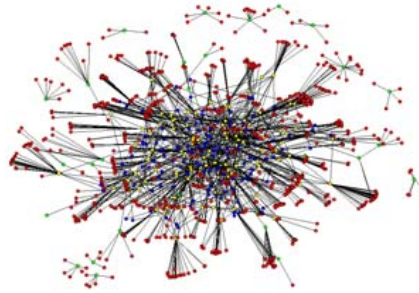


# **Four-Campus Video-Conference Series, F-W-S 2005-6**

## **Human Sciences and Complexity**



**May 5: Friday, 1:30-3:00**

**Jean Ensminger**

**Anthropology, California Institute of Technology**

**“The Co-Evolution of Pro-Social Norms and the Market”**

Abstract:

Social norms instruct much of human social interaction in all societies and they often flavor profound differences across cultures. But where do norms come from, and more interestingly, how and why do they change over time and what impact do they have on economic performance? Ensminger will discuss these topics in light of case study material from several decades of research with a nomadic cattle herding population in East Africa. She will also present experimental economic research from a collaborative project with over a dozen fellow anthropologists working in hunting and gathering, horticultural, herding, and industrial societies. Data from controlled experiments around the world help us flesh out the processes involved in the co-evolution of market institutions with social norms that govern cooperation, fairness, and trust.

### **Video Conference Locations for Participants**

**UCLA: 285 Powell Library** - [vidcon@ucla.edu](mailto:vidcon@ucla.edu)

**UCSD: 260 Galbraith Hall (CLICS)** - [mgibsen@ucsd.edu](mailto:mgibsen@ucsd.edu)

**UCR: A139 Olmsted Hall** - [mcap@ucr.edu](mailto:mcap@ucr.edu)

**UCI: 120 Social Science Tower** – [Austin.Kearsley@uci.edu](mailto:Austin.Kearsley@uci.edu) 949-824-7581