

# Ecological Threat and the Transmission of Cultural Norms

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The 22 most ridiculous US laws still in effect today

In San Antonio,  
flirting is  
against the law

(Texas)

[justsomething.co](http://justsomething.co)







Looseness

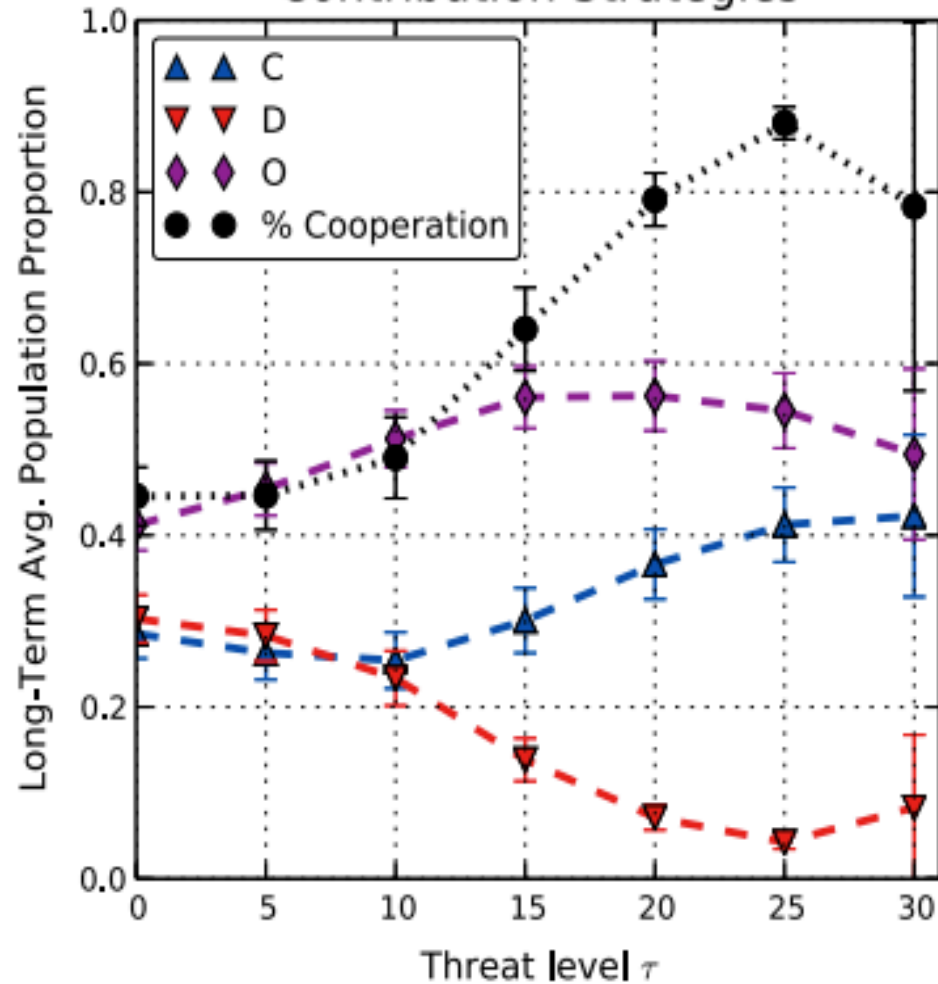


Tightness

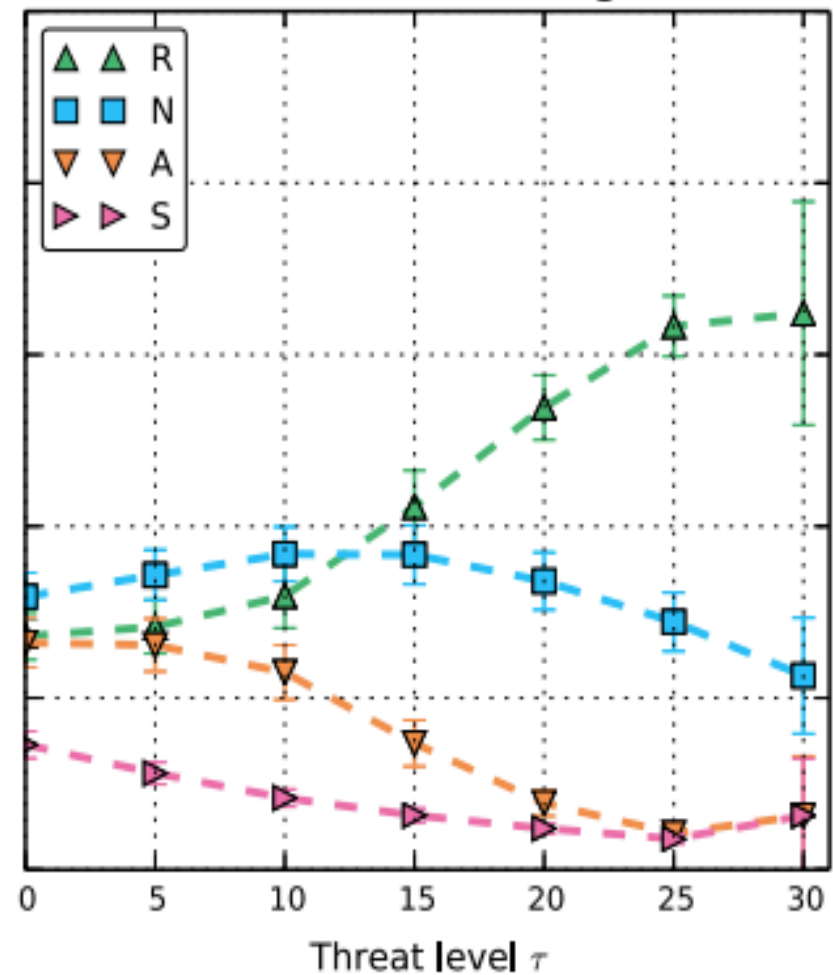
strength of cultural norms



