

# MIS *match* or MISNOMER?



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phylogenetic inertia

stone-age mind

changing environments

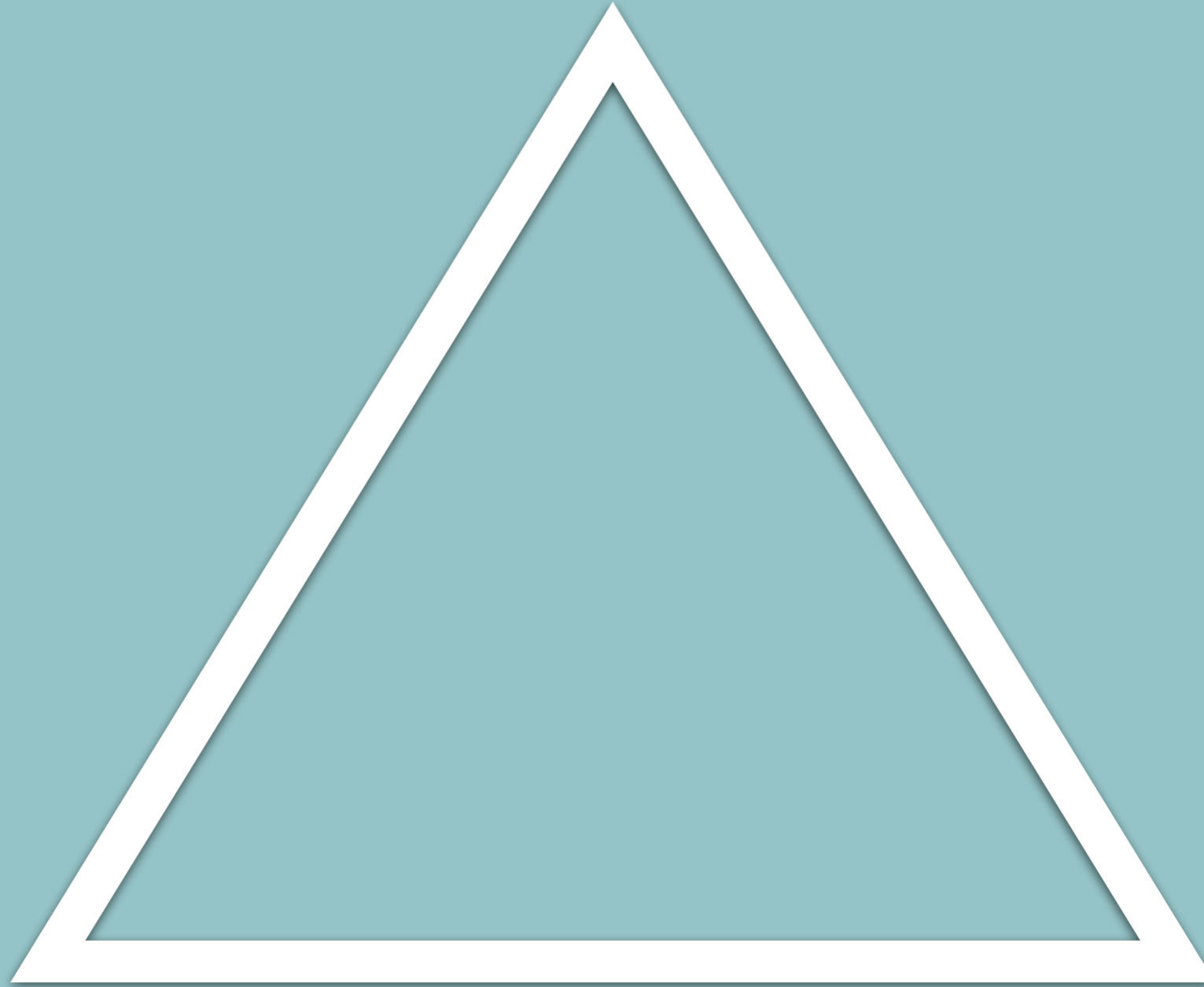
