

What Do They Know That I Don't Know?

How and Why Social Norms
Affect our Behavior

Jerry M. Burger
Santa Clara University







© www.123rf.com



What are Social Norms?

What are Social Norms?

Injunctive norms:

What society says you should do

What are Social Norms?

Injunctive norms:

What society says you should do

Descriptive norms:

What people actually do

Why Do People Follow Descriptive Norms?

Why Do People Follow Descriptive Norms?

1. Collective wisdom

Why Do People Follow Descriptive Norms?

1. Collective wisdom
2. To do the “right” thing





Problem: Littering





Problem: Unhealthy Food Choices











Percent Healthy Snacks

Unhealthy Norm

No Norm Information

Healthy Norm

Percent Healthy Snacks

Unhealthy Norm 40.0

No Norm Information

Healthy Norm

Percent Healthy Snacks

Unhealthy Norm	40.0
----------------	------

No Norm Information	55.0
---------------------	------

Healthy Norm	
--------------	--

Percent Healthy Snacks

Unhealthy Norm 40.0

No Norm Information 55.0

Healthy Norm 67.5

Problem: Conserving Energy



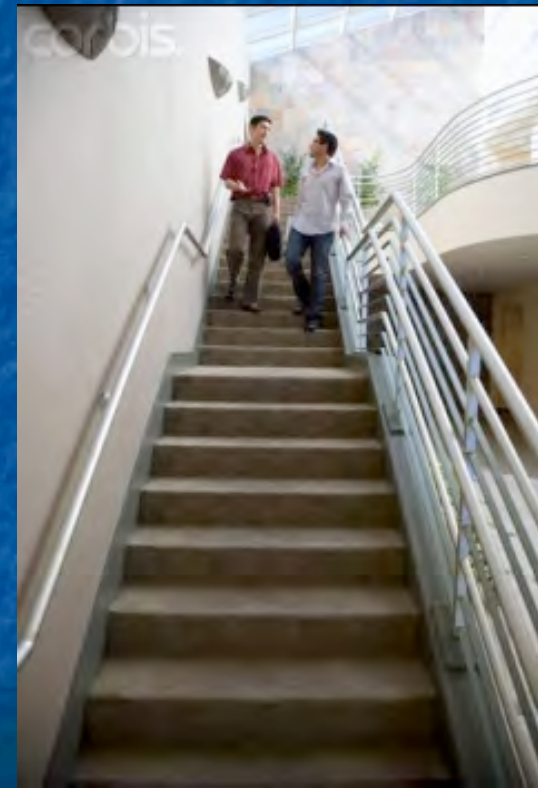
Problem: Binge Drinking



Problem: Pre-gaming



Problem: Poor Health Habits



Percent Using Elevator

Week 1 Week 2 Week 3

Exercise Sign

Norm Sign

No Sign


Percent Using Elevator

	Week 1	Week 2	Week 3
--	--------	--------	--------

Exercise Sign	15.10		
---------------	-------	--	--

Norm Sign	15.26		
-----------	-------	--	--

No Sign	35.96		
---------	-------	--	--



Did you know...

Taking the stairs instead of the elevator is a good way to get some exercise.

Why not try it?

☆ 1

Did you know...

Taking the stairs instead of the elevator is a good way to get some exercise.

Why not try it?

Did you know...

More than 90 percent of the time, people in this building use the stairs instead of the elevator.

Why not you?

Percent Using Elevator

	Week 1	Week 2	Week 3
--	--------	--------	--------

Exercise Sign	15.10		
---------------	-------	--	--

Norm Sign	15.26		
-----------	-------	--	--

No Sign	35.96		
---------	-------	--	--

Percent Using Elevator

	Week 1	Week 2	Week 3
Exercise Sign	15.10	13.32	
Norm Sign	15.26		
No Sign	35.96		

Percent Using Elevator

	Week 1	Week 2	Week 3
Exercise Sign	15.10	13.32	
Norm Sign	15.26	8.20	
No Sign	35.96		

Percent Using Elevator

	Week 1	Week 2	Week 3
Exercise Sign	15.10	13.32	
Norm Sign	15.26	8.20	
No Sign	35.96	34.91	

Percent Using Elevator

	Week 1	Week 2	Week 3
Exercise Sign	15.10	13.32	13.41
Norm Sign	15.26	8.20	
No Sign	35.96	34.91	

Percent Using Elevator

	Week 1	Week 2	Week 3
Exercise Sign	15.10	13.32	13.41
Norm Sign	15.26	8.20	7.92
No Sign	35.96	34.91	

Percent Using Elevator

	Week 1	Week 2	Week 3
Exercise Sign	15.10	13.32	13.41
Norm Sign	15.26	8.20	7.92
No Sign	35.96	34.91	37.64

Not Quite So Simple

Not Quite So Simple

Biased samples

Not Quite So Simple

Biased samples

Norm information from people like
me?

Not Quite So Simple

Biased samples

Norm information from people like
me?

Norm information from people
I want to be like?

Not Quite So Simple

Biased samples

Norm information from people like me?

Norm information from people I want to be like?

Other variables

Questions?

