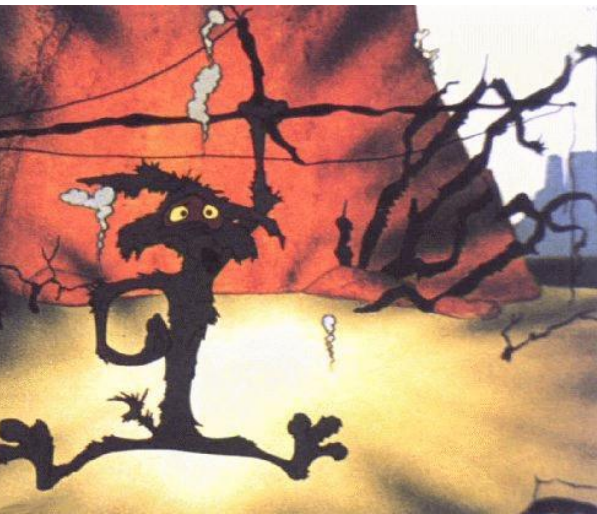


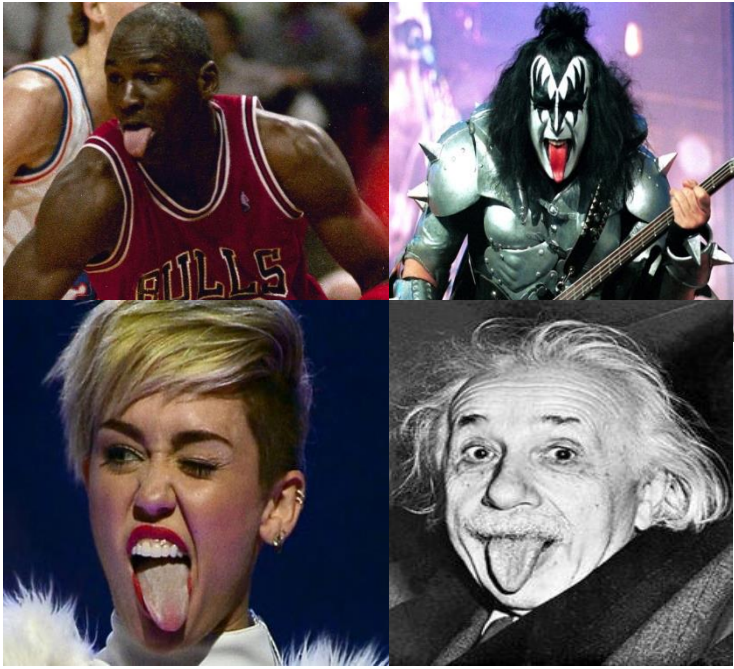
Can gather information through
trial and error

