Cuparatural										
Supernatural -										
Divination =										
Expert prescribes behavior/ritual -										
Narrow specialization -										
Zoological knowledge -										
Psychology -										
Heals injuries										
Broad generalist -										
Botany/herbal medicine										
Others avoid the expert										
Not trustworthy										
Reputation for inefficacy										
Evidence of failure										
Device of failure										
Payment to expert										
Lives far away										
Imposes costs on others -										
Explains mental illness										
Interprets misfortune -										
· Pregnancy -										
Acculturation -										_
Assists with uncommon/serious problem										_
Rationalizes failure										
Patronage based on social/economic reasons										
Export does not receive neyment										
Expert does not receive payment										
Confers benefits to others										
Assists with a common problem										
Reputation for efficacy										
Patronage based on efficacy										
Evidence of success =										
Trustworthy -										
Expert teaches others -										
Reputation for generosity										_
Prestige -										
Others seek proximity to expert										
Public performances										
Private performances										
Passassas assertiva knowledge										
Possesses secretive knowledge										
Politically influential										
Ornamentation -										
Knowledge domain is widespread -										
Influential outside of area of expertise										
Hierarchy w/in domain of expertise										
Experts compete -										_
Experts collaborate -										_
Expert purchases knowledge										_
Expert learns from kin										
Deference -										
Costly lifestyle										
Costly initiation										
Charismatic -										
Anti-hierarchy/no hierarchy present										
Knowledge domain is not widespread										
Knowledge distributed/multiple experts -										
Reputation for selfishness										_
Anti-prestige/low status										
Religious leadership										
Learns by revelation										
Costly ritual										
Oosiiy Illuai										
	Social	Prestigious	Incentives	Efficacious	Market	InefficaciousDis	sincentives		Low	Religiosity
	attributes	mentors		healing	specialists	healing		attributes	status	
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