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It is counter-intuitive that natural selection would favor personality traits related to altruism and other forms of cooperation in society. However, when human beings formed permanent settlements and began the practice of division of labor, it became essential for survival to be accepted as a member of the society and the various groups within it. So the group evolution forced the evolution of cooperative traits which qualified individuals to become members of the established society. In this study, we have looked at a variety of social groups and determined the requirements they place on individual personality structure. The first step was to define personality as an eight-dimensional vector space, extending the theory of “The Psychology of Personal Constructs” developed by George Kelly in the mid-fifties. The second step was to characterize human activities, careers and avocations, as memes according to the same structure. Then we determined the personality axes that were most demanded by the memes. The personality traits which score highest were deemed to be most important and the most influential in guiding human evolution. The presentation will report the results of the analysis and the relative ranking of human personality traits in order of importance. (Received August 14, 2012)