





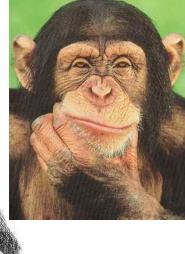
The Evolution of the Social Mind

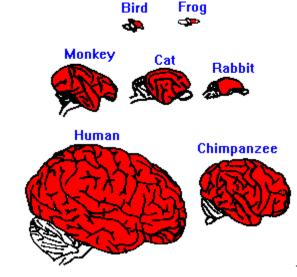
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- Darwin's main foci were speciation [Origin] and behaviour [Descent of Man and Emotions]
- Behaviour was a central part of that engine [because it allows individuals to solve ecological problems more successfully]
- The point of having a big brain is to allow more nuanced responses to ecological challenges

A Core Philosophical Principle



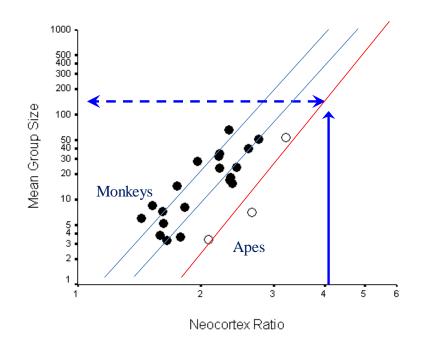
Niko Tinbergen [1907-1988]

Nobel Prize for Medicine 1973

- Tinbergen's "Four Whys":
 - Mechanism [What?] = cognition, physiology, contextual cues
 Function [Why?] = fitness consequences [always genetic fitness]
 - **Contraction** [why:] httless consequences [**always** genetic ht
 - Ontogeny [How?] = development [genes vs learning]
 - Phylogeny [When?] = history [evolution meaning change]
- Darwinian theory ["why"] provides the theoretical framework guiding and inspiring questions at the other levels AND the explanation for what we see
 - Understanding the mechanism ["what"] that brings about the function ["why"] may be as important as understanding the function itself

Evolution of the Social Brain

• The Social Brain Hypothesisan explanation for why primates have unusually large brains

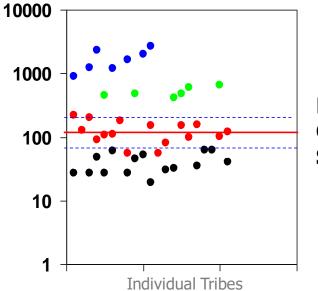


Human Social Groups

These all have mean sizes of 100-200

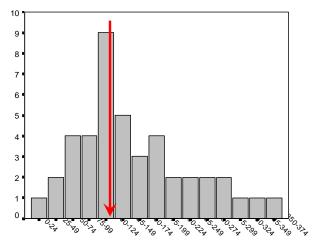
Neolithic villages 6500 BC	150-200
Modern armies (company)	180
Hutterite communities	107
'Nebraska' Amish parishes	113
business organisation	<200
ideal church congregations	<200
Domesday Book villages [1087 /	ad] 150
C18th English villages	160
GoreTex Inc's structure	150
Research sub-disciplines	100-200
	404

Small world experiments	134
Hunter-Gatherer communities	148
Xmas card networks	154



