
Contents

1. Strange creatures	1
2. Universal Darwinism	10
3. The evolution of culture	24
4. Taking the meme's eye view	37
5. Three problems with memes	53
6. The big brain	67
7. The origins of language	82
8. Meme-gene coevolution	93
9. The limits of sociobiology	108
10. 'An orgasm saved my life'	121
11. Sex in the modern world	132
12. A memetic theory of altruism	147
13. The altruism trick	162
14. Memes of the New Age	175
15. Religions as memplexes	187
16. Into the Internet	204
17. The ultimate memplex	219
18. Out of the meme race	235
References	247
Index	259

Index

- acupuncture 185, 186
 adoption 121, 142-3
 adultery 135
 advertising 141, 173
 afterlife 6, 18, 179-82, 195, 200-1, 219
 AIDS 140, 146
 alarm calls 47
 alien abductions 175, 180, 182, 183, 188
 alien implants 175, 178
 Allison, Paul 160, 170, 190-1, 155, 157-8
 alternative medicine 184-6, 194
 alternative therapy 227
 altruism 21, 147-74
 definition 147
 meme-driven 164-5, 168, 169, 172-4
 reciprocal 76, 104, 149-56, 159, 167, 172-4, 229, 246
 trick 165, 170, 181, 184, 186, 189, 193, 195, 201
 American, native 113
 analogue 58, 102, 213
 anatta 230
 apes 68, 69, 71, 97, 90
 arms race 74, 109
 assortative mating 124
 astrology 41, 184, 231
 Australopithecines 69-70, 71, 89-90
 Axelrod, Robert 151
 Ayatollah Khomeini 191

 Baars 224
 babies 112, 125, 135, 141; *see also* infants
 bacteria 21, 109
 Baker, Robin 129
 Baldwin Effect 116-19
 Baldwin, James 24, 116-17
 Balzac, Honoré de 131
 Barnum Effect 183
 Bartlett, Sir Frederic 14
 Basalla, George 27-8
 beauty trick 189, 192, 193, 195, 201
 bees 161
 Beethoven, Ludwig von 53
 behaviourism 112
 Bellis, Mark 129
 beneficent norms 160, 170, 172, 190-1
 beneficent rules 157-8
 benign user illusion 225, 229, 230, 237, 238

 Benzon, William 64
 Berlin, Brent 113
 Bible 25, 26, 192, 232
 bipedalism 69, 71
 birds 48, 79, 118, 123, 128,
 birdsong 49, 72, 78 161
 birth control 135, 139-42, 143, 145, 190
 birth rate 121, 144-5
 Blake, William 56
 blind 222
 'blind watchmaker' 240
 blood donation 152
 Bloom, Paul 94-5
 Boas, Franz 114
 bots 217
 Boyd, Robert 35, 75, 108, 120, 198
 brain damage 46, 71-2
 Broca's area 72, 89
 Brodie, Richard ix, 22, 45, 53, 65, 121, 135, 163, 241
 Bronowski, Jacob 53
 Bucke, Richard 211
 Buddhism 189, 195, 199, 230-1
 burial 89, 195, 200
 Buss, David 126-7, 128
 bystander apathy 152

 Campbell, Donald 17, 29
 Campbell's Rule 17, 18, 35, 62
 cannibalism 34
 capacity for culture 32
 Cartesian Theatre 225, 226, 239
 Catholicism xiv, 135, 139, 187-8, 191-2
 cats 40, 43-5, 109, 139, 182-3, 237
 Cavalli-Sforza, Luigi 34, 132
 celibacy 134, 138-9, 143, 197
 Chagnon, Napoleon 199
 chain letters 7, 19, 21
 Chalmers, David 237
 chaos 12
 Chaplin, Charlie 131
 charity 164, 165-6, 169
 chastity 128
 cheats 42, 96, 97, 156
 Cherokee 206
 Chihuahua Fallacy 68
 child care 123
 childbirth 71, 119, 127