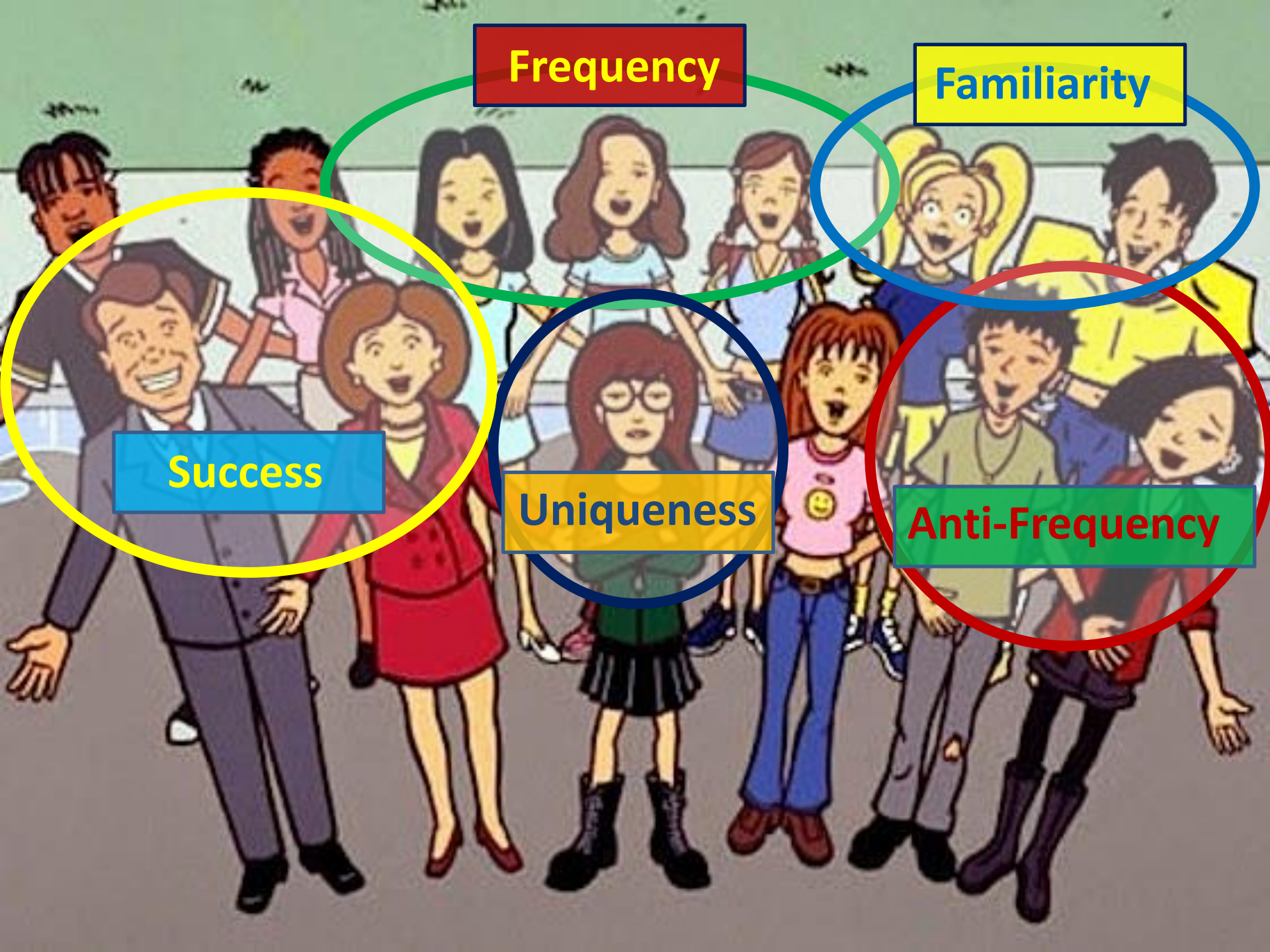




Social Information is useful, efficient,
and frequently reliable







Frequency

Familiarity

Success

Uniqueness

Anti-Frequency



Between individual variation
associated with social, economic and
psychological factors





