

Det samfunnsvitenskapelige fakultet

Psykologisk Institutt (PSI)

Social norms in the Regulatory Ecology

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UNIVERSITETET
I OSLO



People expect talking on their commute to be...

More pleasant than
solitude

Less pleasant than
solitude

The same as riding in
solitude

The actual experience is...

More pleasant than
riding in solitude

Less pleasant than
riding in solitude

The same as riding in
solitude

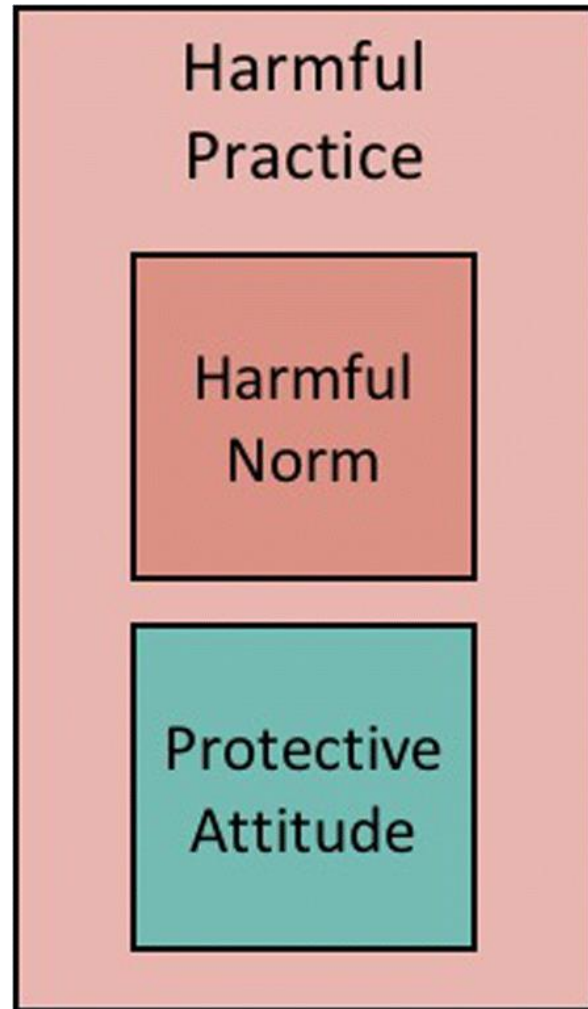
The reason is that people ...

Have had bad experiences
with talking to people on the
train

Expect getting less
done during a commute
where they talk

underestimate others'
interest because of lack
of experience

Behavioral norm distorts perception of others



norms

descriptive:

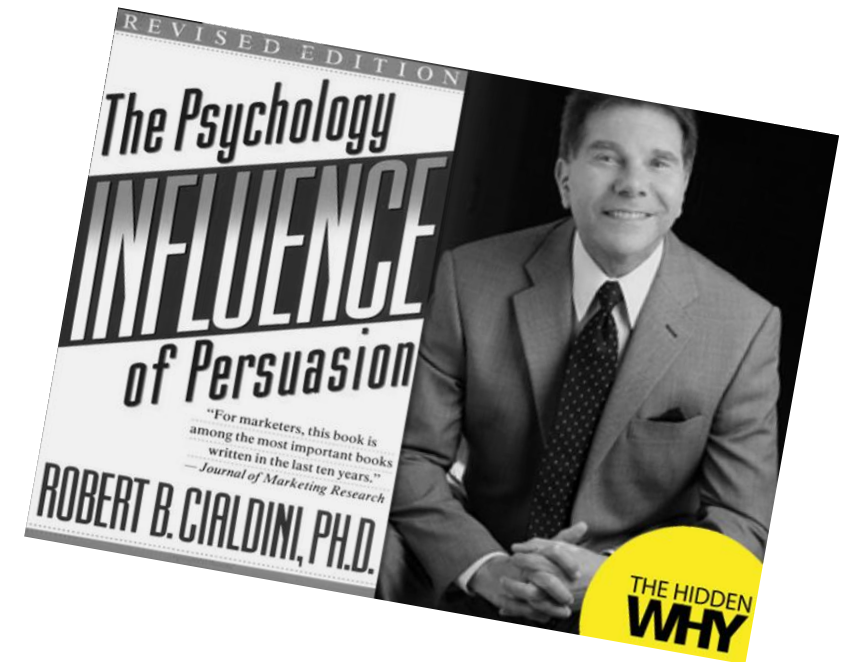
What do others do?

injunctive (= Prescriptive):

What is desired or approved of?