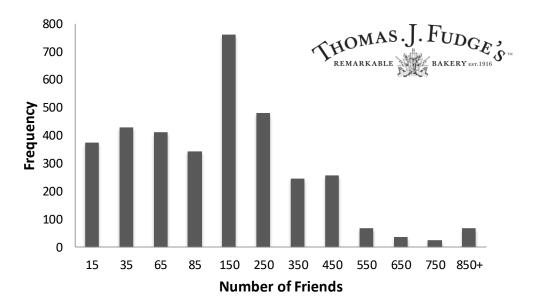
Hunter-Gatherer Societies

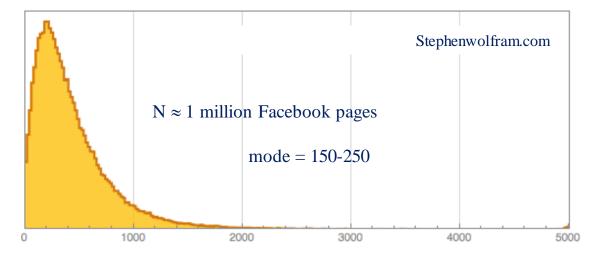




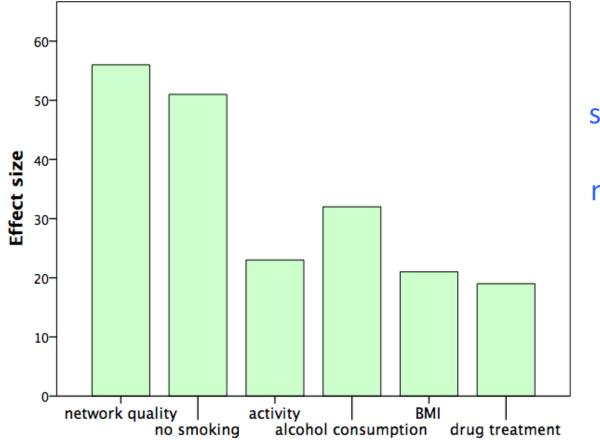
How Many Facebook Friends?

- Two UK stratified randomised samples
- Adult regular internet users
- N=3300 in total
- Mean age = 39 [18-65]
- Mean = 169.5





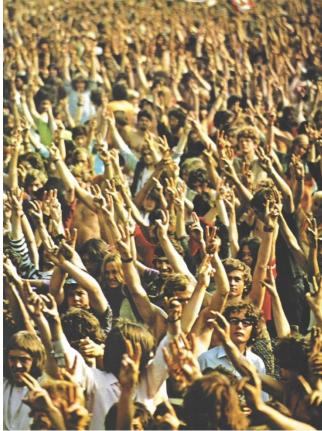
Why Your Network Matters



What best predicts your survival for the next 12 months after a heart attack?

Meta-analysis of 148 studies of heart attack patients

BUT....our friends are NOT all the same!



— Our social world is less like this

.....and more like this

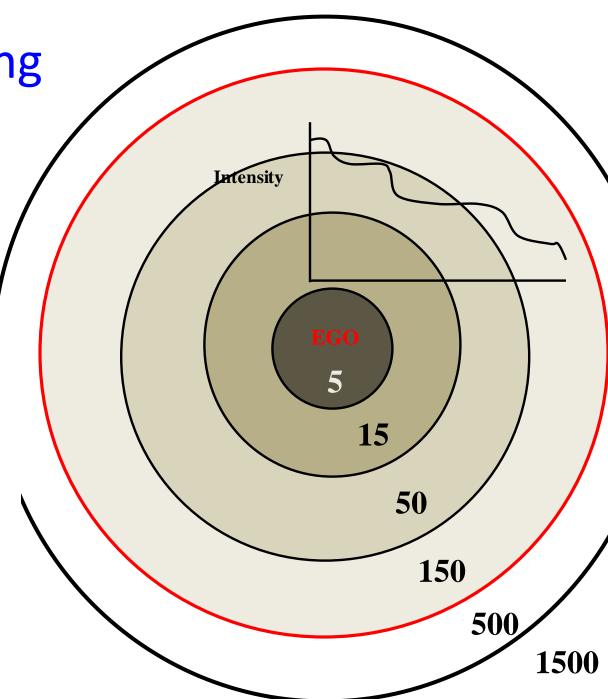


The Expanding Circles

Our relationships form a hierarchically inclusive series of circles of increasing size but decreasing intensity [ie quality of relationship]