No **within individual variation**
observed for social learning strategies



Need to consider wider range of contexts





Affiliation



Status



**Finding
Mates**



Finding Mates

**Stand out from
the crowd**

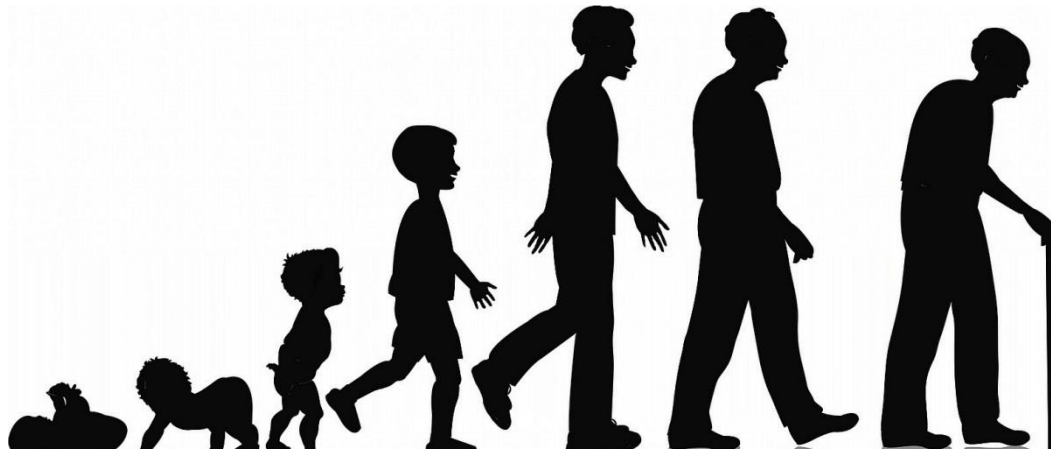
Take Risks



Making Friends

Be generous

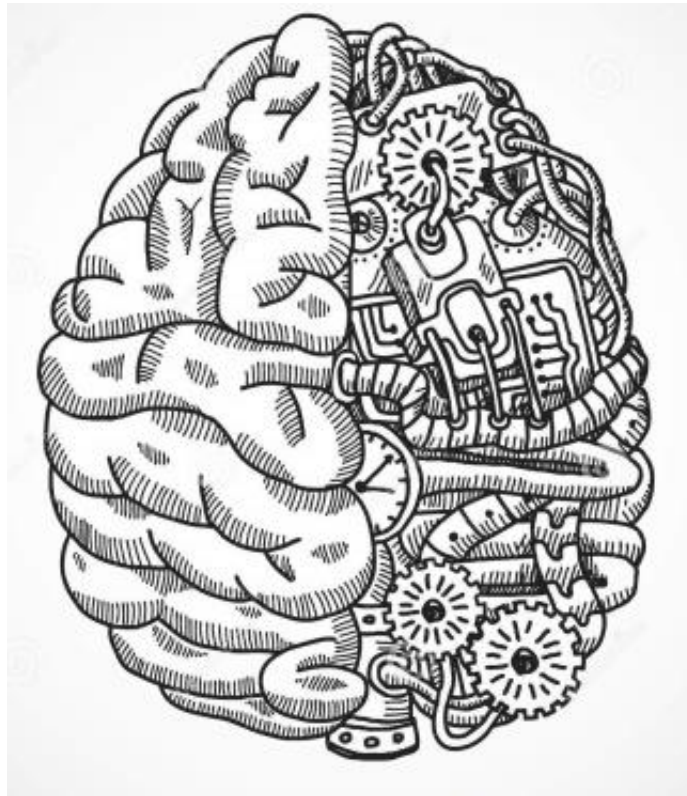
**Follow the
group**



**Dominant module varies with life history
and environmental context**