slow genetic evolution

adaptive lag

maladaptive behaviour

mismatch

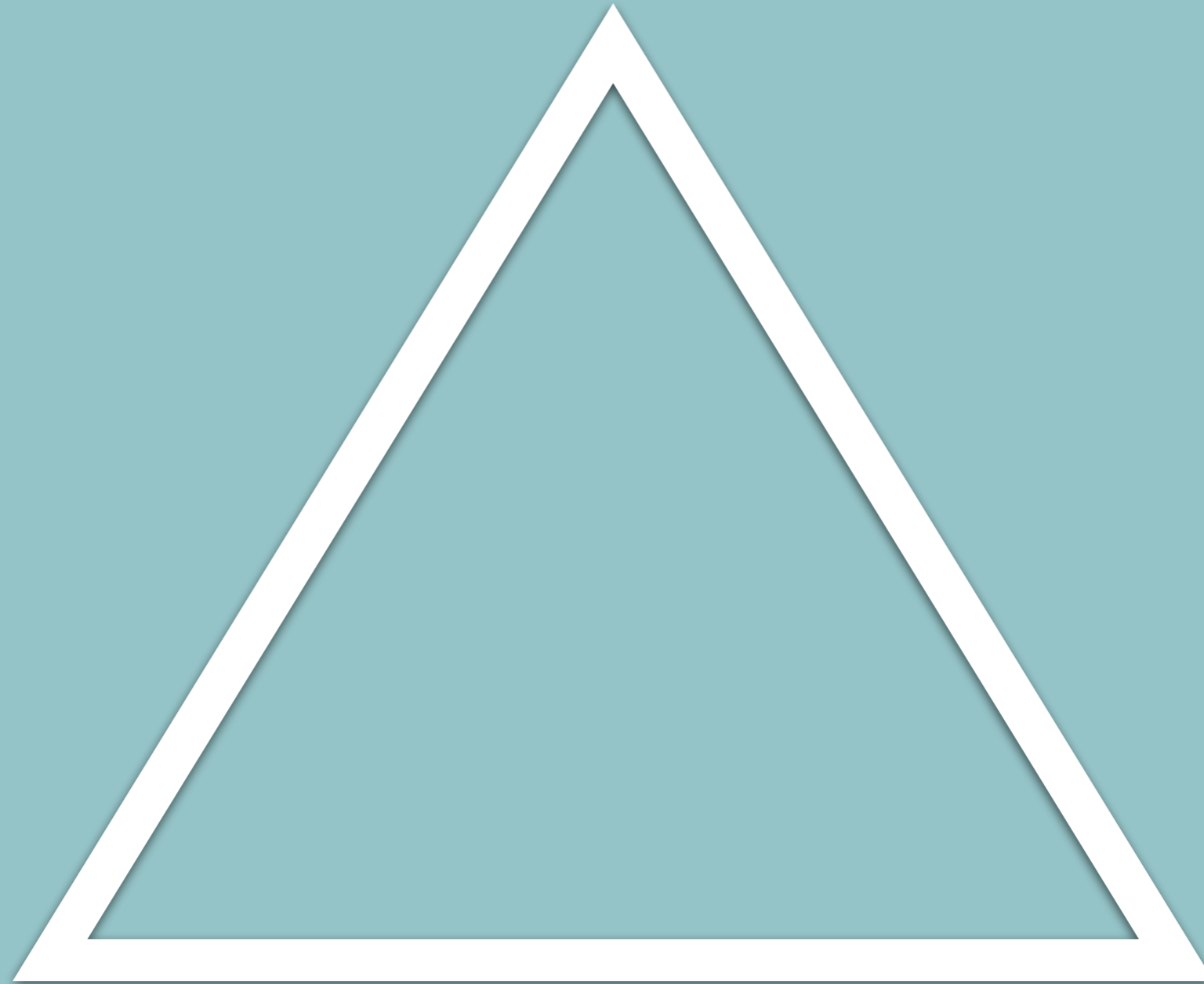
EVOLVED  
MECHANISM



CUES FROM  
ENVIROMENT

FITNESS  
(COSTS)

