

PLENARY

## SEASONAL CYCLES IN HUMAN COGNITION AND BEHAVIOR

**Mark Schaller**

University of British Columbia, Vancouver, Canada

[schaller@psych.ubc.ca](mailto:schaller@psych.ubc.ca)

### ABSTRACT

---

Like many other animals, humans are affected by seasons. I will provide an illustrative summary of the variety of effects that seasons have on people, including effects on behavioral decision-making (e.g., mating behavior, helping behavior), subjective preferences (music preferences, color preferences) and basic cognitive processes (attention, memory). These effects result from a variety of underlying causal mechanisms, reflecting not only seasonal changes in the weather, but also seasonal changes in the natural and social ecologies that humans inhabit. As a further illustration of humans' susceptibility to seasonal cycles, and the potentially important consequences, I will describe new research documenting seasonal cycles in prejudices and moral values.