Conformity



Anti-
Conformity





Mating



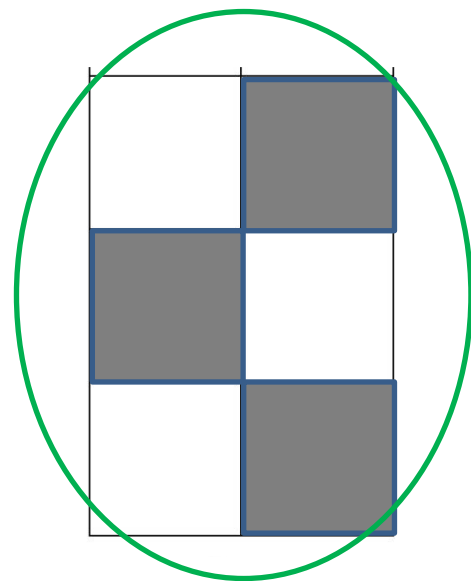
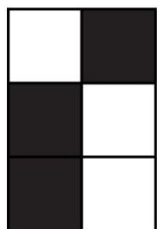
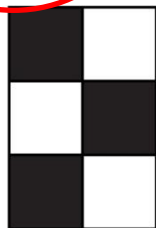
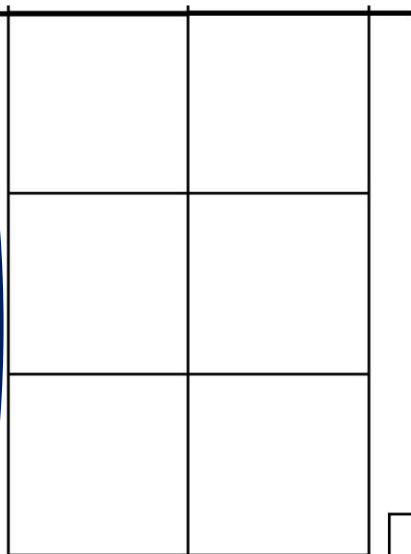
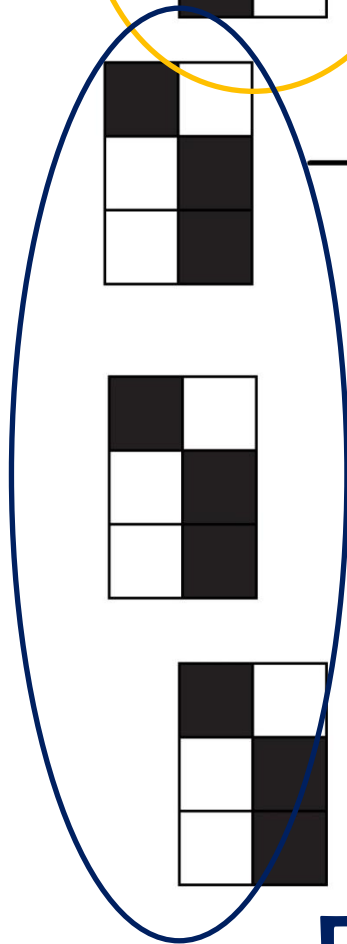
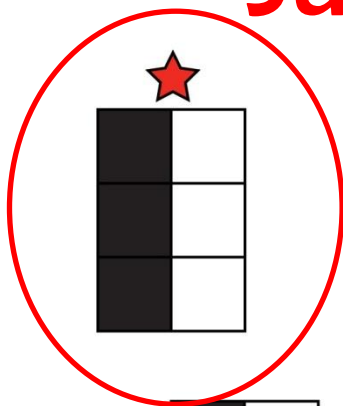
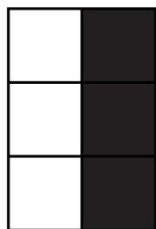
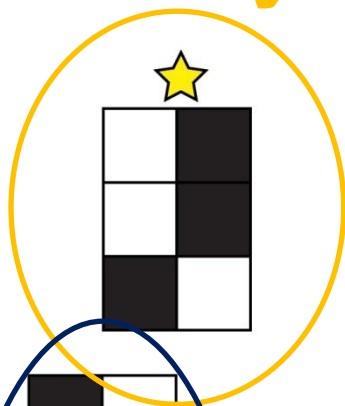
Self-Protection