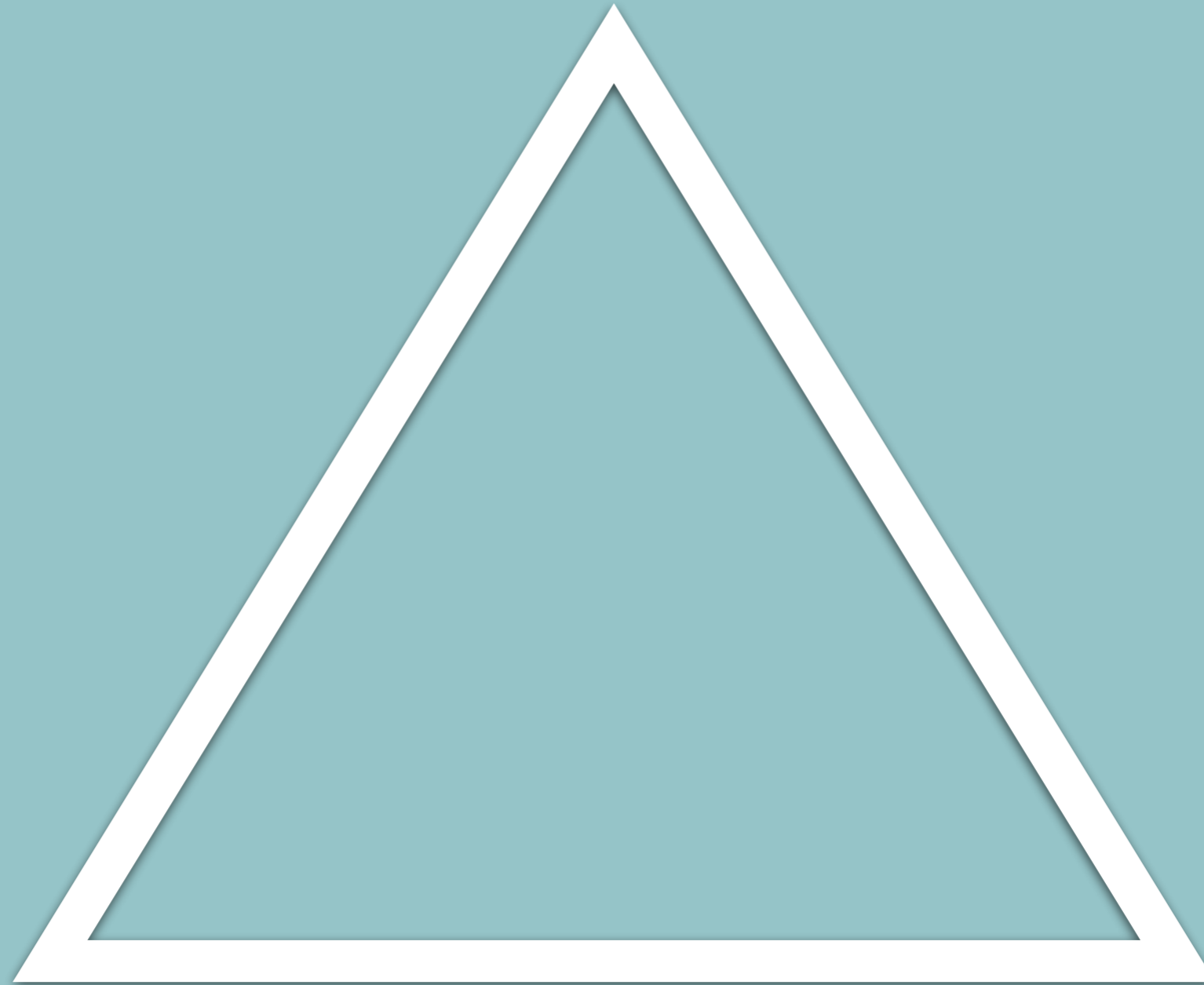
**EVOLVED  
MECHANISM**



CUES FROM  
ENVIROMENT

FITNESS  
(COSTS)