### Contribution Strategies

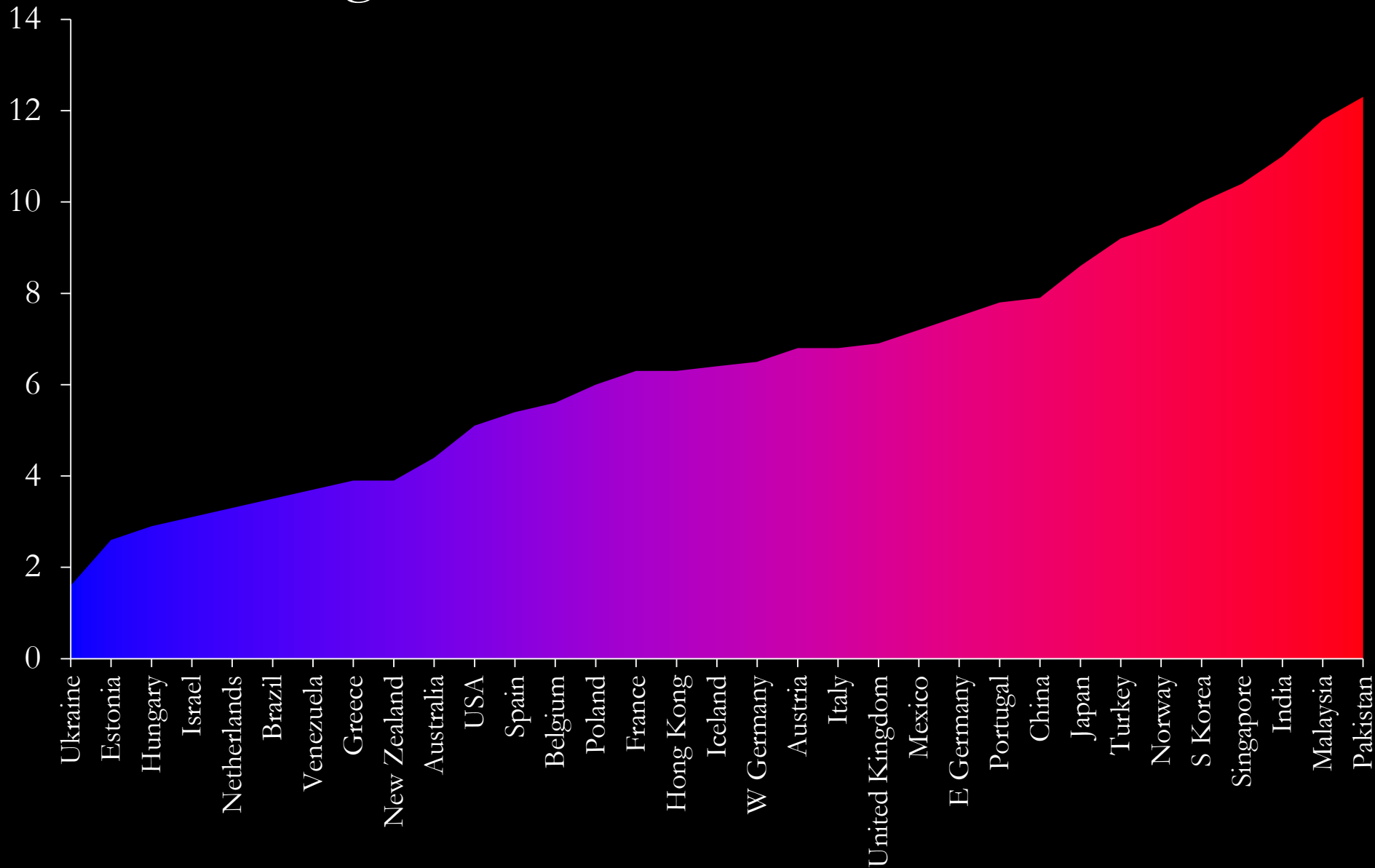


### Punishment Strategies



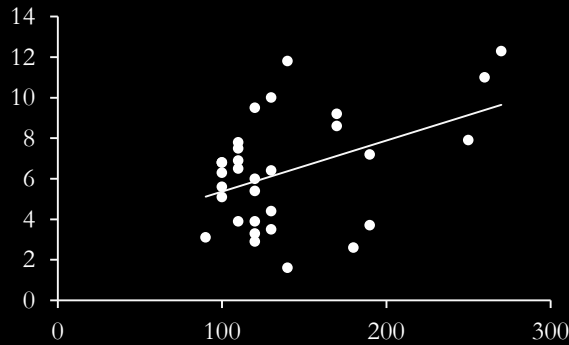
Roos et al., 2015. Societal Threat and Cultural Variation in the Strength of Social Norms. *OBHDP*

