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Andrew G Borden* (bordon1@att.net), 4707 Broadway, #150, San Antonio, TX 78209. *A Simulation of Evolutionary Psychology Using the Psychology of Personal Constructs*. Preliminary report.

According to the Psychology of Personal Constructs (George Kelly - 1955), human personality consists of dimensions, each of which can have a large positive or negative valence, or a value near zero, i.e. be irrelevant for a specified individual. Altruism/narcissism is an example of a personality dimension. Based on a specific personality structure, an individual adopts memes or patterns of behavior and/or belief (Susan Blackmore - 1999). Memes are to evolutionary psychology as genes are to evolutionary biology. A meme could be as simple as playing the recorder in an early music ensemble or as sophisticated as selecting mathematics research as a career. We identified candidate personality dimensions so that a personality can be described numerically. We then characterized the attractive power of selected memes in terms of the same dimensions and developed an attraction/avoidance function between personalities and memes. This allows us to predict whether an individual would choose to play the saxophone or write poetry...or would reject both choices. In the paper, we apply the attraction/avoidance function both to career choices and to avocatoms. Most likely and least likely meme choices are reported. (Received September 04, 2010)