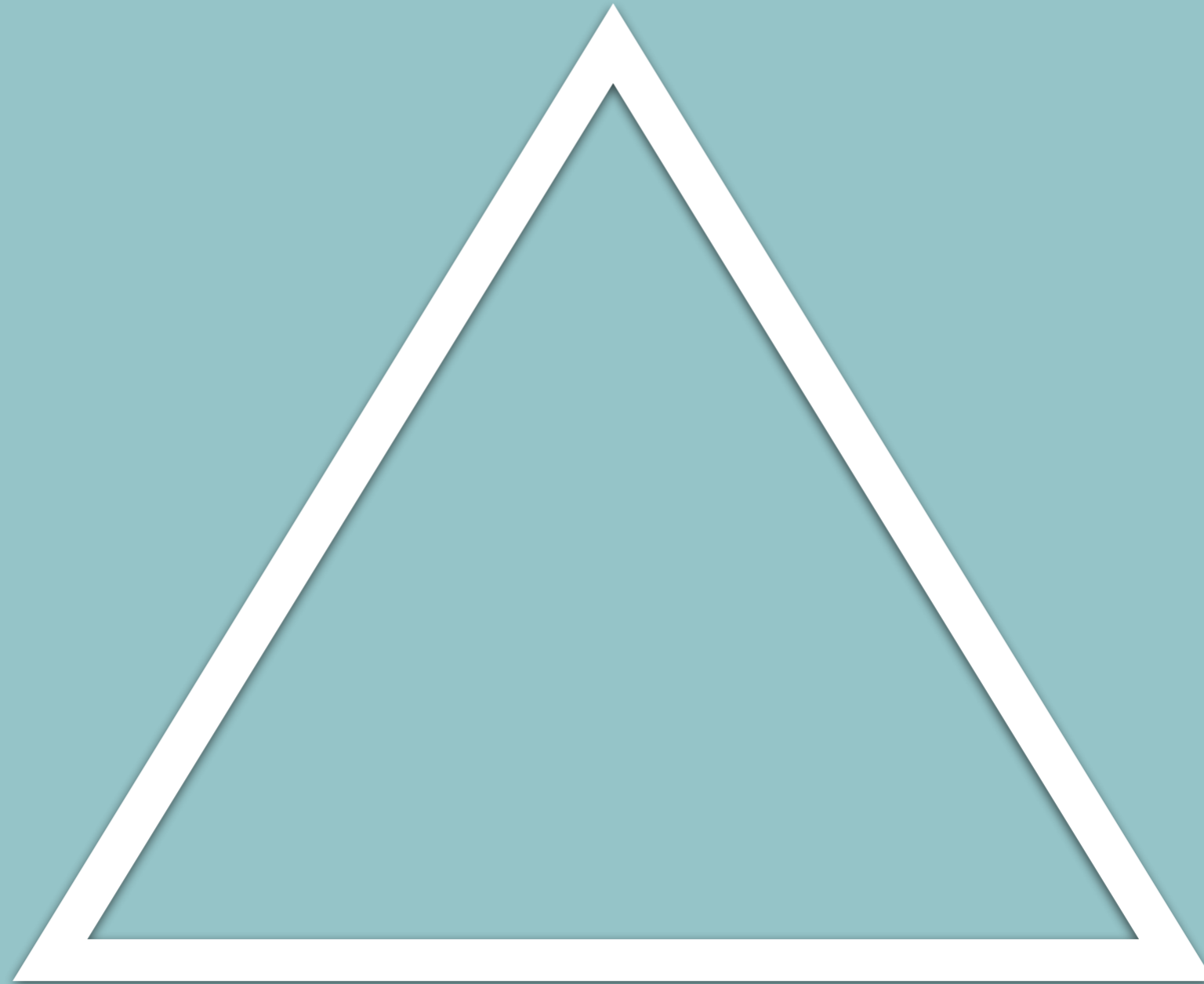
EVOLVED  
MECHANISM



CUES FROM  
ENVIROMENT

FITNESS  
(COSTS)

EVOLVED  
MECHANISM



CUES FROM  
ENVIROMENT

**FITNESS  
(COSTS)**

EVOLVED  
MECHANISM



CUES FROM  
ENVIROMENT

FITNESS  
(COSTS)