# Strength of Norms Across 33 Nations

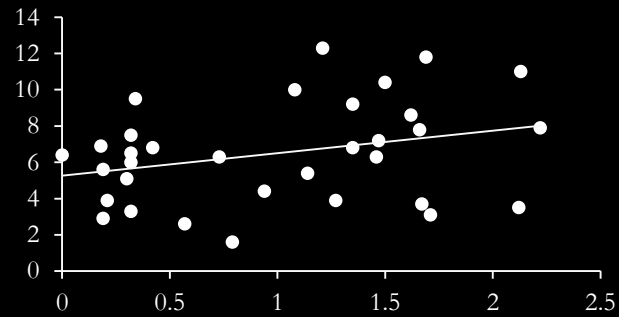




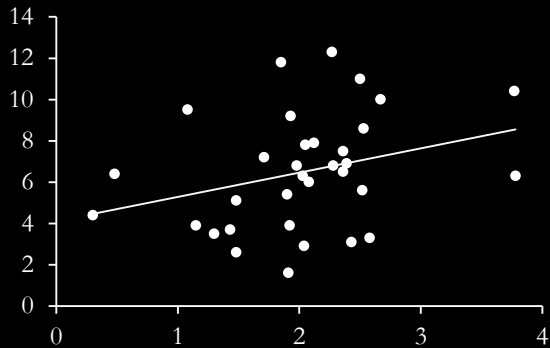
Food Deprivation



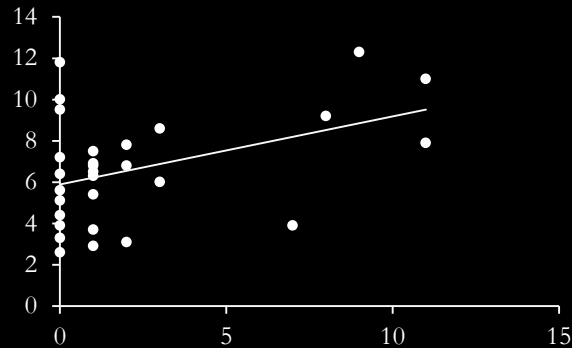
Pathogen Prevalence



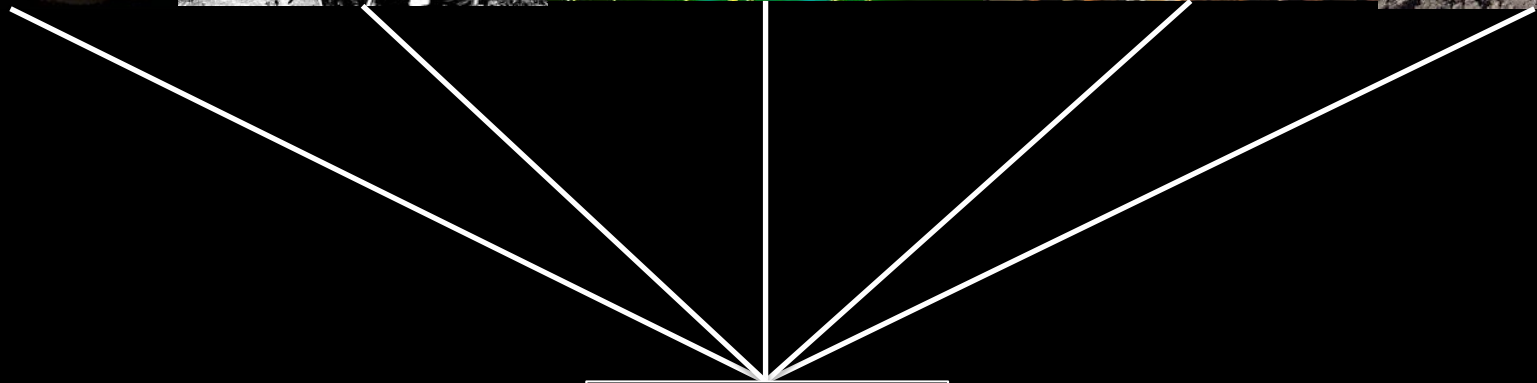
Population Density



Territorial Threat







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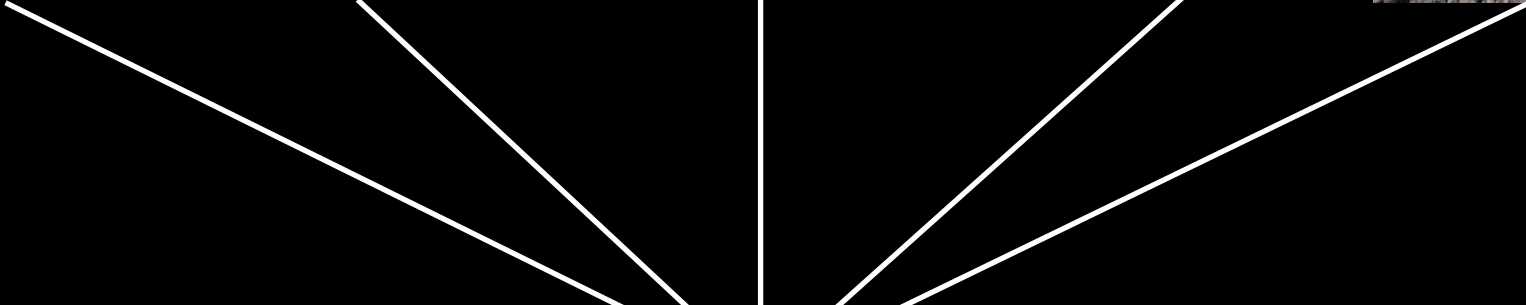
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# Trump Culture: Threat, Fear and the Tightening of the American Mind

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By The Conversation, Michele Gelfand, Joshua Conrad Jackson, Jesse R. Harrington on April 27, 2016







VS.



