


Cultural evolution and social learning

Gustavo Landfried

@GALandfried 

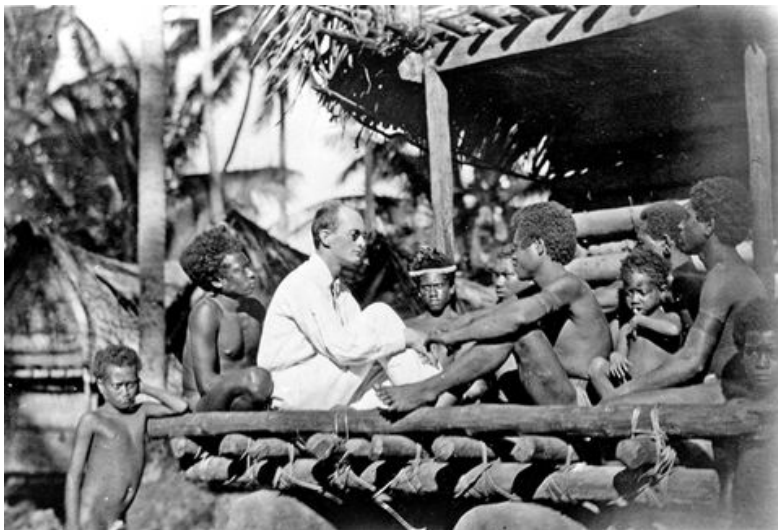
MSc in Anthropological Sciences
PhD student in Computer Sciences



DEPARTAMENTO
DE COMPUTACION

Facultad de Ciencias Exactas y Naturales - UBA

Anthropology

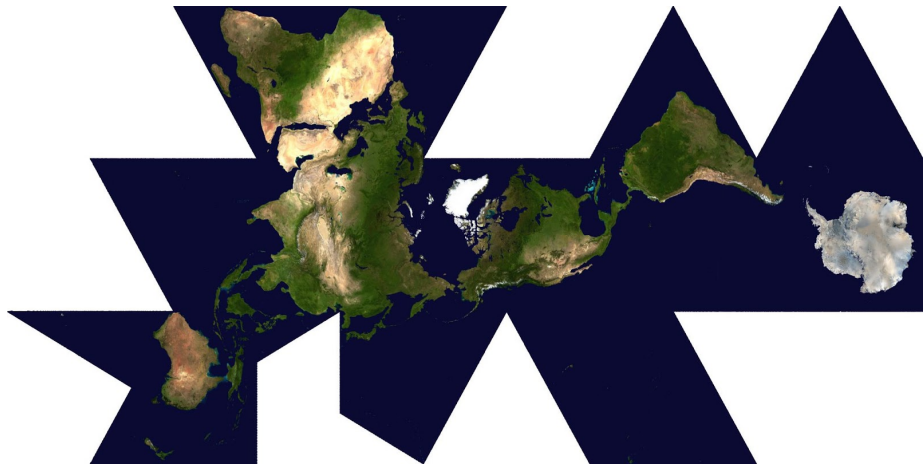


Anthropology

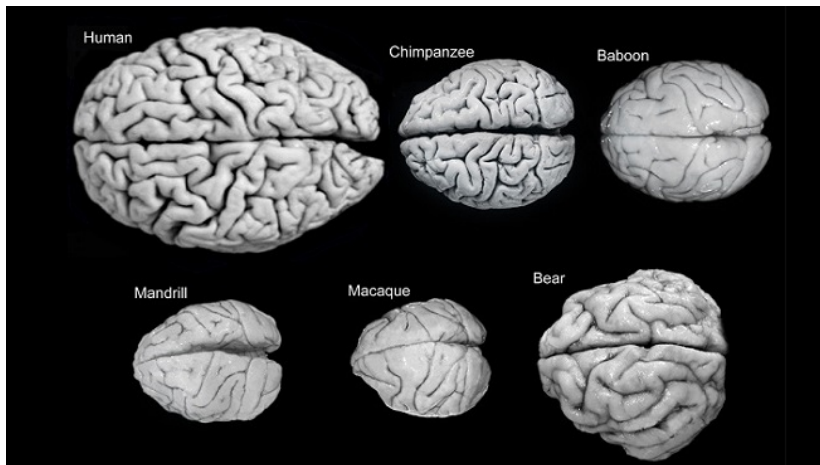


For a comprehensive, non-eurocentric, history of society see Enrique Dussel ([Ecuador, Chile](#))
About Chinese science before opium wars see [Needham Research Institute](#)

