usually made the choice. Norms, songs, rituals, and distinctive identities began to form in each group (Rattlers are tough and never cry; Eagles never curse). Even though they were there to have fun, and even though they believed they were alone in the woods, each group ended up doing the sorts of things that would have been quite useful if they were about to face a rival group that claimed the same territory. Which they were.

On day 6 of the study, Sherif let the Rattlers get close enough to the baseball field to hear that other boys—the Eagles—were using it, even though the Rattlers had claimed it as their field. The Rattlers begged the camp counselors to let them challenge the Eagles to a baseball game. As he had planned to do from the start, Sherif then arranged a weeklong tournament of sports competitions and camping skills. From that point forward, Sherif says, "performance in all activities which might now become competitive (tent pitching, base- etc.) was entered into with more zest and also with more v."[19] Tribal behavior increased dramatically. Both d flags and hung them in contested territory. They other's flags, raided and vandalized each other's h other nasty names, made weapons (socks d would often have come to blows had the ed.

ortrait of boyhood. The male mind -that is, structured in advance of *enjoy* doing the sorts of things ccess in conflicts between ue of loyalty matters a ts of loyalty tend to st to two-person

gists in the 1970s, s that engages in war



or kills its own kind. It now appears that chimpanzees guard their territory, raid the territory of rivals, and, if they can pull it off, kill the males of the neighboring group and take their territory and their females.[22] And it now appears that warfare has been a constant feature of human life since long before agriculture and private property.[23] For millions of years, therefore, our ancestors faced the adaptive challenge of forming and maintaining coalitions that could fend off challenges and attacks from rival groups. We are the descendants of successful tribalists, not their more individualistic cousins.

Many psychological systems contribute to effective tribalism and success in inter-group competition. The Loyalty/betrayal foundation is just a part of our innate preparation for meeting the adaptive challenge of forming cohesive coalitions. The original trigger for the Loyalty foundation is anything that tells you who is a team player and who is a traitor, particularly when your team is fighting with other teams. But because we love tribalism so much, we seek out ways to form groups and teams that can compete just for the fun of competing. Much of the psychology of sports is about expanding the current triggers of the Loyalty foundation so that people can have the pleasures of binding themselves together to pursue harmless trophies. (A trophy is evidence of victory. The urge to take trophies—including body parts from slain foes—is widespread in warfare, occurring even during modern times.)[24]

I can't be certain that the owner of the car in figure 7.6 is a man, but I'm fairly confident that the owner is a Republican based on his or her choice to decorate the car using only the Loyalty foundation. The *V* with crossed swords is the symbol of the UVA sports teams (the Cavaliers) and the owner chose to pay an extra $20 every year to have a customized license plate honoring the American flag ("Old Glory") and American unity ("United We Stand").