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### **The Simulation of Smiles (SIMS) model: Embodied simulation and the meaning of facial expression**

**Paula M. Niedenthal, Martial Mermillod, Marcus Maringer, and Ursula Hess**

**To appear in Volume 34, Number 1 (2011)**

### **The evolution and psychology of self-deception**

**William von Hippel, University of Queensland, and Robert Trivers, Rutgers University**

We argue that self-deception evolved to facilitate deception of others. We first describe how self-deception serves this goal and then discuss the non-unitary nature of the mind and how different types of psychological dualism enable the same individual to be both deceiver and deceived. Next we describe varieties of self-deception, evidence for these different varieties, and what we can infer about the intended interpersonal versus intrapersonal goals of these self-deceptions. We then consider the question of the level of consciousness at which the self is deceived. Finally, we contrast our evolutionary approach to self-deception with current theories and debates in psychology and consider some of the costs associated with self-deception.

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