

Ⅲ期（一般）

令和4年度

武蔵野大学大学院 人間社会研究科 人間学専攻 人間行動学コース 入学試験問題（3月6日）

[英語] 次の英文を読んで各問に答えなさい。

Most people love to eat cake. (1) But, why? One answer is because cake tastes good. This is a proximate explanation that concerns the trigger of a particular behavior. This explanation is important, but it does not address the deeper question of why cake tastes so good in the first place. Here's another answer. An attraction to the sight, smell, and taste of foods rich in sugars and fats helped motivate our ancestors to obtain calorie-dense foods and survive in an environment that was often scarce in calories. Our ancestors who were highly attracted to fatty foods were more likely to obtain them, survive, and pass their taste for cake on to future generations. (2) The result is that it is often hard for us modern day consumers to pass up molten lava chocolate cake regardless of our (ever expanding) waistlines. This is an ultimate explanation that concerns the adaptive function of a particular behavior: the general desire to eat more cake than vegetables is an adaptation. This kind of ultimate explanation is central to the study of consumer behavior from an evolutionary theoretical perspective.

(3) An evolutionary approach dates back to Darwin's theory of natural selection. Natural selection is the process by which biologically influenced characteristics become either more or less common in a population depending on how those characteristics affect an individual's reproductive fitness — the passing of genes on to future generations. Characteristics that enhanced reproductive fitness were passed on to the next generation, whereas those that impeded it were not. Natural selection therefore maintains particular characteristics because they have (or once had) fitness benefits.

(中略)

(4) Considering theories of selection and the adaptive function of behavior provides deeper insight into the psychology behind consumer preferences and choice, which can lead to novel predictions that may not have been generated through any other lens. In this review we describe two evolutionarily informed theories — the fundamental motives framework and the ovulatory shift hypothesis — and highlight recent findings generated from them that are particularly relevant to consumer behavior.

出典：Durante, K.M. & Griskevicius, V. (2016). *Current Opinion in Psychology* 10, 27-32.

語彙：proximate 至近的な, molten lava モルトン・ラバ（ケーキの種類）, evolutionary 進化的な, impede 妨げる, reproductive fitness 繁殖適応度, insight 洞察, ovulatory 排卵の

問1. 下線部(1)の問いに対する答えを、本文の内容に沿って英語で記述しなさい。

問2. 下線部(2)を和訳しなさい。

問3. 下線部(3)を和訳しなさい。

問4. 下線部(4)を和訳しなさい。

問5. ヘビやクモに対して恐怖感を持つ人が多い理由を、本文の内容に沿って日本語で説明しなさい。