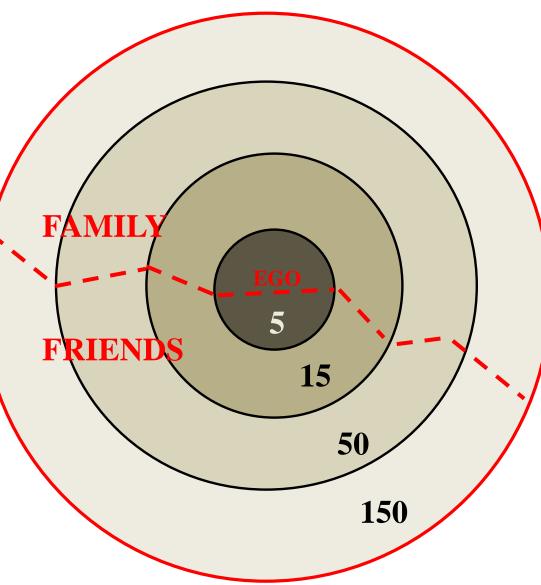
0.4

• Individual Contact Rates per Day 0.1-0.0 0.1-0.0 0.1-0.0

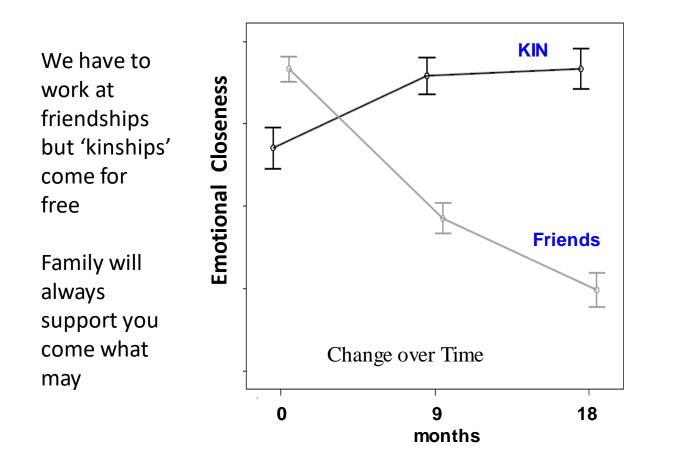


The Divided Network

- The layers probably serve very different social functions for us
- In addition, our personal networks of ~150 actually consist of two quite separate [BUT inter-digitated] networks
 - typically a 50:50 split
- People who have big extended families have fewer friends



Stable Family, Fragile Friends



Women who score high on neuroticism scale list fewer female kin

How Primates Make Relationships

Primate social bonds seem to involve two distinct components:

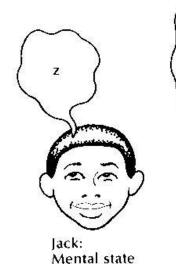
- An emotionally intense component [=grooming]
- A cognitive component
 [=brain size + cognition
 = relationships of trust,
 obligation and reciprocity]



The Limits to Intentionality...

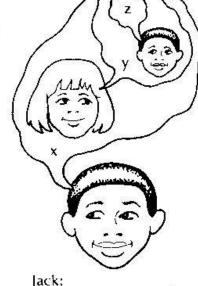
A natural limit at 5th order intentionality:

"I <u>intend</u> that you <u>believe</u> that Fred <u>understands</u> that we <u>want</u> him to be <u>willing</u> to [do something]..." [level 5]





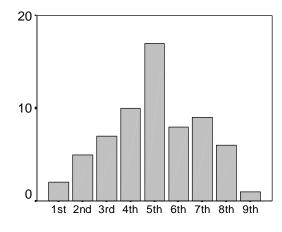
Jill: Mindreading



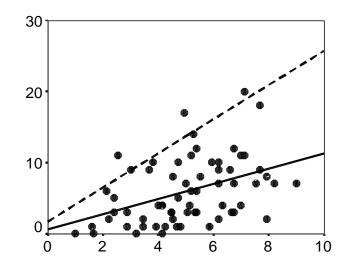
Jack: Embedded mindreading (First recursion)

Cognitive Limits to Sociality?

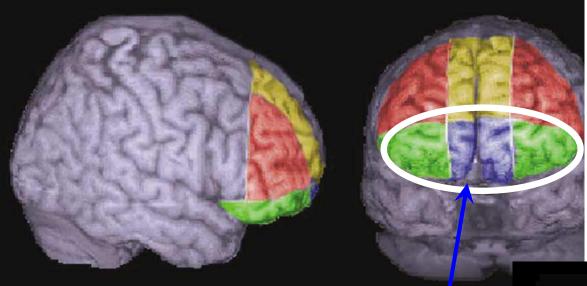
- Achievable intentionality level indexed from stories
- 5th order seems to be the limit
- Intentionality correlates with size of support clique
 [clique size = no. of core intimate relationships]