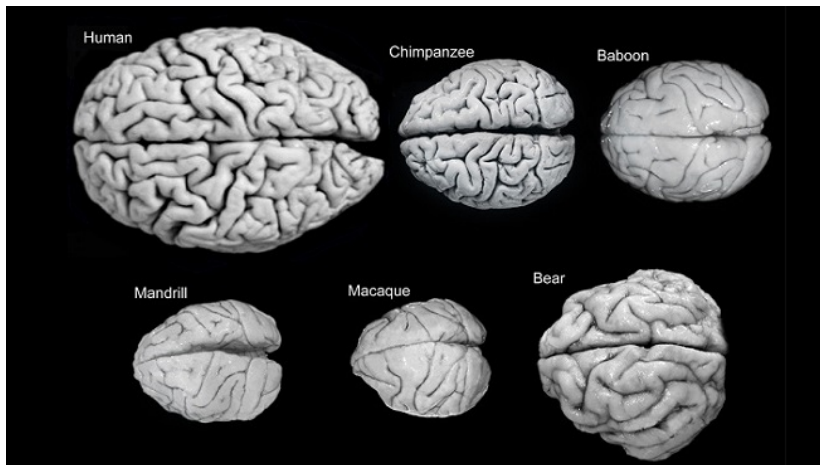
Homo sapiens success



Cognitive niche hypothesis



Cognitive niche hypothesis



Our success is often explained in terms of our cognitive ability

Too complex to be alone



Well-adapted tools, beliefs, and practices are too complex for any single individual to invent during their lifetime even in hunter-gatherer societies

Cultural niche hypothesis



Humans accumulate, process and transmit knowledge across generations, leading to a cultural evolution process in which tools, beliefs, and practices arise as emergent properties of the social system.

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Cultural evolution



We owe our success to our ability to learn from others (social learning)

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Social learning

- Which are the effects of social learning strategies over individual skill acquisition?

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 - How social learning factors alter learning expected by the individual experience?

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To answer them, we need a methodology to measure skill over time

Why Bayesian inference?

Allows us to optimally update a priori beliefs given a model and data.

Where comes from?

	Not infected	Infected	
Not vaccinated	4	2	6
Vaccinated	76	18	94
	80	20	100

From conditional probability

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Bayes theorem:

$$P(A_1|B_1) = \frac{P(B_1 \cap A_1)}{P(B_1)} = \frac{P(B_1|A_1)P(A_1)}{P(B_1)} \quad (1)$$

Scientific test example

There is a test that correctly detects zombies 95% of the time.

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Someone receive a positive test:

She has **only 8.7% chance** to actually be a zombie!

$$P(\text{zombie}|\text{positive}) = \frac{P(\text{positive}|\text{zombie})P(\text{zombie})}{P(\text{positive})}$$

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In this example all frequencies were observables

The inferential jump

Bayesian inference is about hidden variables

About our **belief distributions** of those hidden variables!

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$$\underbrace{P(\text{Belief}|\text{Data})}_{\text{Posterior}} = \frac{\overbrace{P(\text{Data}|\text{Belief})}^{\text{Likelihood}} \overbrace{P(\text{Belief})}^{\text{Prior}}}{\underbrace{P(\text{Data})}_{\text{Evidence or Average likelihood}}}$$

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Bayesian inference is about hidden variables

About our **belief distributions** of those hidden variables!

$$\underbrace{P(\text{Belief}|\text{Data})}_{\text{Posterior}} = \frac{\overbrace{P(\text{Data}|\text{Belief})}^{\text{Likelihood}} \overbrace{P(\text{Belief})}^{\text{Prior}}}{\underbrace{P(\text{Data})}_{\text{Evidence or Average likelihood}}}$$

A model is always there!

$$\underbrace{P(\text{Belief}|\text{Data}, \text{Model})}_{\text{Posterior}} = \frac{\overbrace{P(\text{Data}|\text{Belief}, \text{Model})}^{\text{Likelihood}} \overbrace{P(\text{Belief}|\text{Model})}^{\text{Prior}}}{\underbrace{P(\text{Data}|\text{Model})}_{\text{Evidence or Average likelihood}}}$$

- **Prior** belief (distribution):

$$P(B|M) = \frac{1}{\#\text{Beliefs}} \quad \forall B \in \text{Beliefs}$$

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- **Likelihood** or ways in which data may have been generated (distribution):

$$P(D|B, M) = \frac{\text{Ways to produce } D \text{ given } B \text{ and } M}{\text{Total ways given } B \text{ and } M} \quad \forall B \in \text{Beliefs}$$

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- **Posterior** belief (distribution):

$$P(B|D, M) = \frac{P(D|B, M)P(B|M)}{P(D|M)} \quad \forall B \in \text{Beliefs}$$

The garden of forking paths

To update our beliefs (posterior), we need to consider every possible path in the model that could have lead us to the observed data (likelihood).