# EVOLVED MECHANISM

Sweet tooth  
Fat storage  
Feast and famine



More sweet,  
high calorie food

# CUES FROM ENVIROMENT

Health costs

# FITNESS (COSTS)



# EVOLVED MECHANISM

Sweet tooth  
Fat storage  
Feast and famine



10% in Netherlands

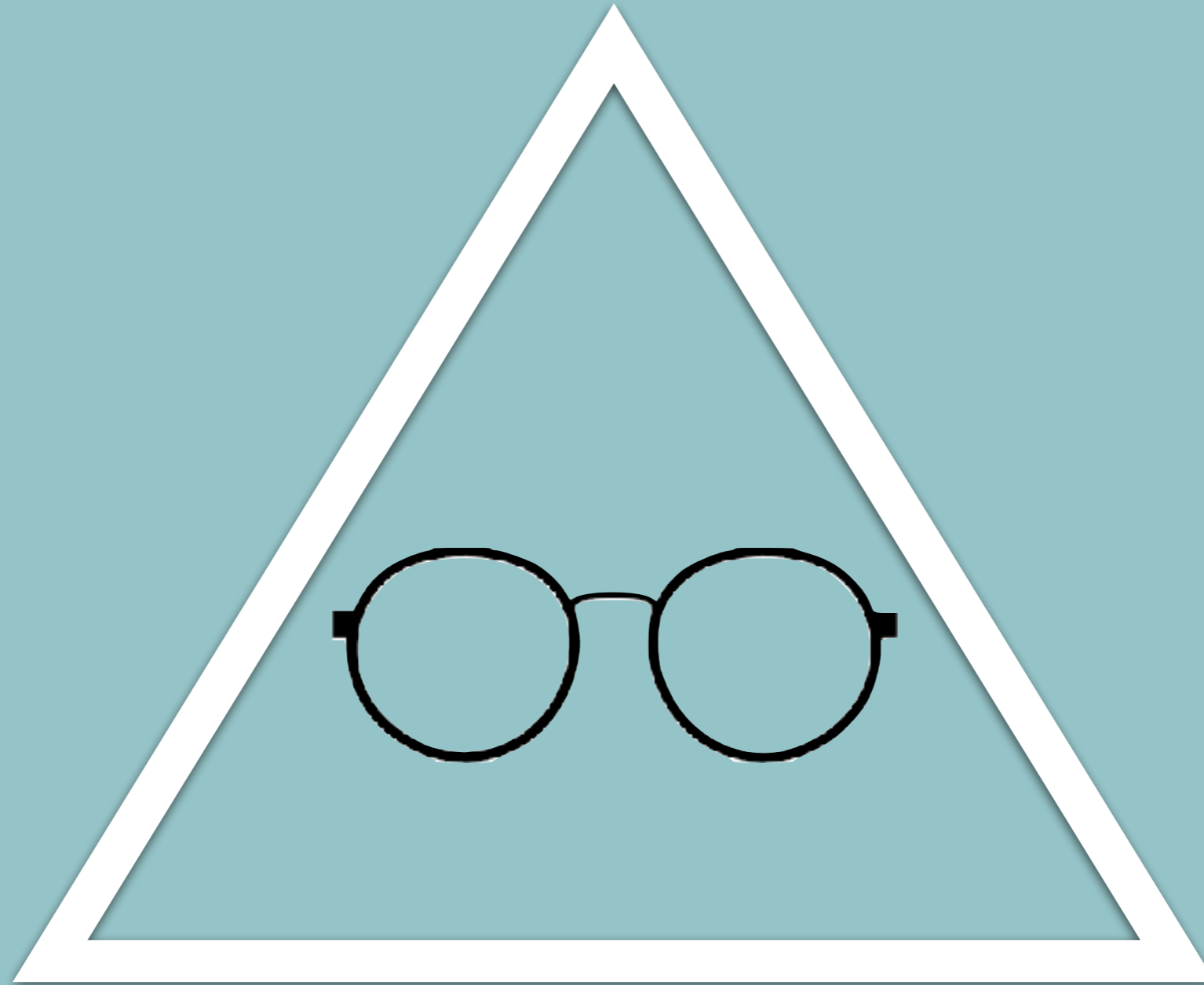
More sweet,  
high calorie food

Health costs

## CUES FROM ENVIROMENT

## FITNESS (COSTS)

EVOLVED  
MECHANISM

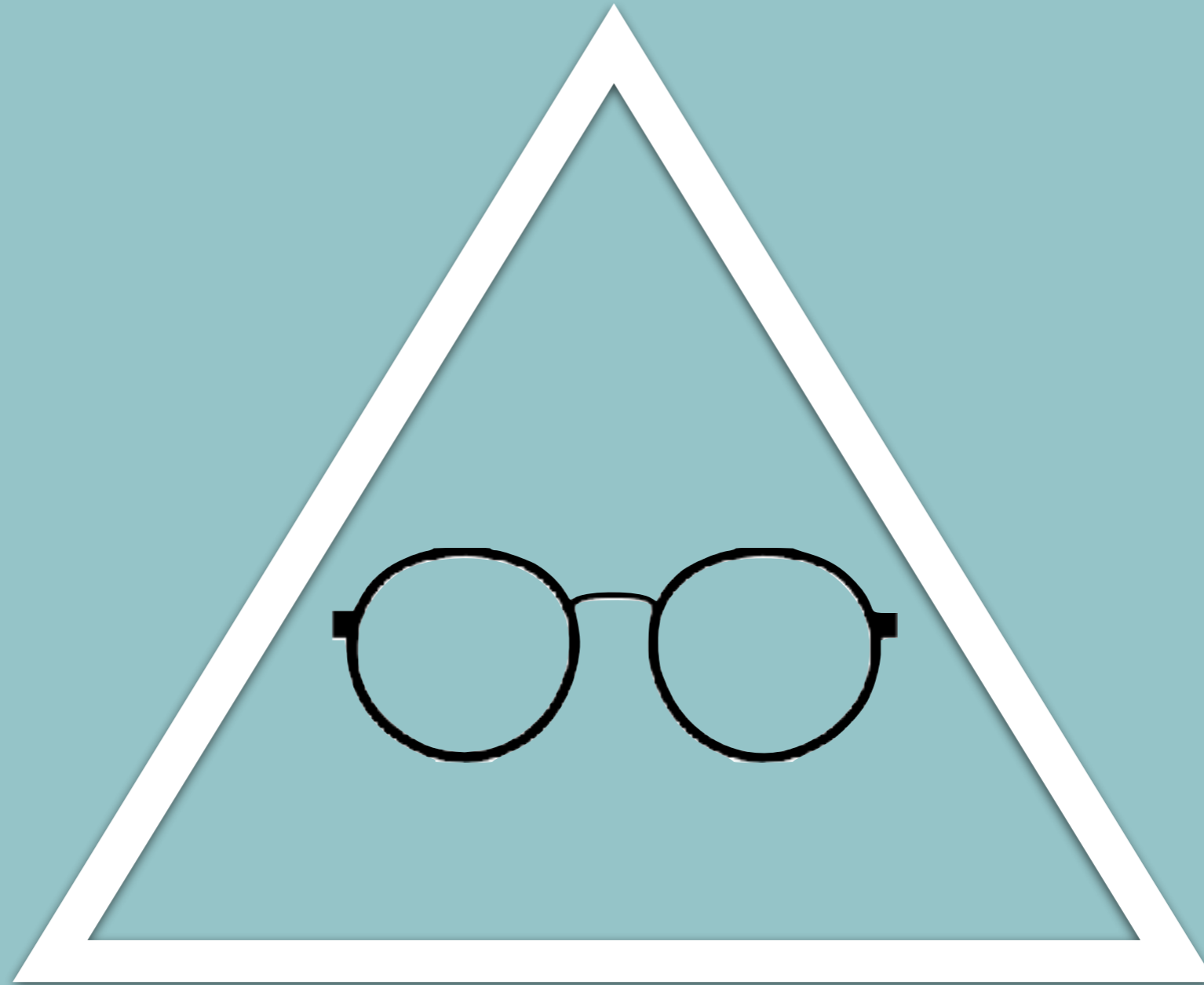


CUES FROM  
ENVIROMENT

FITNESS  
(COSTS)

**EVOLVED  
MECHANISM**

Light-dependent development  
Changes to eye shape



Less light exposure  
More 'close work'

**CUES FROM  
ENVIROMENT**

?

**FITNESS  
(COSTS)**

EVOLVED  
MECHANISM



CUES FROM  
ENVIROMENT

FITNESS  
(COSTS)

EVOLVED  
MECHANISM

?



?

CUES FROM  
ENVIROMENT

?

FITNESS  
(COSTS)

EVOLVED  
MECHANISM



CUES FROM  
ENVIROMENT

FITNESS  
(COSTS)

EVOLVED  
MECHANISM

?



?

CUES FROM  
ENVIROMENT

Self-evident

FITNESS  
(COSTS)

**EVOLVED  
MECHANISM**

Planning?  
Social learning?  
Maximising wellbeing?



Vicarious experience  
Ideas of parenthood?  
Self-knowledge?

**CUES FROM  
ENVIROMENT**

Self-evident

**FITNESS  
(COSTS)**





STONE AGE MIND

OR

MIND FILLED WITH NOVEL IDEAS