**Disease
Avoidance**

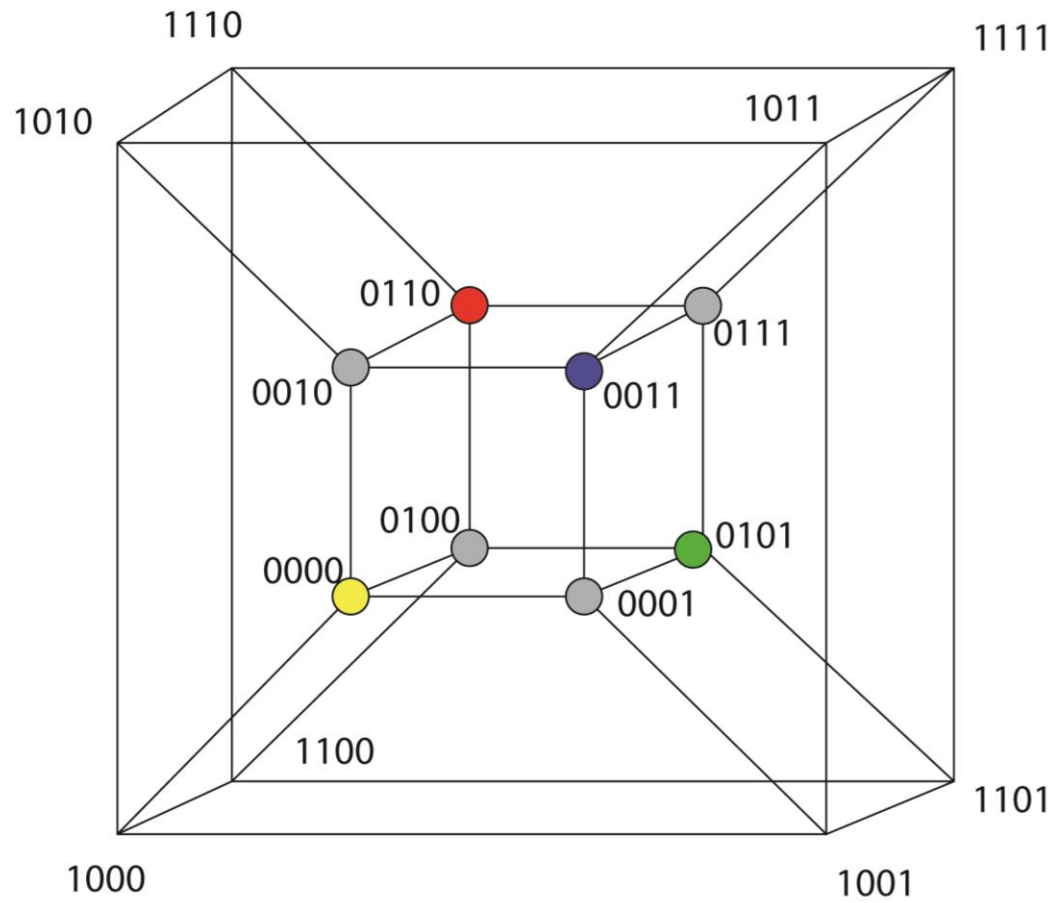
Similarity Cue

Success Cue



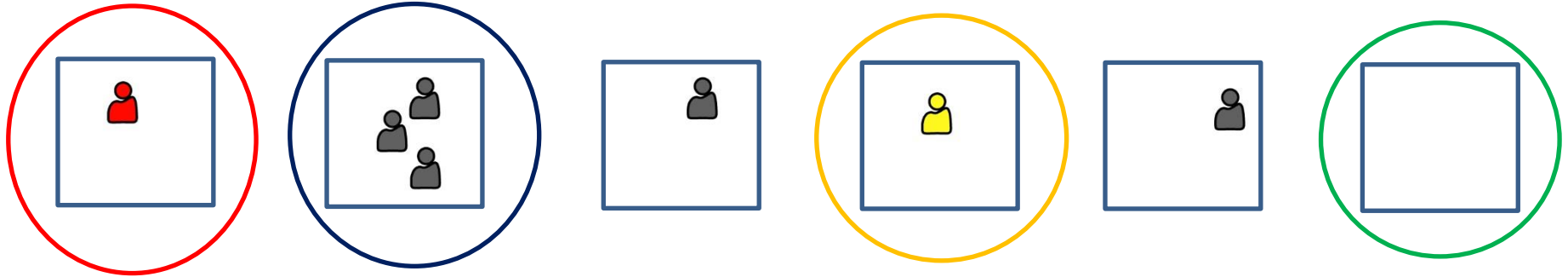
Uniqueness Cue

Frequency Cue



Frequency Cue

Uniqueness Cue



Success Cue

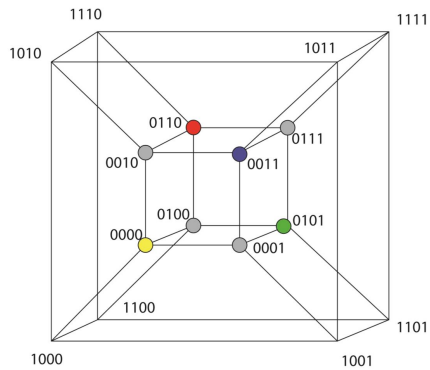
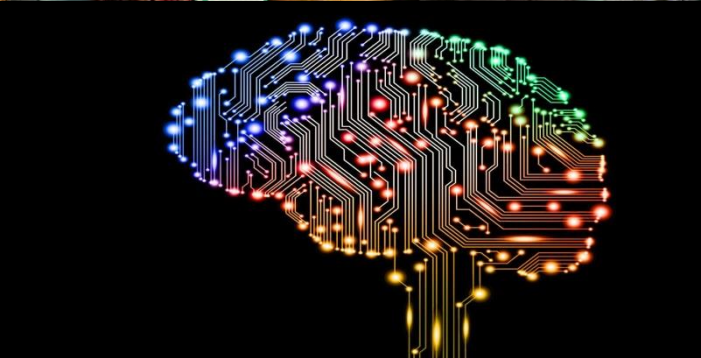
Similarity Cue

This would be a multiple choice question about a course of action in a social situation.