Level of intensionality



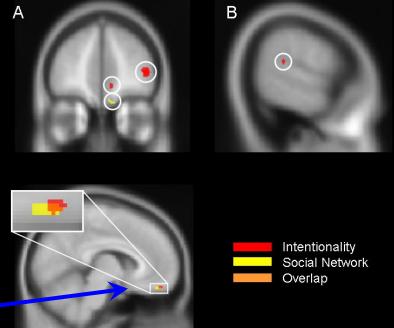
Level of intensionality



Insights from Neuroimaging

Powell et al. (2010, 2012, 2014); Kanai et al. (2011); PLUS Sallet et al. (2013) in macaques

- Neuroimaging reveals correlation between social network size and orbitofrontal PFC volume [and rest of ToM circuit] in humans AND macaques
- In a fine-grained VBM (voxel) analysis: overlap of network size and intentional competence in the ventromedial PFC



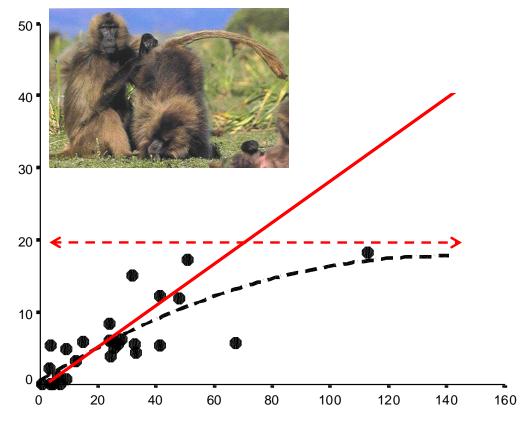
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Why Time is Important



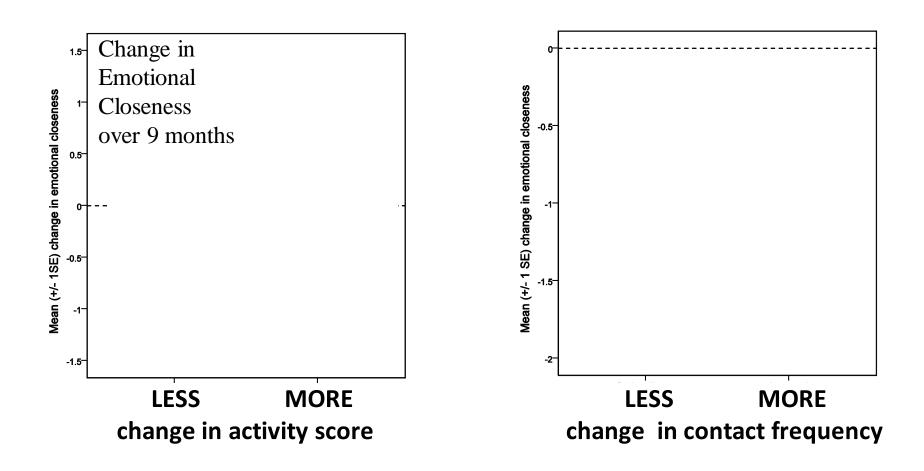
Why Time is Important

- Grooming as the bonding agent in primates
- Grooming time is determined by group size
- ...with an upper limit at about 20% of total daytime