Ideals or oughts?

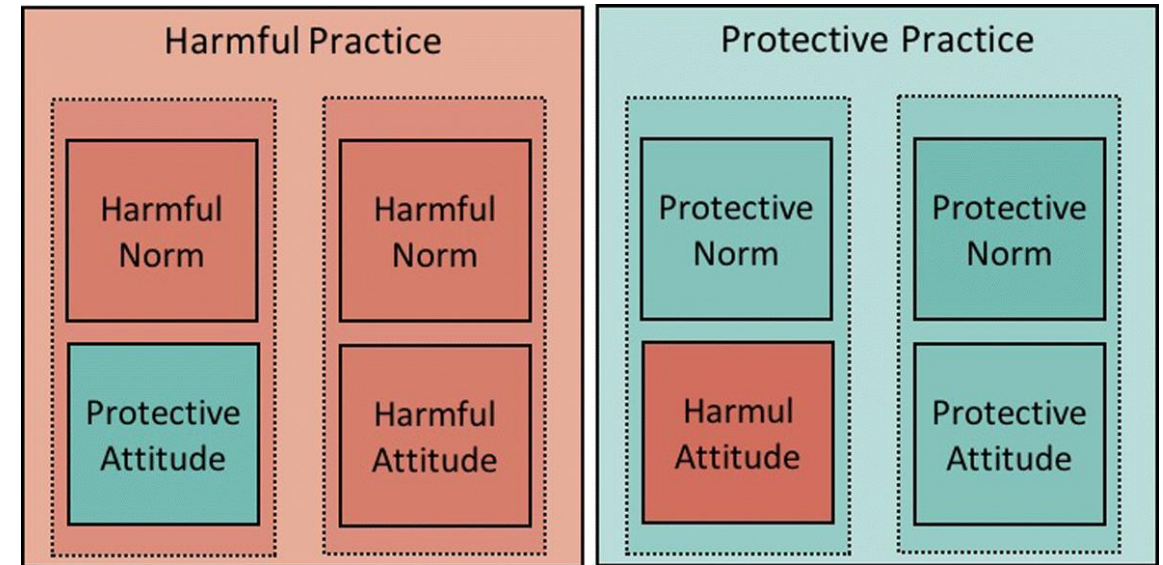
norms only have an effect
when they are **salient** (easy to
notice)



application to alcohol consumption

perceived alcohol consumption and
perceived approval
both predict behavior

both are often overestimated
=> realistic judgment can improve the problem



Larimer et al., 2004

Multi-determined

confirmation

support

relationships

belonging

embarrassment

responsibility

Standards: oughts and ideals

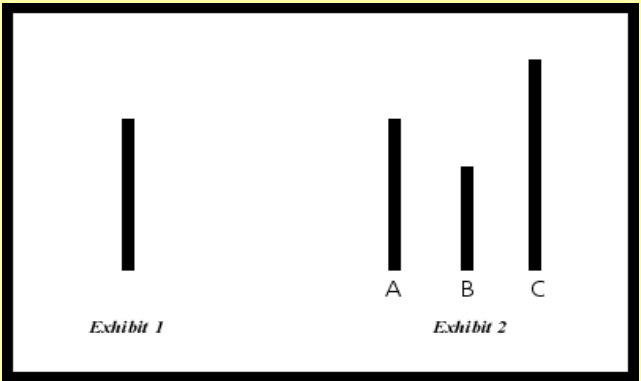
challenge

contagion

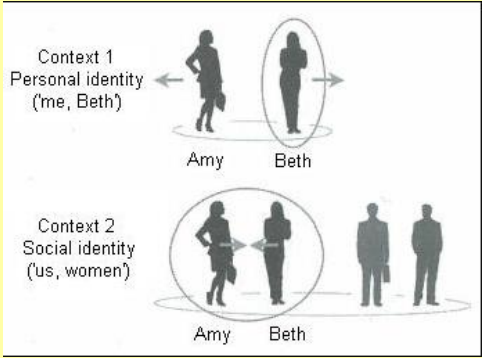
information

imitation

learning



1 processes
2 spreading
3 intervention



normative conformity / social influence

When does it happen?