The garden of forking paths

Data (D): ● ○ ●

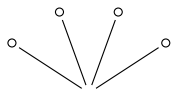
Beliefs (B): ○○○○, ●○○○, ●●○○, ●●●○, ●●●●

Model (M): Data \sim Binomial(n, p)

The garden of forking paths

Data (D): ● ○ ● Beliefs (B): ○ ○ ○ ○, ● ○ ○ ○, ● ● ○ ○, ● ● ● ○, ● ● ● ●

Model (M): Data \sim Binomial(n, p)

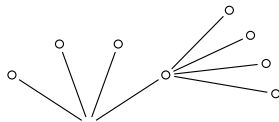


Ways given M and $B = \text{○ ○ ○ ○}$ (First marbel)

The garden of forking paths

Data (D): ● ○ ● Beliefs (B): ○ ○ ○ ○, ● ○ ○ ○, ● ● ○ ○, ● ● ● ○, ● ● ● ●

Model (M): Data \sim Binomial(n, p)

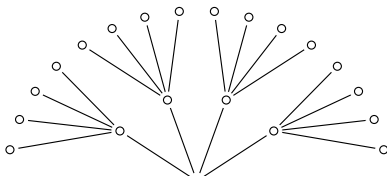


Ways given M and $B = ○ ○ ○ ○$ (Second marble)

The garden of forking paths

Data (D): ● ○ ● Beliefs (B): ○ ○ ○ ○, ● ○ ○ ○, ● ● ○ ○, ● ● ● ○, ● ● ● ●

Model (M): Data \sim Binomial(n, p)

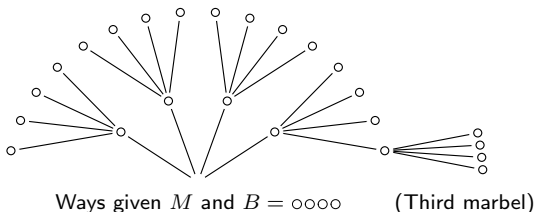


Ways given M and $B = ○ ○ ○ ○$ (Second marble)

The garden of forking paths

Data (D): ● ○ ● Beliefs (B): ○ ○ ○ ○, ● ○ ○ ○, ● ● ○ ○, ● ● ● ○, ● ● ● ●

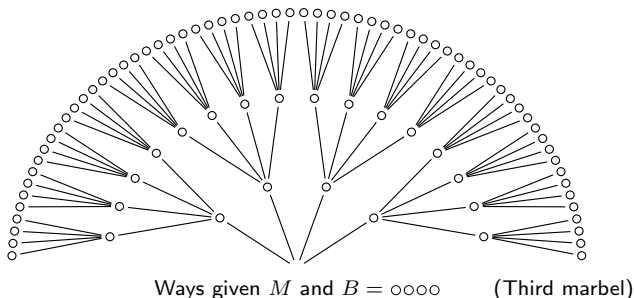
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The garden of forking paths

Data (D): ● ○ ● Beliefs (B): ○ ○ ○ ○, ● ○ ○ ○, ● ● ○ ○, ● ● ● ○, ● ● ● ●

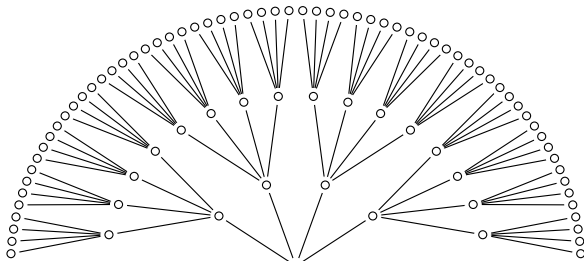
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Data (D): ● ○ ● Beliefs (B): ○ ○ ○ ○, ● ○ ○ ○, ● ● ○ ○, ● ● ● ○, ● ● ● ●

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Ways given M and $B = ○ ○ ○ ○$

Belief

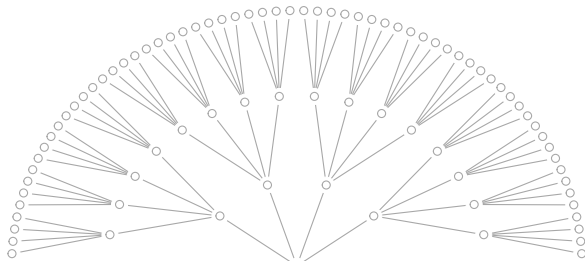
Ways to produce ● ○ ●

○ ○ ○ ○

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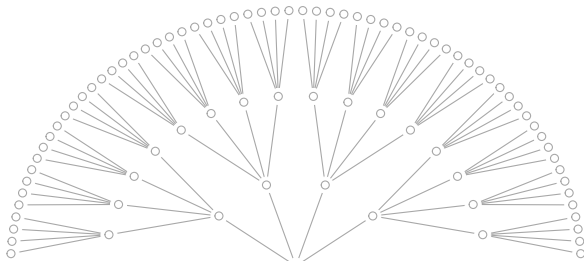
Ways given M and $B = \text{○○○○}$

