The content and structure of reputation domains across human societies:
a view from the evolutionary social sciences

Zachary Garfield[1], Ryan Schacht[2], Emily Post[3], & Shane Macfarlan[3]

[1]Institute for Advanced Study in Toulouse, [2]East Carolina University, [3]University of Utah

What is the cross-cultural distribution of reputation domains?

Ethnographic sample: 319 documents from 153 cultures

20 *a priori* reputation domains: *aggressiveness, bravery, coercive ability, cooperation, cultural conformity, honesty, industriousness, material capital, medicine, neural capital, oration, parental care, prosociality, sexual fidelity, social capital, social status, sociosexuality, somatic capital, supernatural ability, teaching*
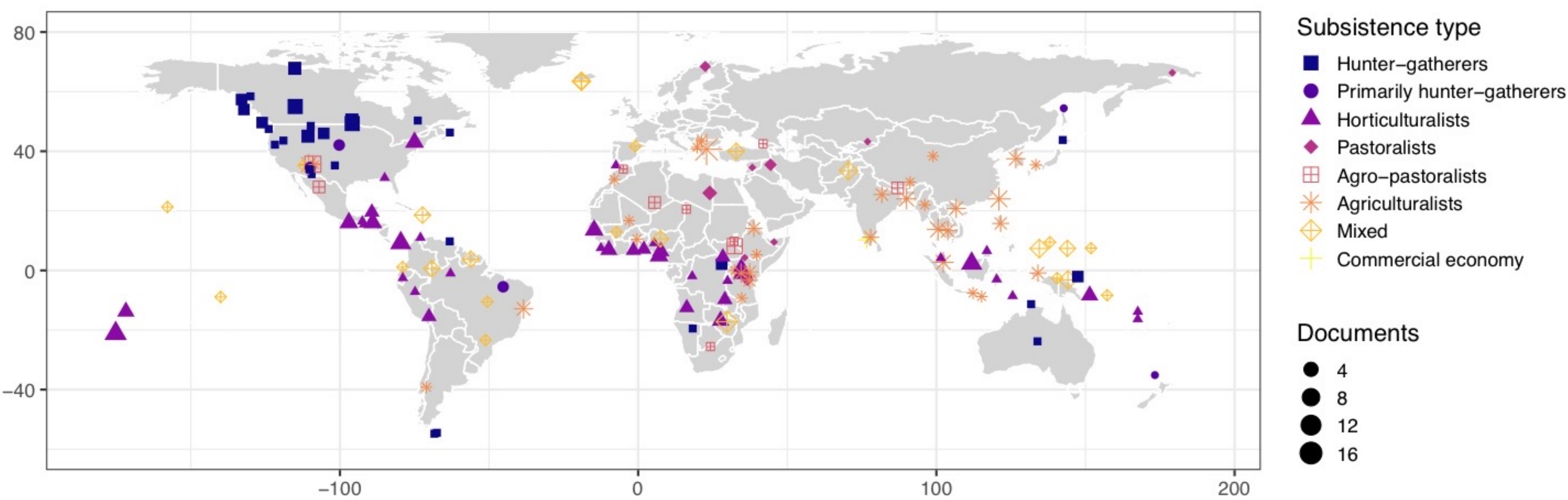
All documents coded for all reputation domains:
0 = no evidence; 1 = evidence for
