1.	Record Nr.	UNINA9910790946703321
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	Titolo	Social learning [[electronic resource]] : an introduction to mechanisms, methods, and models / / William Hoppitt and Kevin N. Laland
	Pubbl/distr/stampa	Princeton, : Princeton University Press, 2013
	ISBN	9780691150710 1400846501 1299652131
	Edizione	[Course Book]
	Descrizione fisica	1 online resource (320 p.)
	Classificazione	CZ 8000
	Altri autori (Persone)	LalandKevin N
	Disciplina	591.5/14
	Soggetti	Learning in animals - Research - Methodology Social learning - Research - Methodology Psychology, Comparative - Research - Methodology
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Social Learning -- Chapter 1. Introduction -- Chapter 2. A Brief History of Social Learning Research -- Chapter 3. Methods for Studying Social Learning in the Laboratory -- Chapter 4. Social Learning Mechanisms -- Chapter 5. Statistical Methods for Diffusion Data -- Chapter 6. Repertoire- Based Methods for Detecting and Quantifying Social Transmission -- Chapter 7. Developmental Methods for Studying Social Learning -- Chapter 8. Social Learning Strategies -- Chapter 9. Modeling Social Learning and Culture -- Chapter 10. Conclusions -- References -- Index
	Sommario/riassunto	Many animals, including humans, acquire valuable skills and knowledge by copying others. Scientists refer to this as social learning. It is one of the most exciting and rapidly developing areas of behavioral research and sits at the interface of many academic disciplines, including biology, experimental psychology, economics, and cognitive neuroscience. Social Learning provides a comprehensive, practical guide to the research methods of this important emerging field. William Hoppitt and Kevin Laland define the mechanisms thought to underlie social learning and demonstrate how to distinguish them experimentally in the laboratory. They present techniques for detecting

and quantifying social learning in nature, including statistical modeling of the spatial distribution of behavior traits. They also describe the latest theory and empirical findings on social learning strategies, and introduce readers to mathematical methods and models used in the study of cultural evolution. This book is an indispensable tool for researchers and an essential primer for students. Provides a comprehensive, practical guide to social learning research Combines theoretical and empirical approaches Describes techniques for the laboratory and the field Covers social learning mechanisms and strategies, statistical modeling techniques for field data, mathematical modeling of cultural evolution, and more