Belief	Ways to produce ● ○ ●
○○○○	$0 \times 4 \times 0 = 0$

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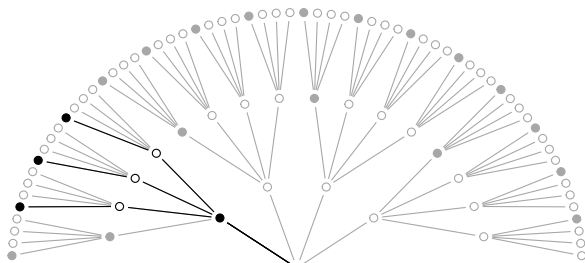
Ways given M and $B = \text{○ ○ ○ ○}$

Belief	Ways to produce ● ○ ●	Likelihood	Prior	Posterior \propto
○ ○ ○ ○	$0 \times 4 \times 0 = 0$	$\frac{0 \times 4 \times 0}{4 \times 4 \times 4} = \frac{0}{64}$	$1/5$	$\frac{0}{64} \frac{1}{5}$

The garden of forking paths

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Model (M): Data \sim Binomial(n, p)



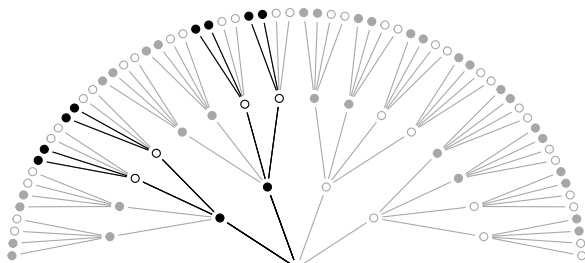
Ways given M and $B = ●○○○$

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●○○○	$1 \times 3 \times 1 = 3$	3/64	1/5	$\frac{3}{64} \frac{1}{5}$

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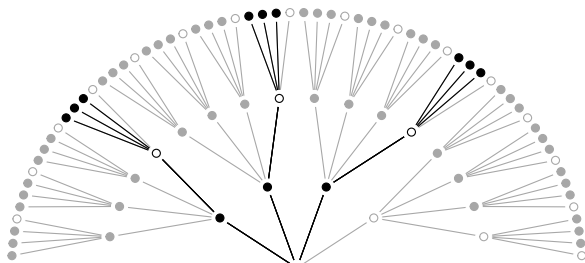


Ways given M and $B = \bullet\bullet\circ\circ$

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● ○ ○ ○	$1 \times 3 \times 1 = 3$	$3/64$	$1/5$	$\frac{3}{64} \frac{1}{5}$
● ● ○ ○	$2 \times 2 \times 2 = 8$	$8/64$	$1/5$	$\frac{8}{64} \frac{1}{5}$

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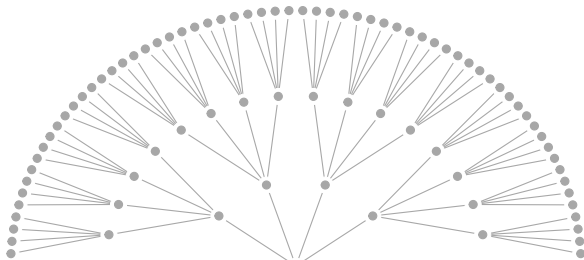
Model (M): Data \sim Binomial(n, p)Ways given M and $B = \bullet\bullet\bullet\circ$

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●●○○	$2 \times 2 \times 2 = 8$	8/64	1/5	$\frac{8}{64} \frac{1}{5}$
●●●○	$3 \times 1 \times 3 = 9$	9/64	1/5	$\frac{9}{64} \frac{1}{5}$

The garden of forking paths

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Model (M): Data \sim Binomial(n, p)



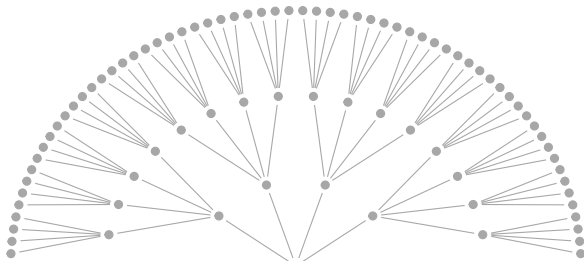
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●●●○	$3 \times 1 \times 3 = 9$	9/64	1/5	$\frac{9}{64} \frac{1}{5}$
●●●●	$4 \times 0 \times 4 = 0$	0/64	1/5	$\frac{0}{64} \frac{1}{5}$

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Model (M): Data \sim Binomial(n, p)