- chimpanzees 49, 50, 69, 88, 97
 Chomsky, Noam 93-4
 Christianity 179-80, 181, 191, 192, 194
 Churchland, Patricia 220
 Cialdini, Robert 171
 circumcision xiii, 135, 191
 Claxton, Guy 227, 245
 Cloak, F.T. 31-3, 35, 63, 64, 110
 cloning 145-6
 co-adapted meme-complex xiv, 19
 coevolution 98, 118
 gene-culture 33, 35
 gene-meme 93-108, 118-19, 129, 133, 159, 162,
 religion and genes 195-7
 cognitive dissonance 165-6, 185
 colours, naming 112-14
 co-memes 168
 complexity 12, 13, 28, 122
 computer games 217
 computers 204-18
 conditioning 4, 34, 44, 45, 117
 consciousness 1-3, 22, 73, 204, 206, 219-46
 artificial 218, 238
 consistency principle 165, 186
 conspiracy theories 178, 180
 contagion 46, 47
 contraception 123, 129, 190
 Copernicus, Nicholas 8, 32
 copybots 106
 copy-the-instruction xi, 61-2, 64, 213-15
 copy-the-product xi, 61-2, 64, 213-15
 Cosmides, Leda 111, 115
 creativity 15, 131, 206, 239-40, 242
 Crick, Francis xii, 221, 235
 Cronin, Helena 148
 Crook, John 134, 229
 Csikszentmihalyi, Mihalyi 230, 241
 cults 170, 187, 231
 cultural fitness 34, 158
 cultural instructions 31-2
 cultural relativism 112-14
 cultural trait 33, 34, 83
 cultorgen xiv, 33
- Da Vinci, Leonardo 131
 Daly, Martin 128
 Damasio, Antonio 46
 Darwin machine 15, 16, 40
 Darwin, Charles 11, 56, 79, 148, 149
 and language 24-5
 Origin of Species 10, 56
 theory of evolution by natural selection 1, 8,
 10, 235
 Darwin, Erasmus 10
 Dawkins, Richard 4-6, 21, 28, 32-6, 53, 205,
 241
 altruism 152
 biological advantage 30-1, 33, 108
 Blind Watchmaker 240
 Climbing Mount Improbable 13, 28
 co-adapted meme-complexes 19
 definition of meme 4-6, 63-4,
 extended phenotype 109-10
 fidelity, fecundity, longevity 58, 100
 religion 110, 138-9, 187-8, 191-2, 232
 replicators and vehicles 5, 65-6, 198
 The Selfish Gene 4-6, 219
 virus of the mind 22, 110
 Deacon, Terrence 67, 68, 97-8, 104, 108,
 deaf 87, 88
 death 179-82, 185, 199
 deception 76
 Delius, Juan xii, 64, 110
 Dennett, Daniel 11, 14, 35, 53-4, 64-5, 118
 and consciousness 22, 223, 225, 238
 benign user illusion 225, 229, 230-1, 237-8
 Cartesian Theatre 225, 226
 cui bono? 30, 34,
 Design Space 13, 28
 evolutionary algorithm 11, 63
 free will 237
 good tricks 101
 human mind 207
 intentional stance 229
 Tower of Generate and Test 116-19
 Descartes, René 219-20
 Diamond, Jared 25, 26
 Diana, Princess of Wales 84-5, 169, 170
 dictionary viii, 8
 digital x-xii, 57-8, 59, 100, 102-3, 213, 216
 divination 182-4
 dogs 44, 68, 148
 dolphins 3-4, 50, 150, 161
 Donald, Merlin 90, 98, 108
 Du Preez, Peter 155
 Dual Inheritance Model 35
 dualism 206, 220, 225, 229
 Dunbar, Robin 96-7
 Durham, William 17, 35, 64, 108
- Eccles, Sir John 220
 Egyptians 26, 206
 e-mail 140-1, 212
 encephalisation quotient 68
 endorphins 179, 185
 epidemiology ix
 Eskimos 113-14
 evolutionarily stable strategy 151
 evolutionary algorithm 11-14, 22, 63, 94, 106,
 204
 evolutionary epistemology 29
 evolutionary psychology 36, 41, 58, 111, 115,
 121
 altruism and 147-54, 166
 language and 83
 religion and 196
 sex and 122-9