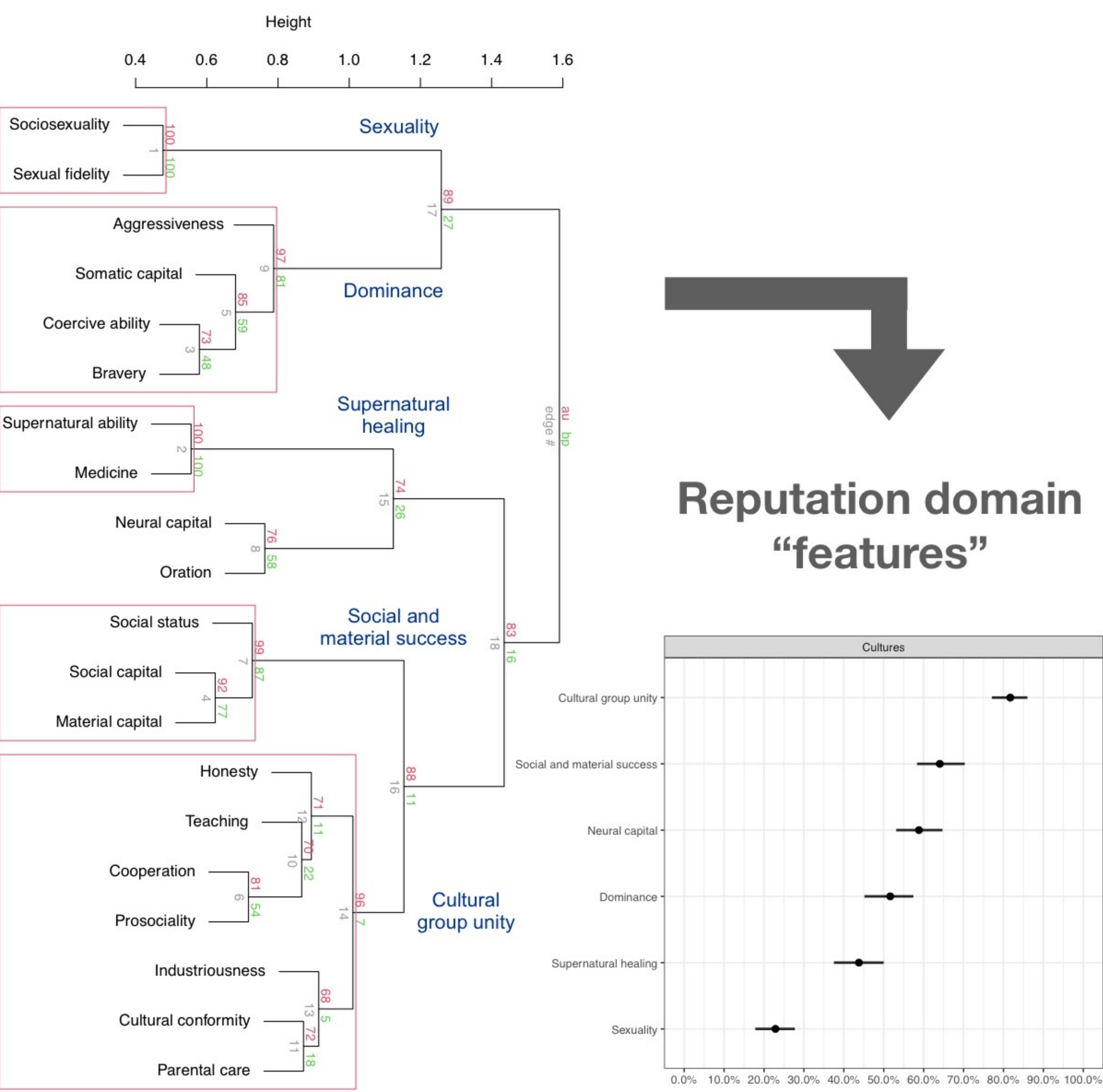
Support for reputation domains
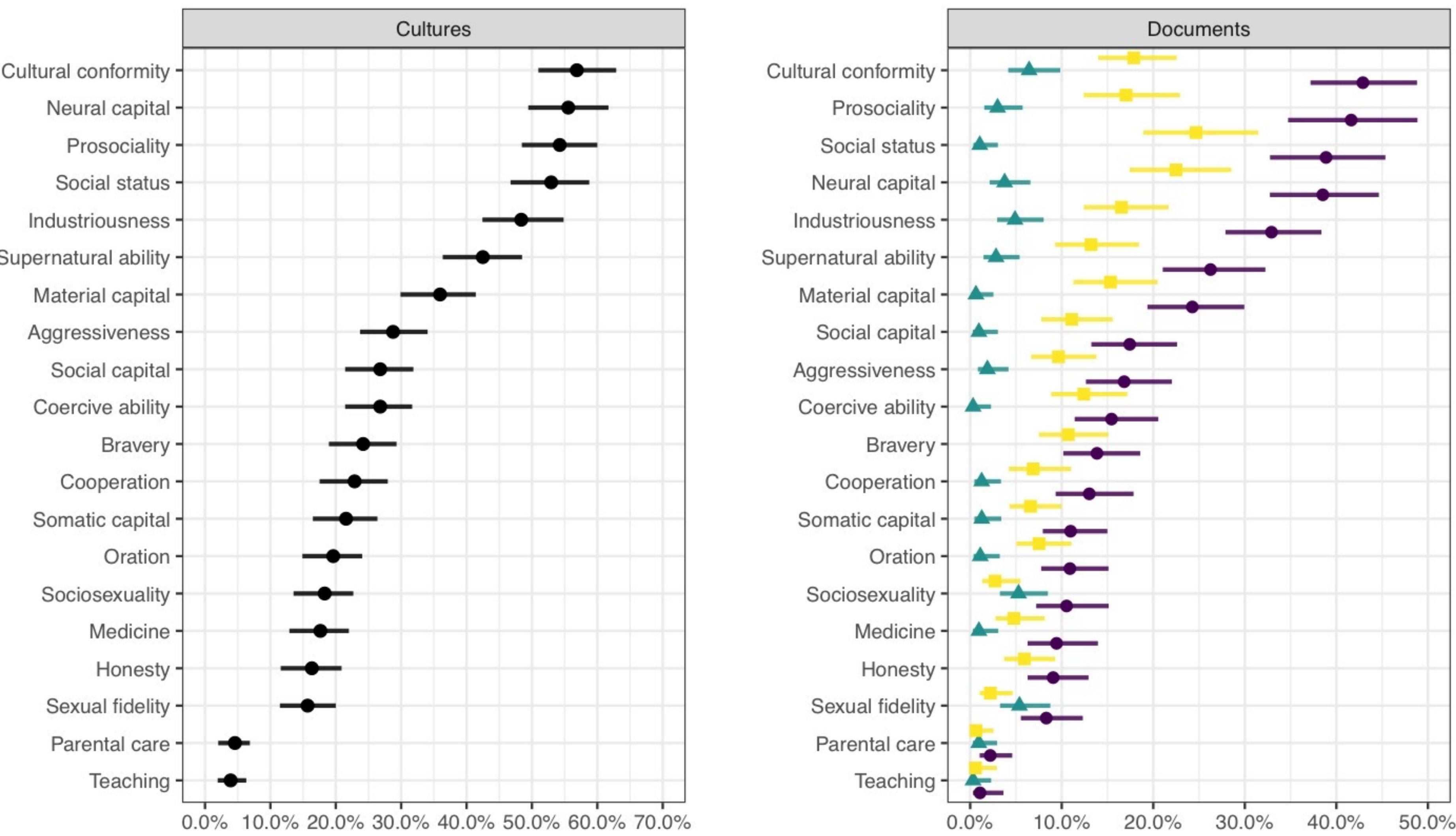
Most frequent: *cultural conformity, prosociality, social status, neural capital*
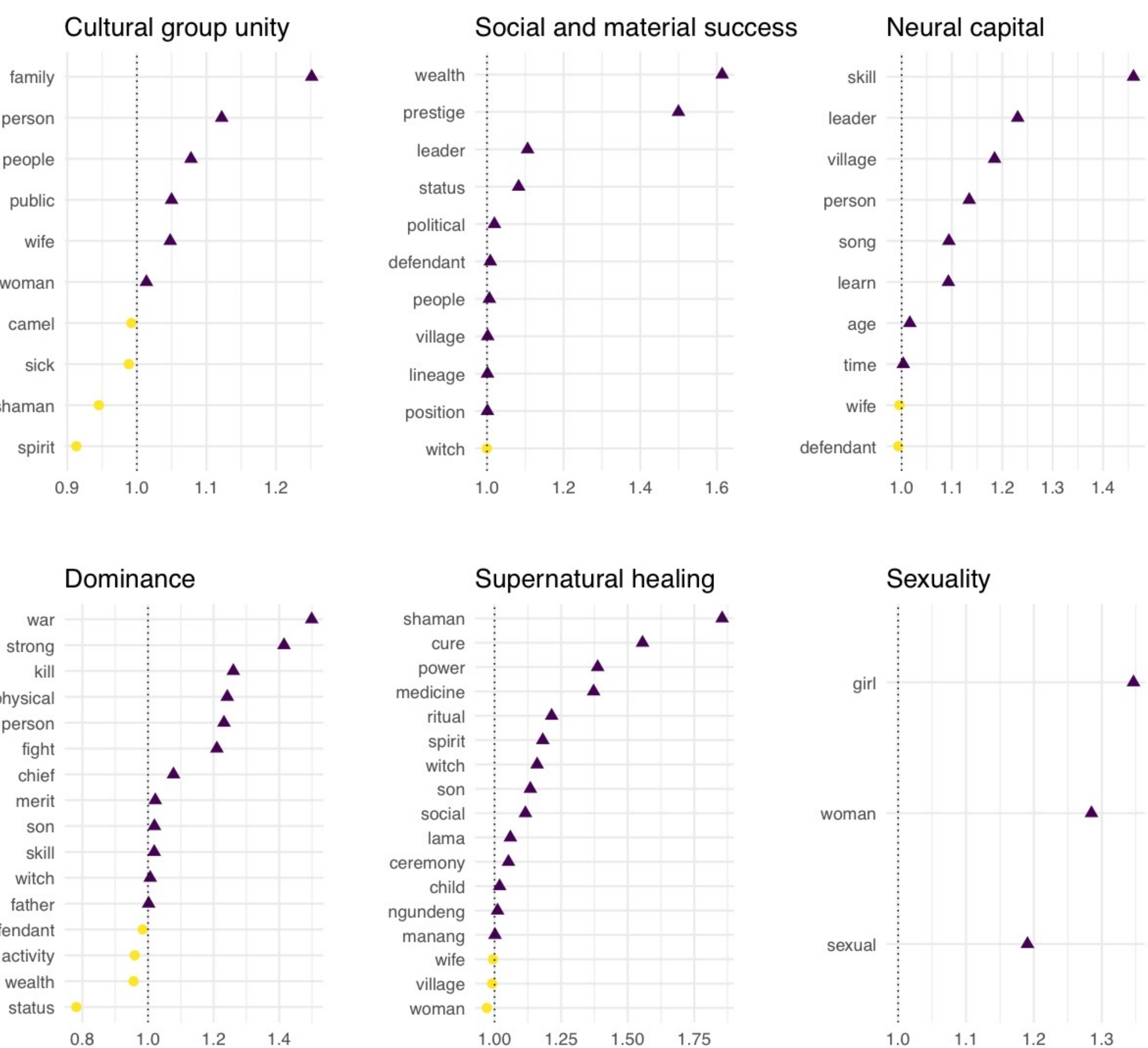
No gender bias: *sociosexuality*

Female bias: *sexual fidelity*

Structure of reputation domains

Reputation domain "features"

Semantic content of reputation domain ethnography

Conclusion: We hypothesize reputations for **cultural group unity** will be a *context-independent* universal, likely to manifest in all human societies, whereas reputations for **social and material success**, **neural capital**, and **dominance** are more likely to be *context-dependent universals*, promoted or suppressed by socio-ecological or cultural evolutionary processes.

@zhgarfield

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