This answer is worded as a Frequency cue

This answer is worded as a Success cue

This answer is worded as a Similarity cue





Older individuals with
slower life histories, good
education but lower
incomes

Success



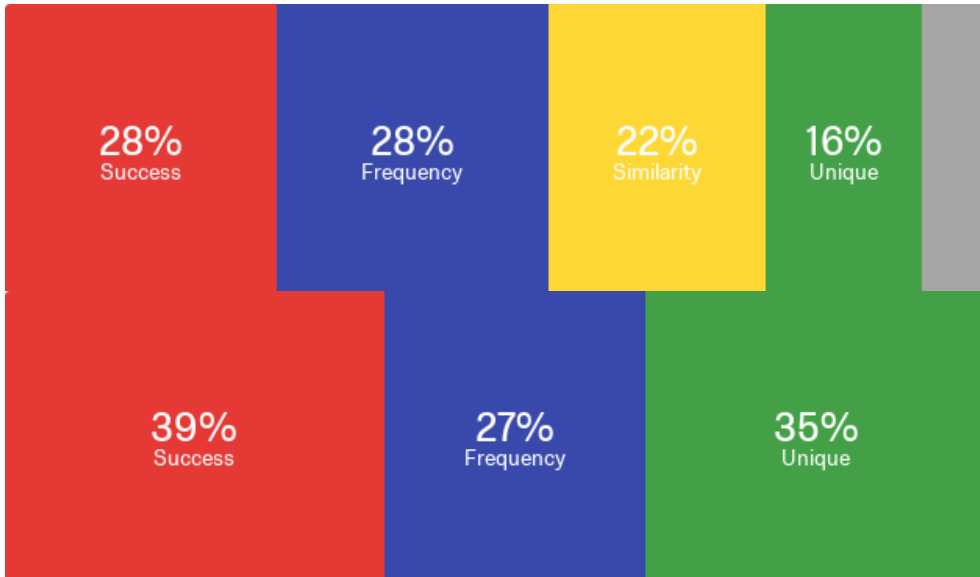
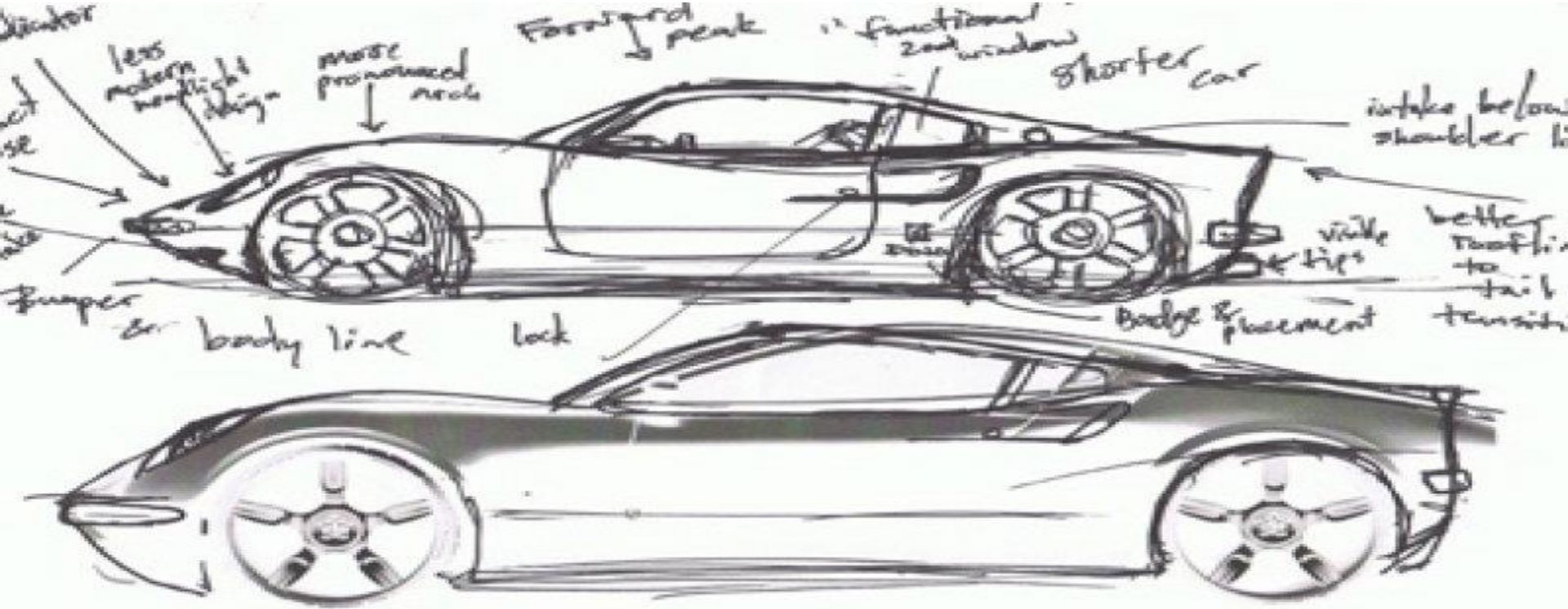
Average Joes

