

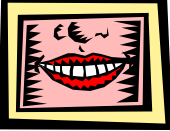



<u>Cognitive Pillar</u> → <u>Cultural Tradition</u> ↓	Attention span	Linguistic ability	Imaginative capacity	Cultural memory
 Oral	Very good	Very good	Good	Fair
 Written	Excellent	Excellent	Excellent	Excellent
 Visual	Very poor	Poor	Very poor	Very poor
 Digital	Any of the above	Any of the above	Any of the above	Superlative

Figure 10.1 Report Card on Cultural Evolution and Cognition