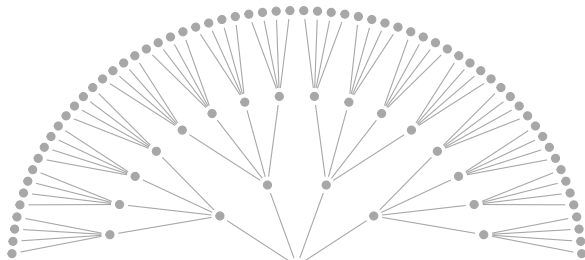
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				$\frac{\quad}{P(D M)}$

The garden of forking paths

Data (D): ● ○ ● Beliefs (B): ○○○○, ●○○○, ●●○○, ●●●○, ●●●●

Model (M): Data \sim Binomial(n, p)



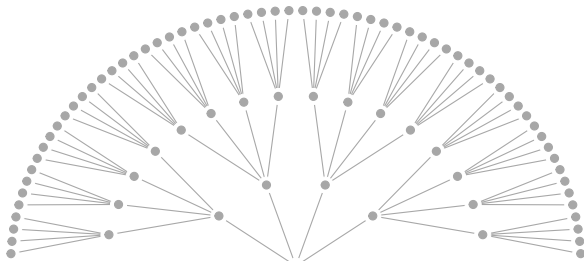
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				$\frac{3+8+9}{64 \cdot 5}$

The garden of forking paths

Data (D): ● ○ ● Beliefs (B): ○○○○, ●○○○, ●●○○, ●●●○, ●●●●

Model (M): Data \sim Binomial(n, p)



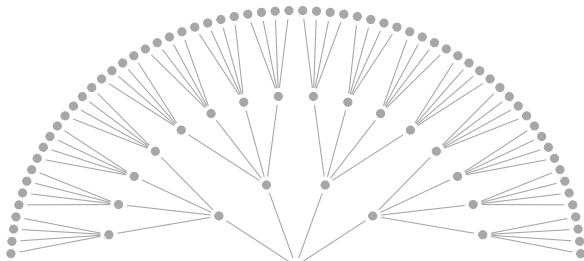
Ways given M and $B = \bullet\bullet\bullet\bullet$

Belief	Ways to produce ●○●	Likelihood	Prior	Posterior \propto	Posterior
○○○○	$0 \times 4 \times 0 = 0$	$\frac{0 \times 4 \times 0}{4 \times 4 \times 4} = \frac{0}{64}$	1/5	$\frac{0}{64} \frac{1}{5}$	$\frac{0}{64} \frac{1}{5} \frac{64 \cdot 5}{3+8+9}$
●○○○	$1 \times 3 \times 1 = 3$	3/64	1/5	$\frac{3}{64} \frac{1}{5}$	
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				<hr/>	<hr/>
				$\frac{3+8+9}{64 \cdot 5}$	

The garden of forking paths

Data (D): ● ○ ● Beliefs (B): ○○○○, ●○○○, ●●○○, ●●●○, ●●●●

Model (M): Data \sim Binomial(n, p)



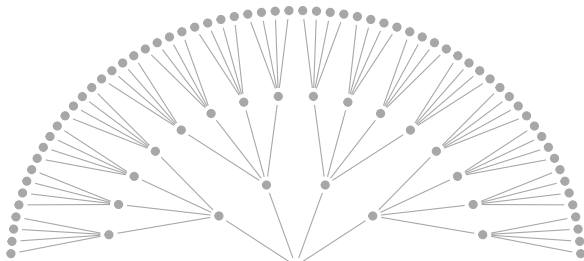
Ways given M and $B = \bullet\bullet\bullet\bullet$

Belief	Ways to produce ●○●	Likelihood	Prior	Posterior \propto	Posterior
○○○○	$0 \times 4 \times 0 = 0$	$\frac{0 \times 4 \times 0}{4 \times 4 \times 4} = \frac{0}{64}$	1/5	$\frac{0}{64} \frac{1}{5}$	$\frac{0}{3+8+9} = 0.00$
●○○○	$1 \times 3 \times 1 = 3$	3/64	1/5	$\frac{3}{64} \frac{1}{5}$	
●●○○	$2 \times 2 \times 2 = 8$	8/64	1/5	$\frac{8}{64} \frac{1}{5}$	
●●●○	$3 \times 1 \times 3 = 9$	9/64	1/5	$\frac{9}{64} \frac{1}{5}$	
●●●●	$4 \times 0 \times 4 = 0$	0/64	1/5	$\frac{0}{64} \frac{1}{5}$	
				$\frac{3+8+9}{64 \cdot 5}$	

The garden of forking paths

Data (D): ● ○ ● Beliefs (B): ○○○○, ●○○○, ●●○○, ●●●○, ●●●●

Model (M): Data \sim Binomial(n, p)