- family planning 121
 farming 26-7, 133
 fax machine 140, 204, 212
 Fayu 199
 fecundity 100-7, 119, 204, 205, 208-9, 212
 definition 58
 Feldman, Marcus 34, 132
 fidelity x, xiv, 57-8, 100-7, 119, 204-5, 208-9,
 212-13
 definition 58
 fire 69, 78, 89, 95
 Fisher, R.A. 125
 foraging 73, 95, 97, 105
 Foré 34
 foresight 240-1
 conscious 103, 142, 241
 genes have no 110, 119, 122
 replicators have no 13, 42, 145
 fortune telling 182-4
 free will 32, 33, 221, 225, 236-7, 244
 Freeman, Derek 114-15
 frogs 117, 123
 frontal cortex 71
 lobe 46

 Gabora, Liane 45, 64
 Gage, Phineas 71-2
 Galileo 8
 game theory 150
 Gatherer, Derek 55
 Gav 157
 Gavin 154-5, 165-6
 Geldof, Bob 169, 170
 gene, definition 53-4
 gene pool xv, 144
 genetic engineering 145-6
 genotype xi, 32, 59-62, 64
 germ line 60, 66, 101
 gorillas 50, 73, 88
 gossip 96, 212
 Gould, Stephen Jay 13, 17, 28, 93-4
 Graham, Billy 193
 grammar 87, 93-107
 module 112
 Universal 93-5
 Grant, G. 64
 greater-goodism 148, 151
 green movement 168
 Gregory, Richard 118
 grooming 96-7, 147
 group selection 148, 197-200

 Haldane, J.B.S. 148
 Hameroff, Stuart 220
 Hamilton, William 148
 handedness 72, 90
 'hard problem' 2, 237
 Hartung, J. 191
 healing 30, 182, 186, 187-8, 193
 heaven 179, 181, 182, 196, 200
 hell 188, 196
 Hendrix, Jimi 130
 Hinduism 179-80, 189, 191, 199
 Hofstadter, Douglas R. 18
 homeopathy 182, 185
Homo erectus 69, 71, 73, 78, 89-91
Homo habilis 69, 76, 89, 123
Homo psychologicus 73, 229
Homo sapiens 69, 89-91, 123
 homosexuality 123, 135, 137, 201
 Hull, David 5, 29
 Hume, David 226
 Humphrey, Nicholas 73, 229
 hunter-gatherers 27, 36, 87, 121-46, 166, 195
 hunting 95, 97, 105, 109, 127, 130, 199.
 hypnosis 177, 185

 i-culture 31-2, 63, 64
 illusion of control 183-4, 185
 imitation, definition 6, 47
 immune system 16, 74
 imprinting 34
 inclusive fitness 149
 incubus 177
 Indians, American 113
 Mexican 206
 infanticide 125
 infants 50, 51, 160; *see also* babies
 infidelity 128
 insight 75
 intelligence, artificial 1, 112, 217, 218
 intentional stance 229-30
 intentionality 98, 162, 229
 interactor 5
 Internet viii-ix, xiii-xiv, 142, 216-18
 inventions 26, 215
 investment, parental 79
 Islam 25, 190, 191, 194, 201,

 Jacobs, David 176
 Japan 208
 Japanese 207
 jealousy 36, 128, 134
 Johansen, Donald 69
 Jones, Sir William 25
 Judaism 189, 199
 justice 150

 Kauffman, Stuart 12
 Kay, Paul 113
 Kev 157, 158, 160, 168
 Kevin 154-6, 165
 kin selection 149-61, 190, 246
 Koran 190, 191
 K-selection 100-1, 212

 Lamarck, Jean-Baptiste de 10, 59, 60
 Lamarckian inheritance xi-xii, 59-62, 116, 215

