

Abstract

One of the approaches to study cultural evolution is the cultural attraction theory. This thesis aims to introduce this theory via literature analysis and subject its empirical backing to a critique. The opening chapter briefly presents the theory and describes the circumstances of its formation. Next, I outline the specific theoretical concepts (culture as a chain of representations, attractors, transformations). Mainly, the latter are complemented with empirical studies, both supporting and conflicting the respective theory. The last part of the thesis compares cultural attraction theory against dual inheritance theory, which has been contrasted by the aforementioned from the very beginning. Both of these perspectives have its specifics and can provide an explanation for distinct cultural phenomena. These two theories can complement one another and together constitute an integral theory for cultural evolution study.