CONTENTS

Contributors    vii

1. Introduction: Social Science and Human Rights     3
   RYAN GOODMAN, DEREK JINKS, AND ANDREW K. WOODS

2. The Psychology of Social Norms and the Promotion of Human
   Rights    23
   DEBORAH A. PRENTICE

3. Why Can't We Sell Human Rights Like We Sell Soap?    47
   ROBERT C. HORNIK

4. The Reasons for Compliance with Law    70
   MARGARET LEVI, TOM R. TYLER, AND AUDREY SACKS

5. Can International Law Stop Genocide When Our Moral Intuitions
   Fail Us?    100
   PAUL SLOVIC AND DAVID ZIONTS

6. Human Rights: An Evolutionary and Behavioral Perspective    135
   HERBERT GINTIS

   Science and Enlightenment Rationalism    160
   JOHN MIKHAIL

8. Parochialism as a Result of Cognitive Biases    203
   JONATHAN BARON