- language 82–107, 132–3, 207–9
 - apes and 90
 - artificial 106, 218
 - brain areas 72
 - chimpanzees and 88
 - function of 93–107
 - instinct 88
 - monkeys and 95–7
 - Neanderthals and 70
 - origins of 82–92, 99–107, 205, 242
 - sign 87–8, 102
- laughter 47, 72
- Leakey, Richard 89
- learning 4; *see also* conditioning
 - social 47–50, 75
- leash, culture on a 32–5, 80, 111, 119, 132, 144
- Libet, Benjamin 225–7
- local enhancement 48
- longevity 100–7, 119, 204, 205, 212–13
 - definition 58
- Lucy 69, 89, 91
- Lumsden, Charles 33, 108
- Lynch, Aaron ix, 22, 64, 134, 201
- Lysenko, T. D. 60

- Machiavelli, Niccolò 74
- Machiavellian Intelligence 74, 75–6, 95–6, 104, 229
- Mack, John 176
- Mackay, Charles 75
- map, mental/cognitive 44, 73
- marketing 141, 193
- marriage 128, 134, 136–9, 169
- Marx, Karl 24, 235
- masturbation 135, 137
- mate choice 77–81, 104–5, 124–31, 134, 197
- Maynard Smith, John 59, 91
- m-culture 31–2, 64
- Mead, Margaret 114–15
- meat eating 71, 73, 157, 167
- meditation 38, 42, 193, 226
- meme, definition 4–6, 43, 63
 - buttons 121, 163
 - fountain 155, 157, 160, 163
 - phenotype 62–6
 - pool xiv, 41, 49, 55, 86, 210
 - products 64, 155, 163
 - vehicle 63
 - unit of 53–4
- memeplex, definition 19–20
- memetic
 - driving 108, 116–9, 130, 133, 160, 164
 - engineering xiv, 193, 233
 - theory of altruism 155
- Memetics, Journal of 8
- memotype xiv, 64
- Mendel, Gregor xii
- mental representation 64
- microtubules 220

- Midgley, Mary 17
- Miller, Geoffrey 131
- mimesis 98
- mind, theory of 75
- Minsky, Marvin 2
- miracles 193
- monkeys 48, 49, 95–7, 102, 149
- monogamy 128, 134, 136
- Morgan, Lewis 24
- Mormonism 170, 201
- Mother Teresa 190
- MUDs 216
- Munch, Edvard 54
- music 55–6, 61–3, 66
- mystical experiences 194, 197

- Neanderthals 69–70, 120, 195
- near-death experience 179–82, 188
- nepotism 138
- neural networks 57, 64
- Newton, Isaac 32

- obligation 170, 172–4, 186
- Old Hag 177, 182
- orgasm 121, 129
- ovulation 128–9

- parasites 109, 139, 145
 - cultural instructions as 32
 - memes as 6, 110, 159, 161
- parental
 - care 148
 - certainty 128
 - investment 125–9
- paternity 145
- Pavlov, Ivan 44
- Penrose, Roger 220
- phenotype 63
- phenotype xii, 32, 59–66
 - extended viii, xii, 109–10
 - memes 62–6
- Picasso, Pablo 131
- Pinker, Steven 25, 70, 88, 94–5, 112, 196, 237,
- placebo effect 186, 188
- Plato xii
- pleistocene 36
- Plotkin, Henry 16, 29, 240
- polyandry, fraternal 134, 136
- polygyny 134
- poodle 14
- Popoff, Peter and Elizabeth 193
- Popper, Sir Karl 28, 118, 220
- population 211
- potlatch 159
- prayer 187–8, 193
- printing 209–10
- prisoner's dilemma 150–1
- progress (in evolution) 13, 28, 59, 94,
- prosocial behaviour 147