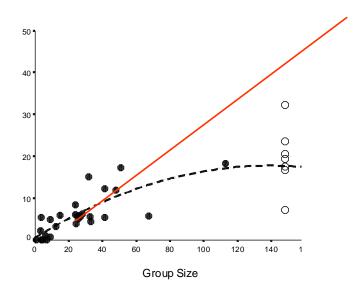


Group Size

How to Prevent Friendships Dying

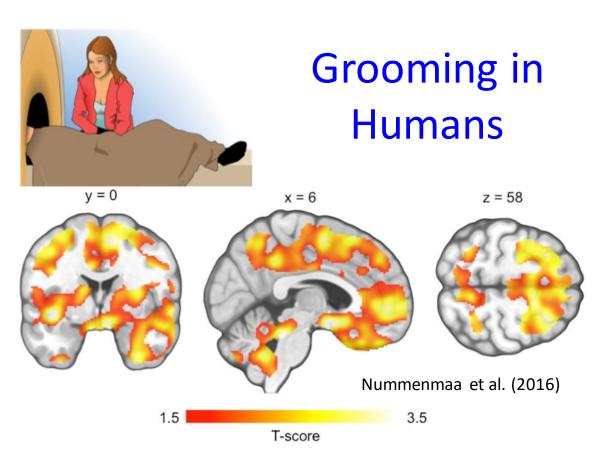


How Grooming Works

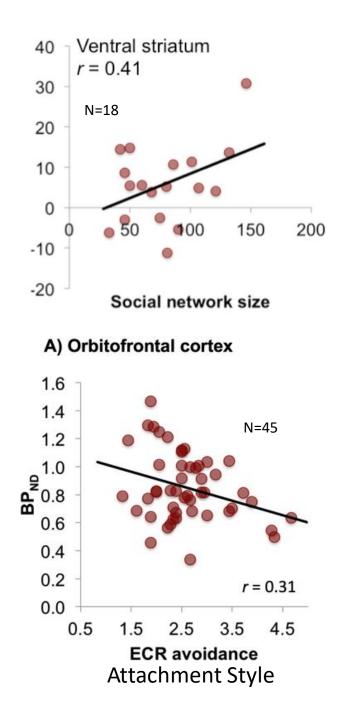




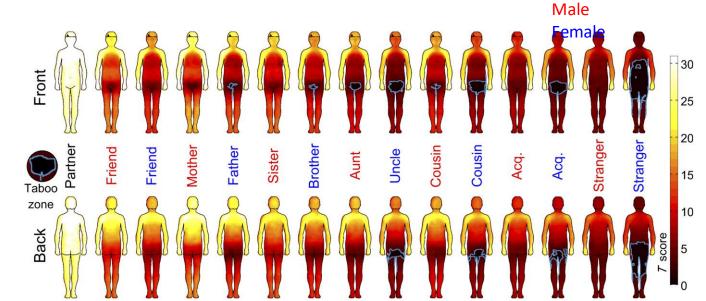
- Light stroking triggers endorphins in the brain in primates
- Endorphins are relaxing
- They create a psycho-pharmacological environment for building trust



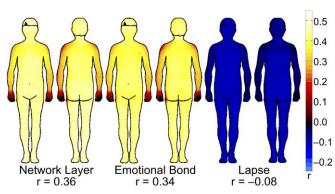
- PET study using carfentanil as opiate antagonist [particular affinity to μ-receptors for β-endorphins] using light stroking
- Significant response in some key regions that suggest endorphin activation even to light touch



Social Importance of Touch



Where touch is allowed depends on relationship quality



Correlation

- between
- allowable touch

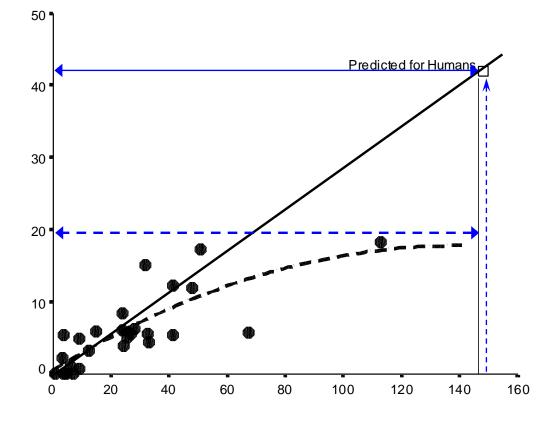
and status

Suvilehto et al. (2015)

Grooming Time in Humans?