# Research Design

## Standard Cross-Cultural Sample

- 186 Cultures
- 2000+ variables
  - **Threat:**
    - External warfare
    - Pathogen prevalence
    - Famine ( $n = 7, a = .85$ )
  - **Socialization** ( $n = 6; a = .91$ )
  - **Institutional tightness:**
    - Adultery restrictions
    - Leader authority
    - Moralizing Gods
  - **Control variables:**
    - Social complexity
    - Political organization

## Human Relations Area Files

Cultural information for education and research

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### eHRAF World Cultures



eHRAF World Cultures contains ethnographic collections covering all aspects of cultural and social life. The eHRAF World Cultures, as well as the eHRAF Archaeology database, are winners of [CHOICE's Outstanding Academic Title Awards](#). They were also both named "Top 10 Internet Resources" in 2015.

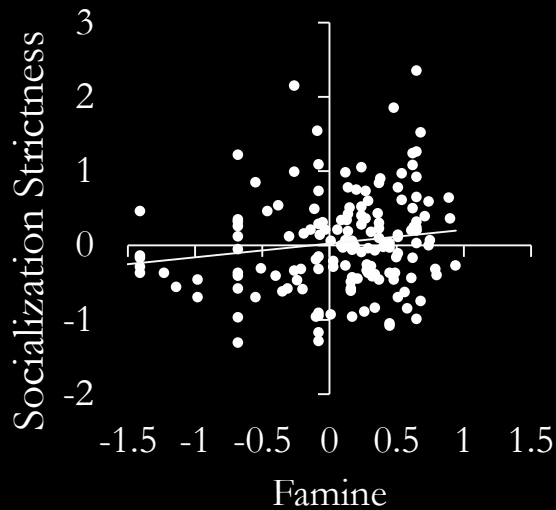
eHRAF is unique in having subject indexing at the paragraph level. This allows detailed and precise searching for concepts not easily found with keywords. The [Features, Benefits & Uses](#) section highlights



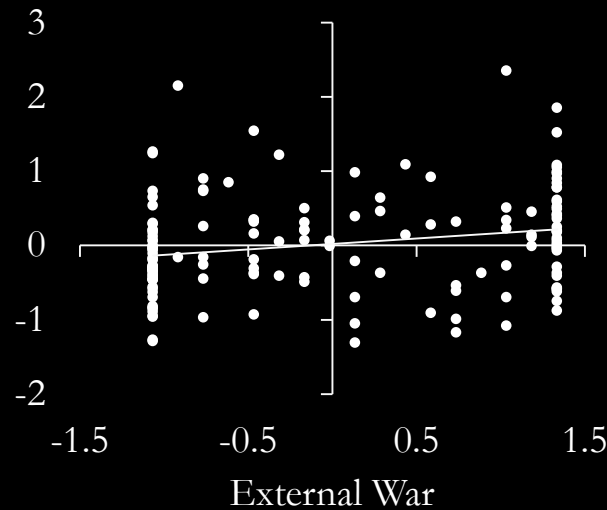
# Recap of Hypotheses

1. Forms of ecological threat should predict socialization strictness.
2. Socialization strictness should predict the strength of social institutions.
3. Socialization strictness should mediate the relationship between ecological threat and institutional tightness.