Ways given M and $B = \bullet\bullet\bullet\bullet$

Belief	Ways to produce ●○●	Likelihood	Prior	Posterior \propto	Posterior
○○○○	$0 \times 4 \times 0 = 0$	$\frac{0 \times 4 \times 0}{4 \times 4 \times 4} = \frac{0}{64}$	1/5	$\frac{0}{64} \frac{1}{5}$	$\frac{0}{3+8+9} = 0.00$
●○○○	$1 \times 3 \times 1 = 3$	3/64	1/5	$\frac{3}{64} \frac{1}{5}$	$\frac{3}{3+8+9} = 0.15$
●●○○	$2 \times 2 \times 2 = 8$	8/64	1/5	$\frac{8}{64} \frac{1}{5}$	$\frac{8}{3+8+9} = 0.40$
●●●○	$3 \times 1 \times 3 = 9$	9/64	1/5	$\frac{9}{64} \frac{1}{5}$	$\frac{9}{3+8+9} = 0.45$
●●●●	$4 \times 0 \times 4 = 0$	0/64	1/5	$\frac{0}{64} \frac{1}{5}$	$\frac{0}{3+8+9} = 0.00$
				<hr/>	
				$\frac{3+8+9}{64 \cdot 5}$	

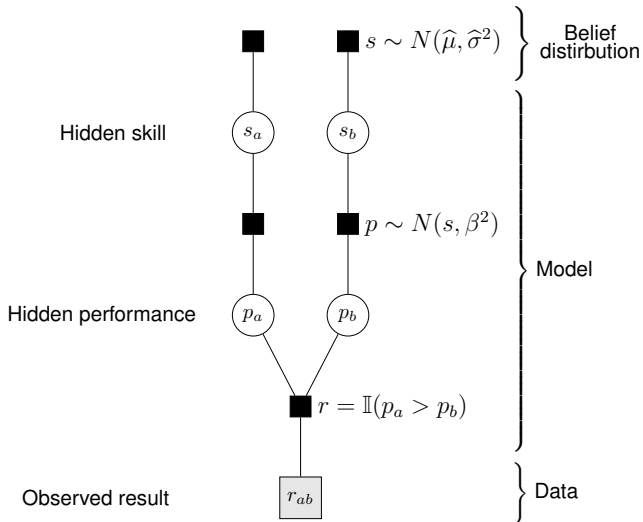
Bayesian skill estimator

How to estimate skill of players?

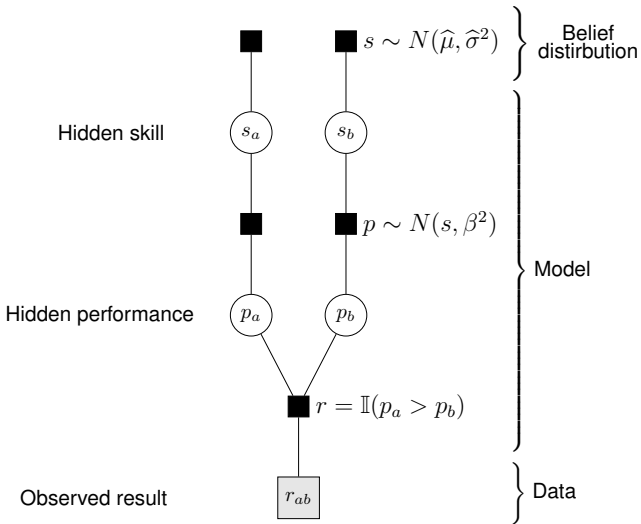


Arpad Elo

Bayesian Elo factor graph



Bayesian Elo factor graph



The factor graphs specifies the way to compute the posterior, likelihood, and evidence.

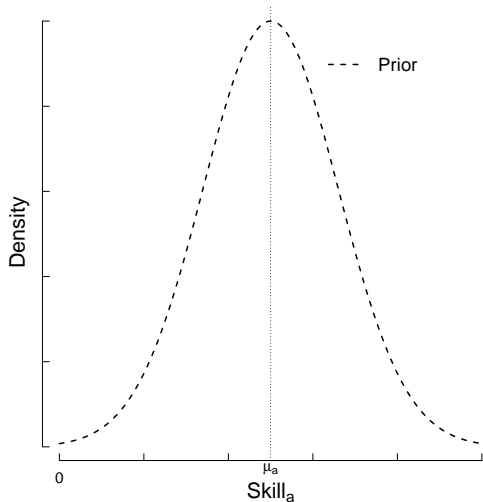
Kschischang FR, Frey BJ, Loeliger HA. Factor graphs and the sum-product algorithm. 2001

$$\overbrace{P(s_a \mid r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a \mid \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{1 - \Phi(s_a \mid \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Win case