1. Individual variations
2. at least 3 or 4 agents of influence
3. Homogeneity important
4. Socio-cultural variations (time, place, gender)
5. More for immediate influence
6. More for important groups



belonging

information

embarrassment

[Asch's study](#)

Social learning

watch and imitate

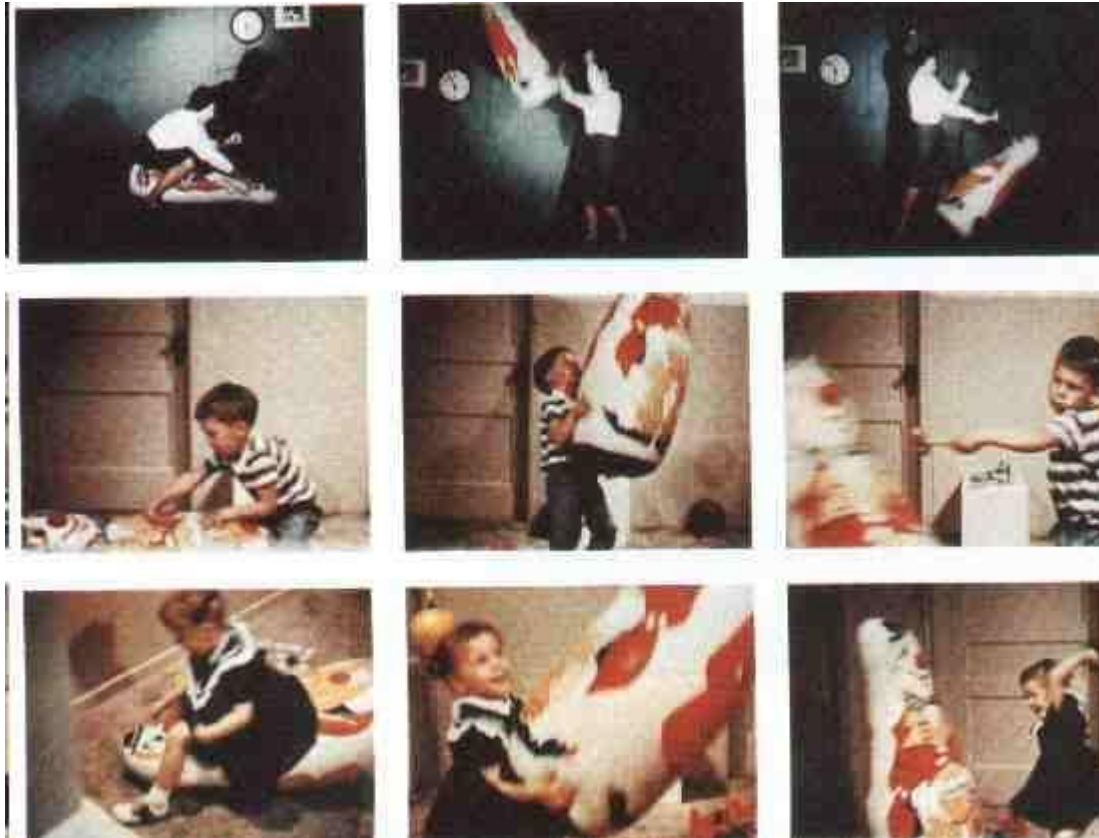
imitation

learning

information



Bandura, 1973



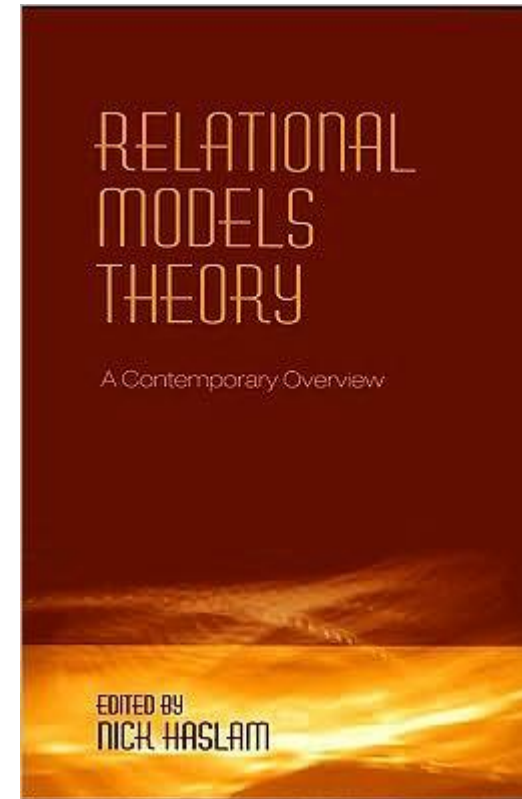
Social relationships set specific normative expectations

Four models universally structure human relationships

each model comes with its set of norms



relationships



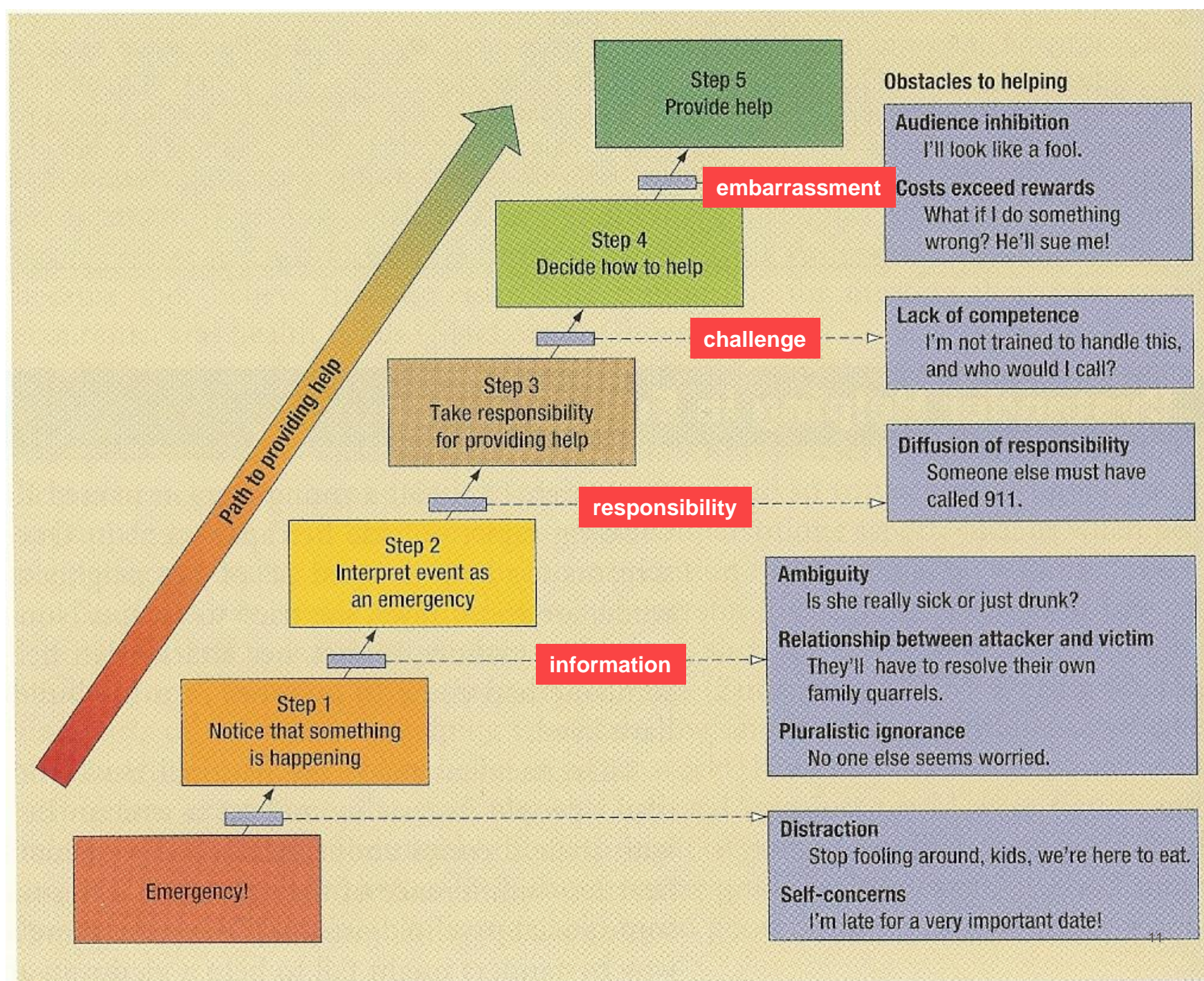
Relational Model	Description	Examples
Communal Sharing (CS)	People treat each other as equivalent and undifferentiated in terms of contribution to community	<ul style="list-style-type: none"> •Using a “Commons” or shared resource •People intensely in love •Shared suffering for common well being
Authority Ranking (AR)	People have asymmetric positions in a linear hierarchy in which subordinates defer, respect and obey while superiors take precedence and control	<ul style="list-style-type: none"> •Military hierarchies •Ancestor worship •Monotheistic religious moralities •Class or ethnic rankings •Sports team standings
Equality Matching (EM)	Relationships keep track of the balance or difference among participants and know what is required to restore balance	<ul style="list-style-type: none"> •Turn-taking •One-person, one vote elections •Equal share distributions •“Eye for an Eye” vengeance
Market Pricing (MP)	Relationships are oriented to socially meaningful ratios or rates such as prices, wages, interest, rents, tithes, or cost-benefit analysis	<ul style="list-style-type: none"> •Property/Stock values •Arranged Marriage value •Standards of equity in judging entitlements