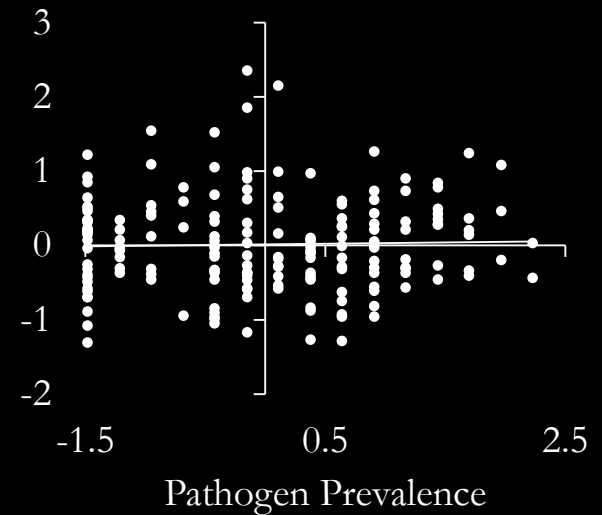
# Ecological Threat and Socialization



$B = .23, t(1,83) = 2.20, p = .03$



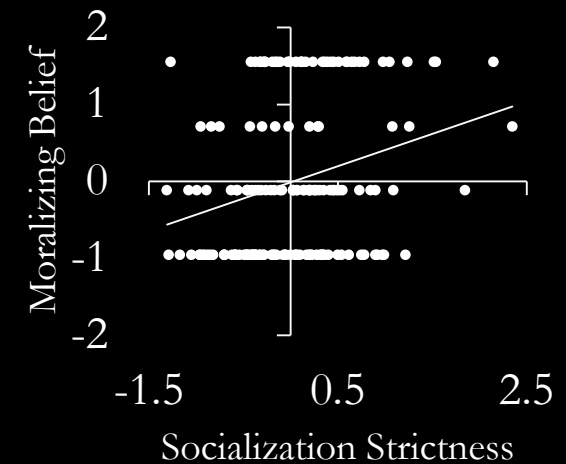
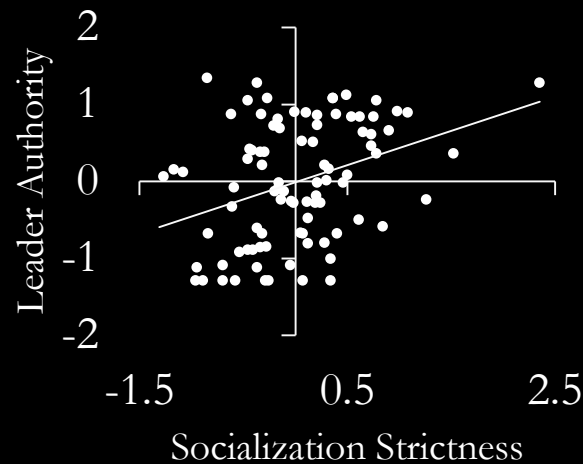
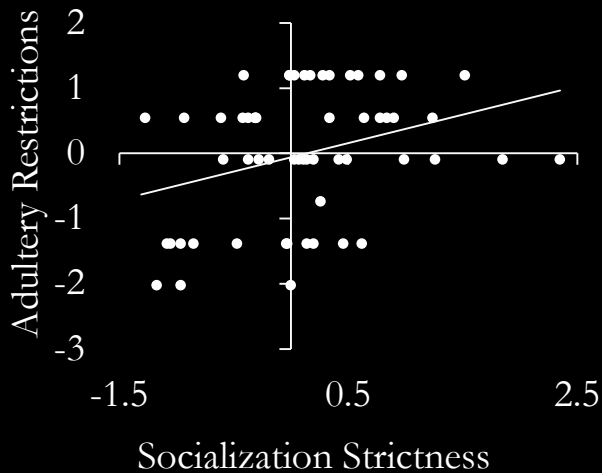
$B = .17, t(1,168) = 2.34, p = .02$



$B = .04, t(1,177) = .48, p = .63$



# Socialization and Institutional Tightness



$B = .31, t(1,59) = 2.20, p = .03$      $B = .18, t(1,189) = 1.98, p = .05$      $B = .22, t(1,164) = 2.87, p = .005$



$B = .17^*$

$B = .04$

$B = .23^*$

Warfare mediations:  
 $LLCIs > .001$   
 $ULCIs < .22$



$B = .31^*$

$B = .18^*$

Famine mediations:  
 $LLCIs > .003$   
 $ULCIs < .35$

$B = .22^{**}$





# Summary and Implications

1. Societies vary in their tightness-looseness
2. Ecological threat predicts societal tightness
3. Socialization mediates this process
4. This process is similar in contemporary nations and traditional societies



*The fractal structure of...*

*...cultural tightness-looseness*



# Acknowledgements

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# Thank You!

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