- prostitution 126
 Pyper, Hugh 192, 232
- QWERTY 208
- rational choice theory 158
 Ray, Verne 112
 reciprocation 172-4, 229; *see also* altruism,
 reciprocal
 recycling 168, 169
 Reiss, Diana 3-4
 religious experiences 201
 replicator
 criteria for 14, 100-7
 definition 5
 power 5, 13, 35, 43, 236, 240
 and vehicle 5, 65-6, 198
 reverse engineering 51, 214
 Richerson, Peter 35, 75, 108, 120, 198
 Ridley, Mark 199
 Ridley, Matt 128, 159
 robots 2, 106-7, 218, 238
 Rose, Nicholas 239
 r-selection 100, 212
 Rubens, Peter Paul 131
 Rushdie, Salman 191
- Samoa 114-15
 scan, brain 39, 80, 89
 scars 177, 183
 science 6, 28-9, 65, 176, 244
 and religion 202-3
 and spirituality 244
 selection, sexual 79-80, 81, 131
 self 2-3, 194, 219-34, 242-6
 awareness 73, 230
 illusory 228
 real 228
 self-centered selectionism 239
 selfish gene theory 5, 148
 selfplex 231-4, 236, 238, 243, 245-6
 Sequoyah 206-7
 shaping 45
 Shipman, Pat 95
 Showalter, Elaine 176
 sign language 87-8, 102
 Singh, Devendra 127
 Skinner, B.F. 44-5, 117-18
 sleep paralysis 175, 176-8, 180
 Smith, Joseph 170
 snails 109-10, 139
 Société de Linguistique de Paris 87, 105
 sociobiology 32-3, 35, 121, 235
 altruism and 147-52, 162
 antagonism towards 33, 170
 language and 83
 limits of 108-20
 religion and 196
 sex and 122-9, 136, 144
 socioecology 134
 sociotype 64, 66
 soup, primeval 5, 102, 205
 pumpkin 61-3, 65, 213
 Spencer, Herbert 24
 spiritual experiences 194
 spiritualism 67, 193, 222
 spirituality 68, 184, 244
 Standard Social Science Model (SSSM)
 111-15
 stimulus enhancement 48
 Stokes, Doris 194
 subjectivity 2, 238
 succubus 177
 suffering 230-1, 243
 suicide 47, 51
 Sumerians 206
 symbiosis 109, 120,
 symbiont
 cultural instructions as 32
 memes as 110, 159, 161
 language as 98
 symbolic threshold 97-8, 104
 symbols 97-8, 105, 106-7
 Szathmáry, Eörs 91
- taboos 135, 137, 199
 Taieb, Morris 69
 talking 82-6
 Talmud 191
 Tarot cards 812-3
 teaching 34
 technology 27-8, 31, 64, 103, 204
 alien 175, 178
 copying 211
 fear of 178
 telephone 212, 215
 temporal lobe 179, 197
 theory of mind 229-30
 Thorndike, Edward Lee 47
 tit-for-tat 151, 156
 Tooby, John 111, 115
 toolmaking 97, 195
 tools 72-3, 95
 mind 118
 stone 69, 76-8, 89-90, 130
 Toth, Nicholas 89
 Tower of Generate and Test 117-19
 Toynbee, Arnold 24
 transmission,
 horizontal xiii, viii, 34, 132-8, 141, 191, 201
 longitudinal viii, xiii
 oblique 132-3
 vertical 34, 143, 132-8, 190, 201
 Trivers, Robert 125, 149, 151, 229
 trustworthiness 150-1, 152
 truth trick 180-1, 182, 193, 201, 189
 Tudge, Colin 26-7
 tunes 6, 55-6, 169

twins 197

UFOs 175, 177, 180, 192

Universal Darwinism xvi, 5, 10–18, 24, 29

urban myth 14–15, 113

vampire bats 147, 150, 151

van Gogh, Vincent 54

vegetarianism 167

vehicle 65–6, 110, 198

definition 5, 65

meme 65, 215

gene 65

viral sentences 18

virginity 115, 169

virus 85, 178, 217

biological viii, ix, 19, 21–2

computer 20–2, 217

cultural instructions as 32

internet 20–1

of the mind 22, 110

waist-to-hip ratio 126

Walker, Alan 90, 95

Wallace, Alfred Russel 11, 67

Warraq, Ibn 190

Watson, James, D. xii

web sites 216

weed theory 41, 84, 242

Weissman, August xi, xii, 59, 60

Wells, H.G. 130

Wernicke's area 72

Williams, George C. 198

Wills, Christopher 74

Wilson, Edward O. 33, 108, 123, 144, 196

Wilson, Margo 128

Wittgenstein, Ludwig vii, x

World Wide Web viii, xiv, 215–18

Wright, David 105

writing 98, 103, 205–11, 213–14

Yanomamö 199