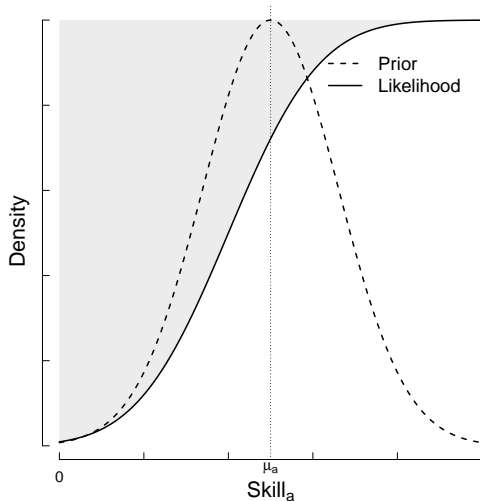
$$\overbrace{P(s_a \mid r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a \mid \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{1 - \Phi(s_a \mid \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Win case



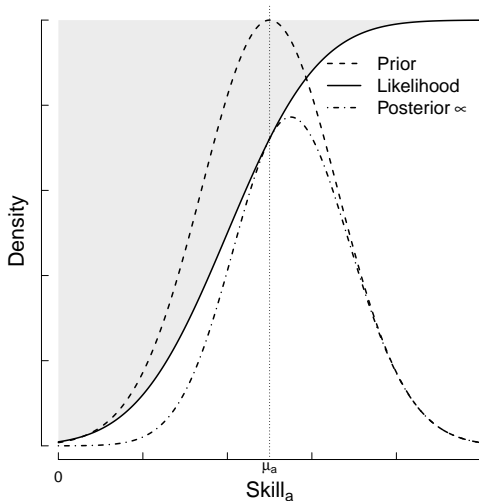
$$\overbrace{P(s_a | r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a | \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{1 - \Phi(s_a | \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Win case



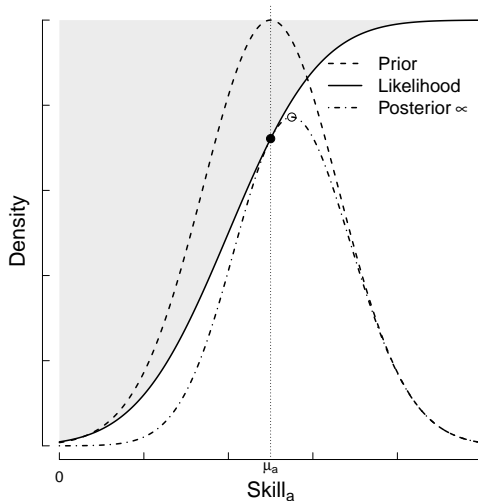
$$\overbrace{P(s_a | r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a | \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{1 - \Phi(s_a | \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Win case



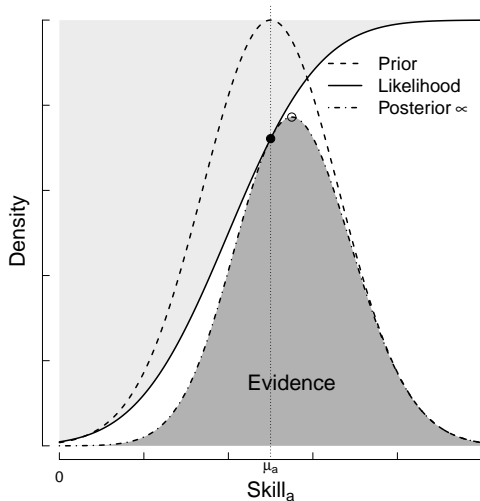
$$\overbrace{P(s_a \mid r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a \mid \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{1 - \Phi(s_a \mid \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Win case



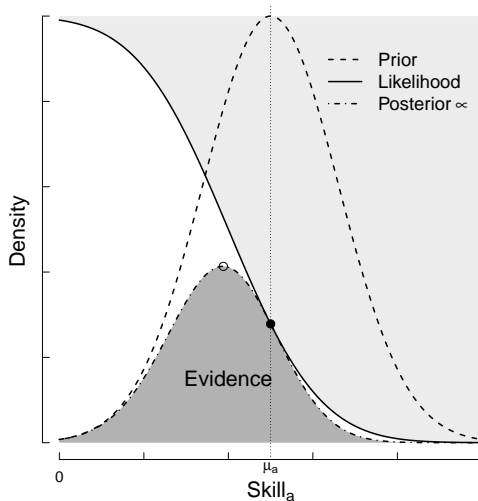
$$\overbrace{P(s_a | r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a | \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{1 - \Phi(s_a | \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Win case



