

Preface

The idea for this book germinated more than 50 years ago when I was a postdoc in ethology at the *Rijksuniversiteit* in Groningen, Netherlands. I had recently received my Ph.D. in experimental psychology from Harvard and realized that ethology and psychology had much in common. At the time, most people felt that the two disciplines were conceptually very far apart, which was definitely not the case. A book pointing out the similarities and differences between the fields seemed a worthwhile endeavor. In the event, I was somewhat lazy and Robert Hinde beat me to the punch with his book, *Animal Behaviour*, in 1966, and the second edition in 1970. It was actually a good thing because Robert knew much more than I did, and also knew all the players. It would have been a very uneven competition had I written a book then. But I continued to harbor the idea of a book. Getting married, having children, getting a real job, and moving to a new country, however, made writing a book out of the question for quite a while, and time went by. Things changed, and experimental psychology and ethology almost merged for a short time, but then ethology largely transmuted into behavioral ecology and experimental psychology became either cognitive or neurophysiological; behavior genetics, neuroethology, and evolutionary psychology also emerged as new fields. Each field was asking its own questions and developing its own concepts and vocabulary. And there was very little communication among fields. A kind of intellectual isolation set in, and the reasons for writing a book became even more compelling than they had been originally. But by then, I had retired, and writing a book was not high on the priority list of this retired professor.

Some years later, however, while visiting Brazil, I was having lunch with my old friend César Ades, a professor of experimental psychology at the University of São Paulo. César knew I liked Brazil

and he suggested that, if I had a project, I could apply for a visiting professorship at the Institute for Advanced Studies at the University. Of course, he knew that I had a book project, and after some thought, I did apply. Less than a month later, César was dead, tragically struck by a car while jogging. But he had already spoken to others at the Institute. My application was considered and I was offered a fellowship. That was the motivation I needed, and thus began the book.

There are several features of the book I should mention. First, it is not meant to be a normal textbook. It is a monograph that presents my ideas about various aspects of behavior. For the topics I cover, I make no attempt to review all the relevant literature. I usually discuss only one or two examples, though I often suggest other sources where further information can be found. Second, it is meant to be semi-historical. For most topics, I provide some background to the ideas I discuss, and if there is a choice, I generally pick the oldest good example that supports the point I wish to make. In many cases, I also refer to a relevant recent example. Third, I make extensive use of quotations from original sources. If an author makes a point clearly, I prefer using the author's own words rather than trying to paraphrase. In a few cases, I do both. Occasionally, this method interrupts the flow of the text, but I am convinced that the educational advantages far outweigh the minor disadvantages. Finally, Chapter 1 is a rather condensed statement of my worldview with respect to the study of behavior, and provides the rationale for the organization and content of the book. Some readers may have difficulty appreciating these points. I suggest that such readers quickly move on to the rest of the book that is written in what I hope is a more accessible style. All the issues raised in the first chapter are discussed again in various contexts throughout the book. Further, although it is possible to read each chapter independently, I generally assume the reader has already read what has gone before. I also assume the reader knows a bit of basic biology and psychology.

I have borrowed liberally from material I have previously published. Most of Chapter 1 was published as Hogan (2015), and many sections of Chapters 3, 5, and 6 can be found in Hogan (2001, 2005). However, all sections have been revised and updated and thoroughly edited. The finished product reflects my current thinking.

And now, some acknowledgments. I am deeply grateful to the *Instituto de Estudos Avançados da Universidade de São Paulo* (IEA) for taking me into their midst and providing me with the community and facilities that made this book possible. I would especially like to thank the

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