 If we bonded our groups using the standard primate mechanism

....we would have to spend ~43% of the day grooming



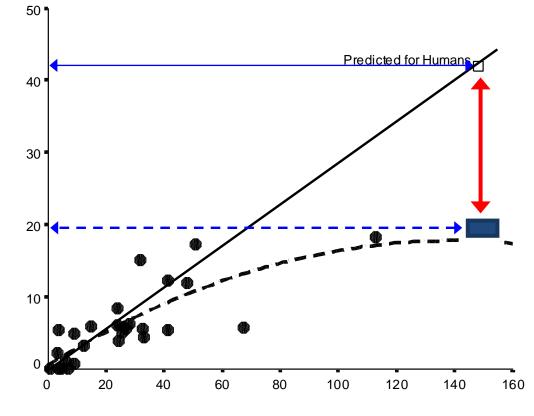
Group Size

Grooming Time in Humans?

 In fact, we spend only 20% of our time in social interaction

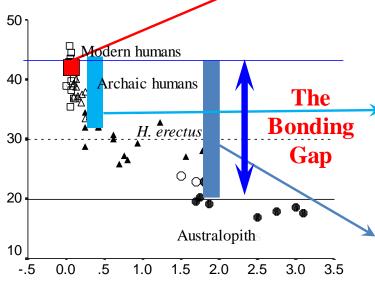
>from a sample of 7 societies from Dundee to New Guinea

• How do we bond our super-large communities?

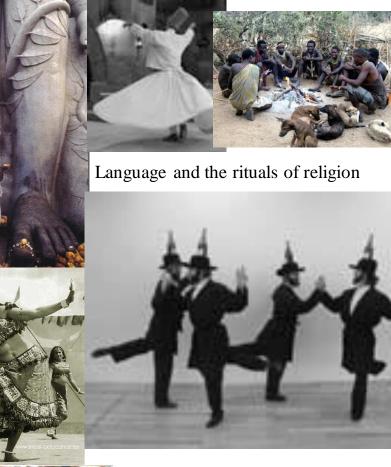


Group Size

The Three Ways We Bridged the Gap

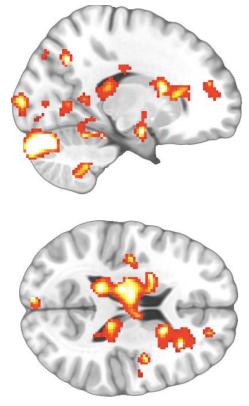


Millions Years BP



Music/singing and dance

Laughter a cross-cultural trait shared with chimpanzees



Endorphin receptors in brain firing up during laughter

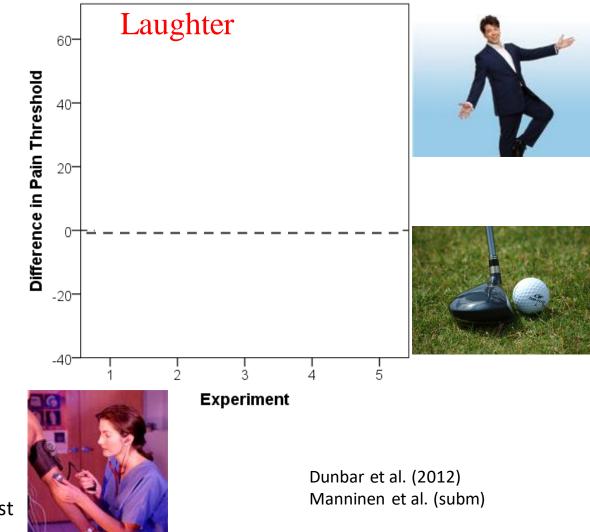
Procedure:

pain test

video/activity

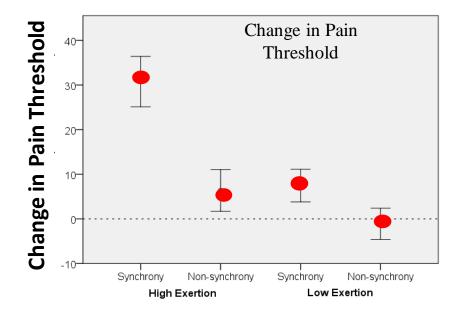
pain re-test

Laughter Triggers an Endorphin Response



Something in the Way She Moves....?

