The human psyche developed by natural selection to manage the threats and opportunities afforded by the physical and social ecologies inhabited by early humans and their ancestors.

- Why are we prejudiced against some groups and not others?
- Why do we feel and act differently toward different groups?
- What characteristics do we want members of our groups to have? Why these characteristics and not others?
- How do important social goals influence the ways in which we perceive and come to understand the individuals around us?