Similarity

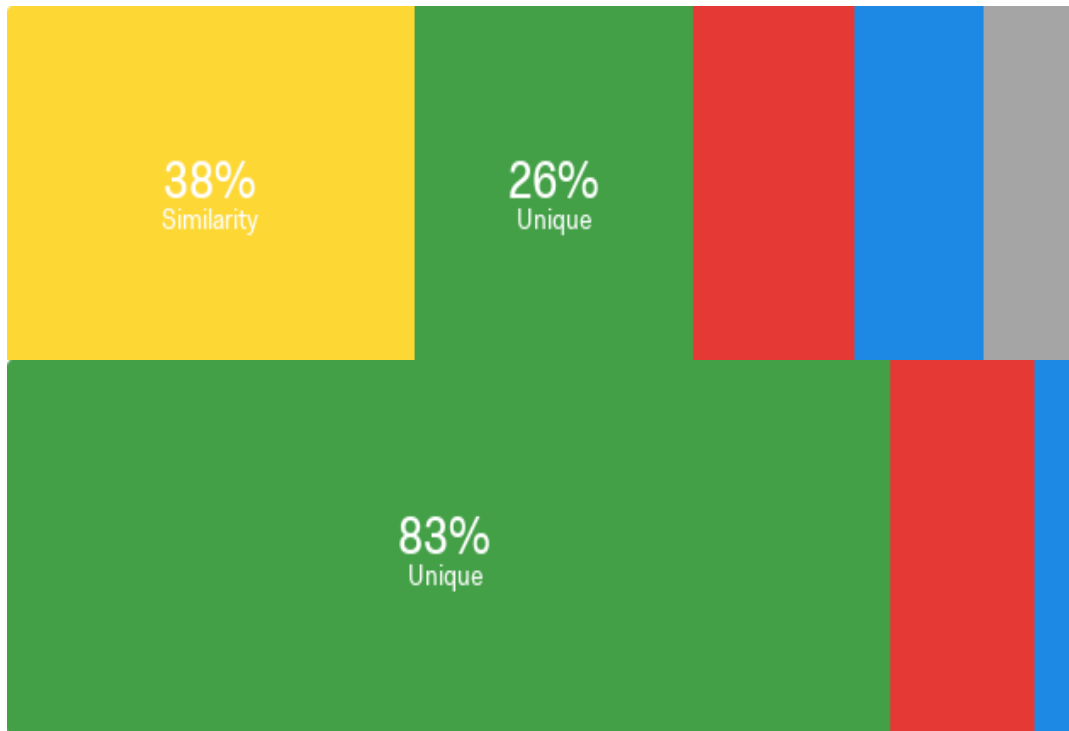


Younger individuals

Combinations
and Variation



Success
Frequency
Similarity
Uniqueness



Success
Frequency
Similarity
Uniqueness

Common Response

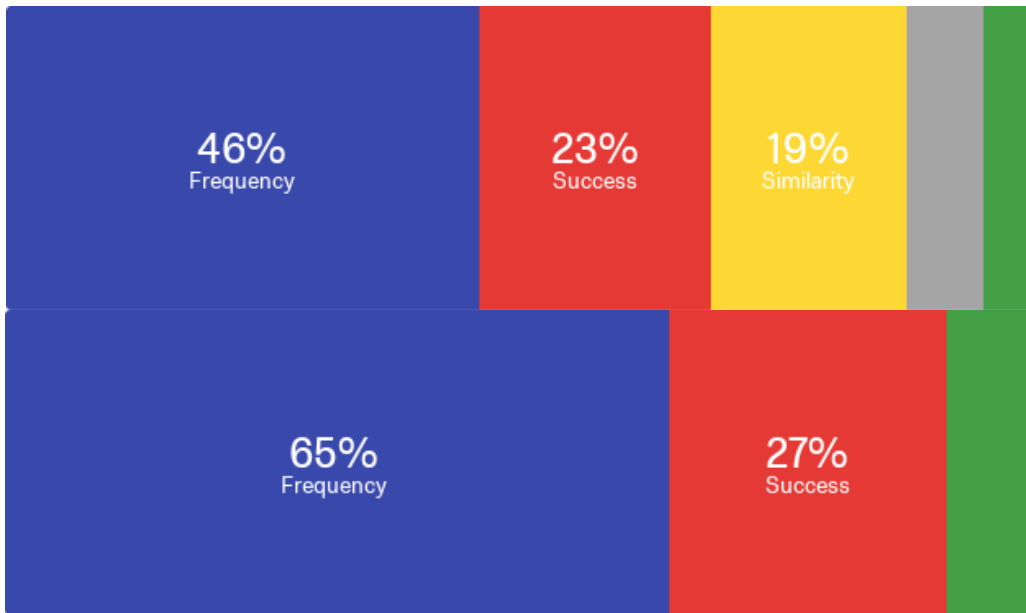


Similarity