A study carried out in Brazil with very simple dance moves



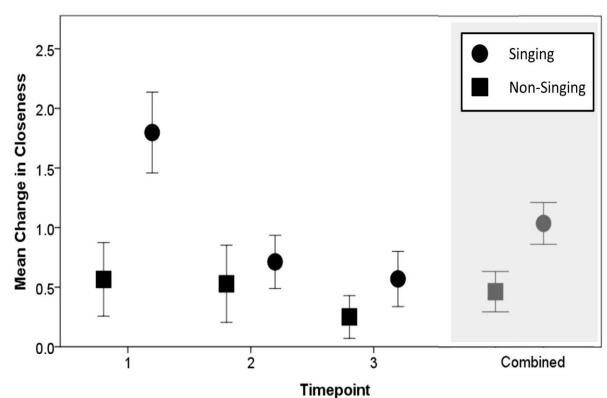


nt Pearce et al. (2015)

The Icebreaker Effect

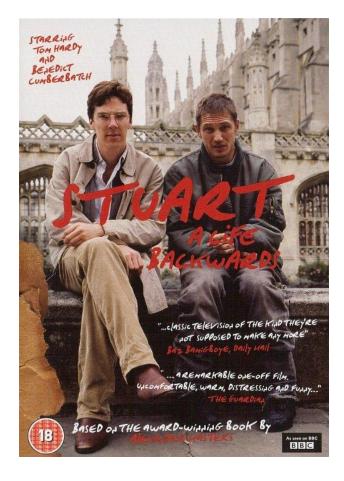
- 4 singing classes
 vs 3 hobby
 classes run by
 WEA
- Singing produces an immediate effect of bondedness

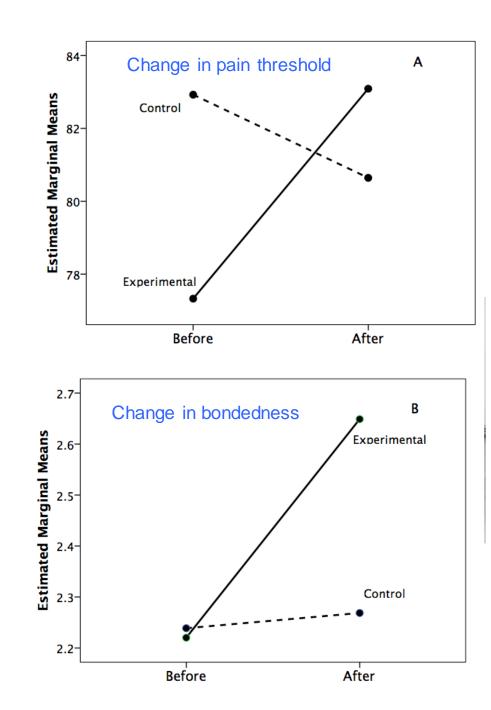
...which continues





Audience Response to an Intensely Emotional Film





Two more important mechanisms for social bonding....



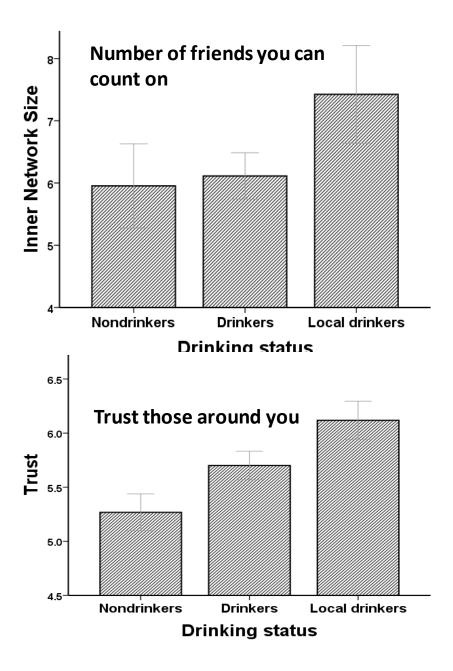
You cant do any of these online!

Eating and alcohol are both extremely effective triggers of endorphin activation



Friends on Tap?

- National survey carried out for CAMRA by YouGov
- People who have a regular 'local':
 - o are happier
 - o are more satisfied with life
 - feel more engaged with their local community
 - Are more trusting of those around them
 - have more close friends
 - have longer conversations
 - o drink less



Why You Should Say "No" to the Sandwich on the Run?