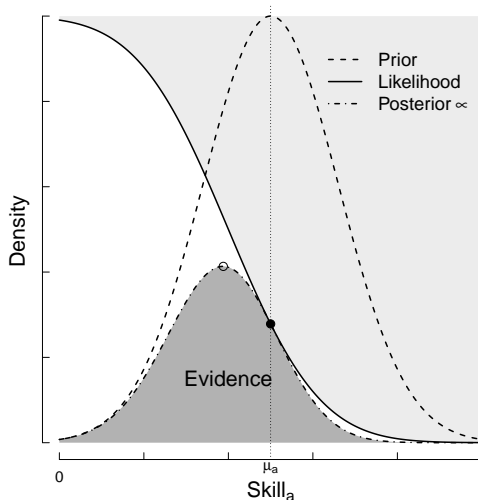
$$\overbrace{P(s_a | r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a | \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{\Phi(s_a | \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Loose case



$$\overbrace{P(s_a | r_{ab}, \text{Elo model})}^{\text{Posterior}} \propto \overbrace{N(s_a | \hat{\mu}_a, \hat{\sigma}_a^2)}^{\text{Prior}} \overbrace{\Phi(s_a | \hat{\mu}_b, 2\beta^2 + \hat{\sigma}_b^2)}^{\text{Likelihood}}$$

Loose case



Could we detect social learning factors?



We have a lot of information available on the internet

Database



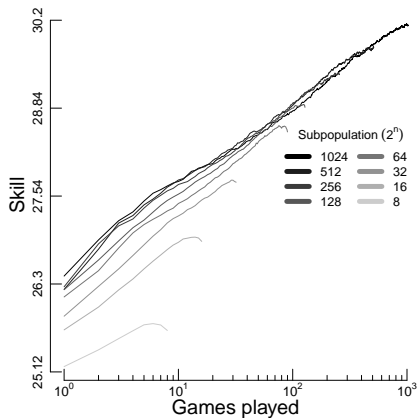
We set to investigate the impact of team play strategies on skill acquisition in Conquer Club

Law of practice

$$\text{Skill} = \text{Skill}_0 \text{ Experience}^\alpha$$

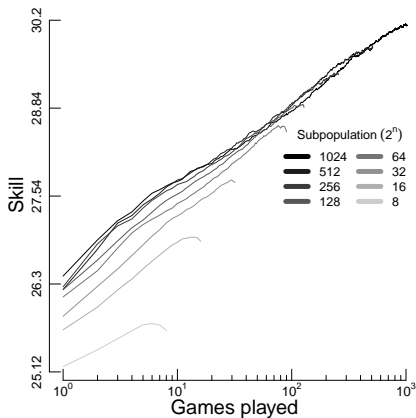
Law of practice

$$\text{Skill} = \text{Skill}_0 \text{ Experience}^\alpha$$



Law of practice

$$\text{Skill} = \text{Skill}_0 \text{ Experience}^\alpha$$

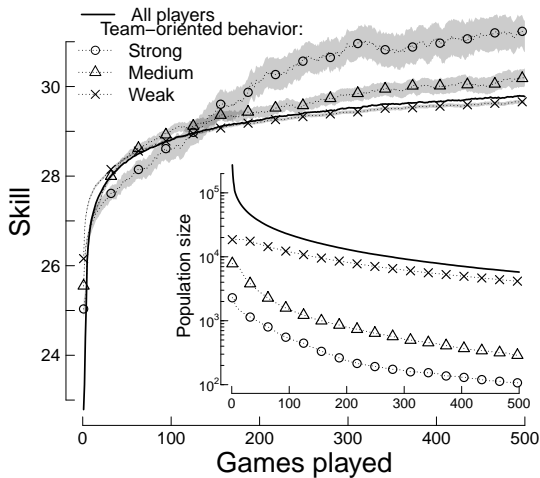


Learning by individual experience is always linear in log-log scale

Team oriented behavior

What is a better strategy?
Play in teams or individually?

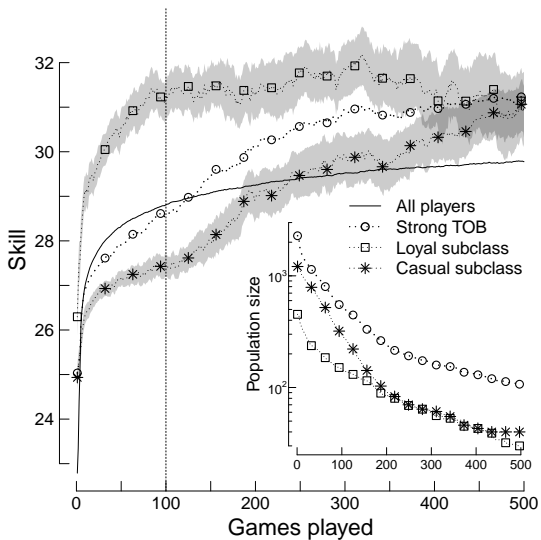
Team oriented behavior



Loyal and causal teammates

What is a better strategy?
Repeat or vary teammates?

Loyal and causal teammates



Loyal and causal teammates