Younger (typically female) individuals with faster life histories



Anti-Similarity

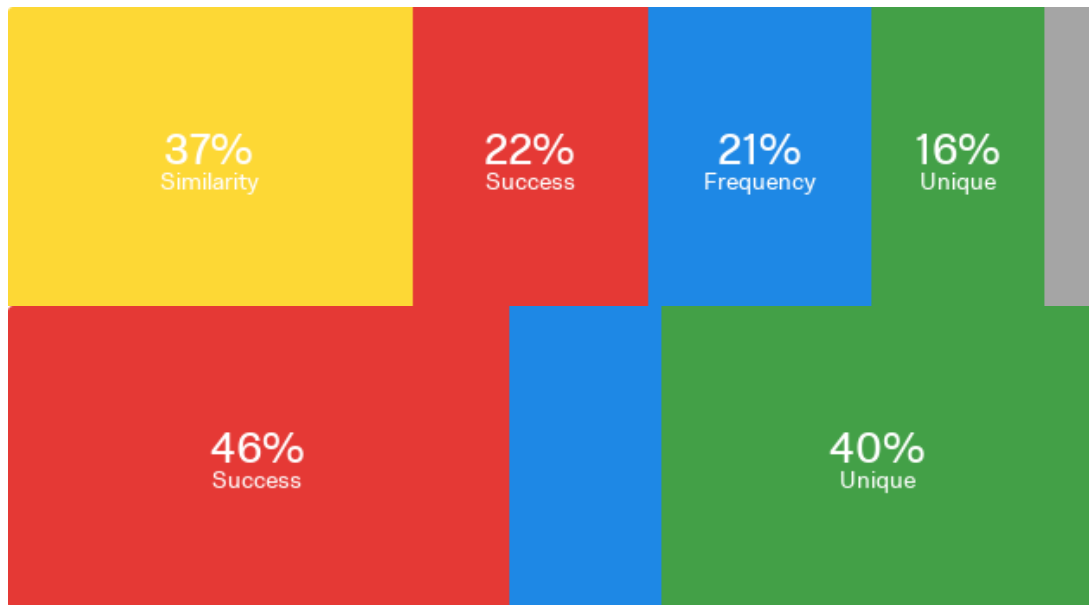


Success
Frequency
Similarity
Uniqueness



Frequency bias

More common
amongst females



Success
Frequency
Similarity
Uniqueness

Fin