


# WEIRD

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Western  
Educated  
Industrial  
Rich  
Democratic

→ 12% of humans are WEIRD, but  
97% of psychological studies have WEIRD subjects

## Effects on Visual Perception and Thought

• Müller-Lyer illusion: only affects Western cultures ↔   
↳ homogeneity of illusion: carpenters

• Spatial reference:

↳ egocentric orientation (left/right relative to self) → box + stick experiment  
vs allocentric orientation: NSEW

• Holistic thought: self is dependent on group

- object position/orientation evaluated in context of one another

• Analytic thought: detachment of self from group

- independence  
- Western way of thinking

dichotomy of thought  
85% holistic/collectivistic,  
people interconnected  
15% analytic/individualistic

• Economic behavior

• Ultimatum game: proposer gets x money to accept, if accepter rejects then nobody gets any money

→ rational: always accept (receiver), offer as little as possible (proposer)

→ WEIRD: 50% offered on avg, <20% rejected half the time

→ more offer dependent on culture, market integration  
↳ more market trading = higher offer

• Dictator game: same as ultimatum, but must accept

→ rational: give zero

• Public goods game: put in x% to public, gets doubled, distributed equally

→ rational: give 100%, everyone gets double

Non-WEIRD cultures

## 1001 World Cultures

### Aché

- Amazon forest foragers/hunters
- risky hunting, meat shared equally among households
- sharing = normal, boasting = taboo
- ultimatum: 48-50% mean, no offers rejected

### Orma

- pastoralists in Kenya (livestock)
- barabee tradition: local fund for public good (similar to taxes)
- ultimatum: very generous, 58% mean

### Au/Gnau

- culturally diverse societies in Papua New Guinea
- ultimatum: >50% offers, but many rejected.
- Melanesian gift giving culture: gifts are an obligation to reciprocate.  
Norm: many small gifts, instead of large gifts
- hunting, foraging, horticulture (gardening)

### Hadza

- forager society in Africa / hunting
- share meat, but consider contributions a burden (opposite of Aché)
- Enforced by social sanctions, <sup>↳ shaming, gossip</sup> will try to get around it if needed
- ultimatum: larger camps = larger offers, small offers rejected

### Machiguenga

- foragers in South America
- cooperation restricted to small family units (no personal names)
- no stranger interaction
- ultimatum: lowest offers (22%) <sup>↳ economically independent</sup>

### Lamelara

- whale hunting, foraging
- culture of dividing spoils from large prey
- hunting is risky, requires large crew + cooperation
- specific norms for dividing cuts of whale
- ultimatum: treated like whale, divided equally (58% mean - very high)

### 4 level analysis:

- ontogeny: influenced by societal norms
- mechanism: high activation of anterior insula, dorsolateral prefrontal cortex
- function: culture evolved to support hunting large prey
- phylogeny: humans are generally prosocial

### Wheat Example

## \* Ecology drives culture, culture drives behavior

→ Capelin makes cracking nets, humpback whales' bubble nets, culture of labor in South, depopulation due to wheat diet, farming heritage in rice farming.

→ herding = individualistic, self-reliant, violent

→ wheat = individualistic, nonviolent

→ rice = collaborative (more holistic thought)