Bystander effect



<https://www.youtube.com/watch?v=KE5YwN4NW5o>



Social identity

Our social identity, a part of our identity is derived from the social groups that we belong to and that we do not belong to (defining who we are by who we aren't)

We derive self esteem by positively differentiating our in-group from out-groups ("us" and "them")

We therefore tend to categorize our social environment into groups

We tend to favourize our in-group over out-groups

CREATORS

Social Identity Theory (1979)



HENRI
TAJFEL



JOHN
TURNER

confirmation

support

Self categorization

Continuum from salient personal to salient social identity (depersonalization)

Striving for positive distinctiveness of the ingroup

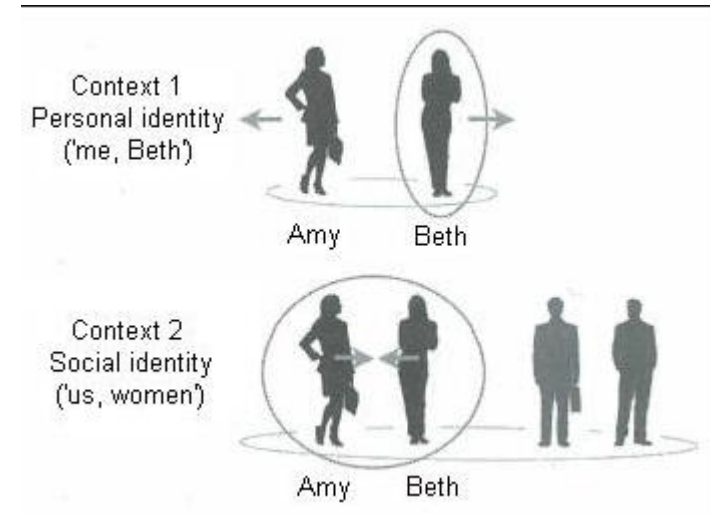
Accentuation of intergroup differences

Self-categorization depends on context: A fluid process

Individuals adopt the features of a salient self category (self-stereotyping)

Prototypicality is good

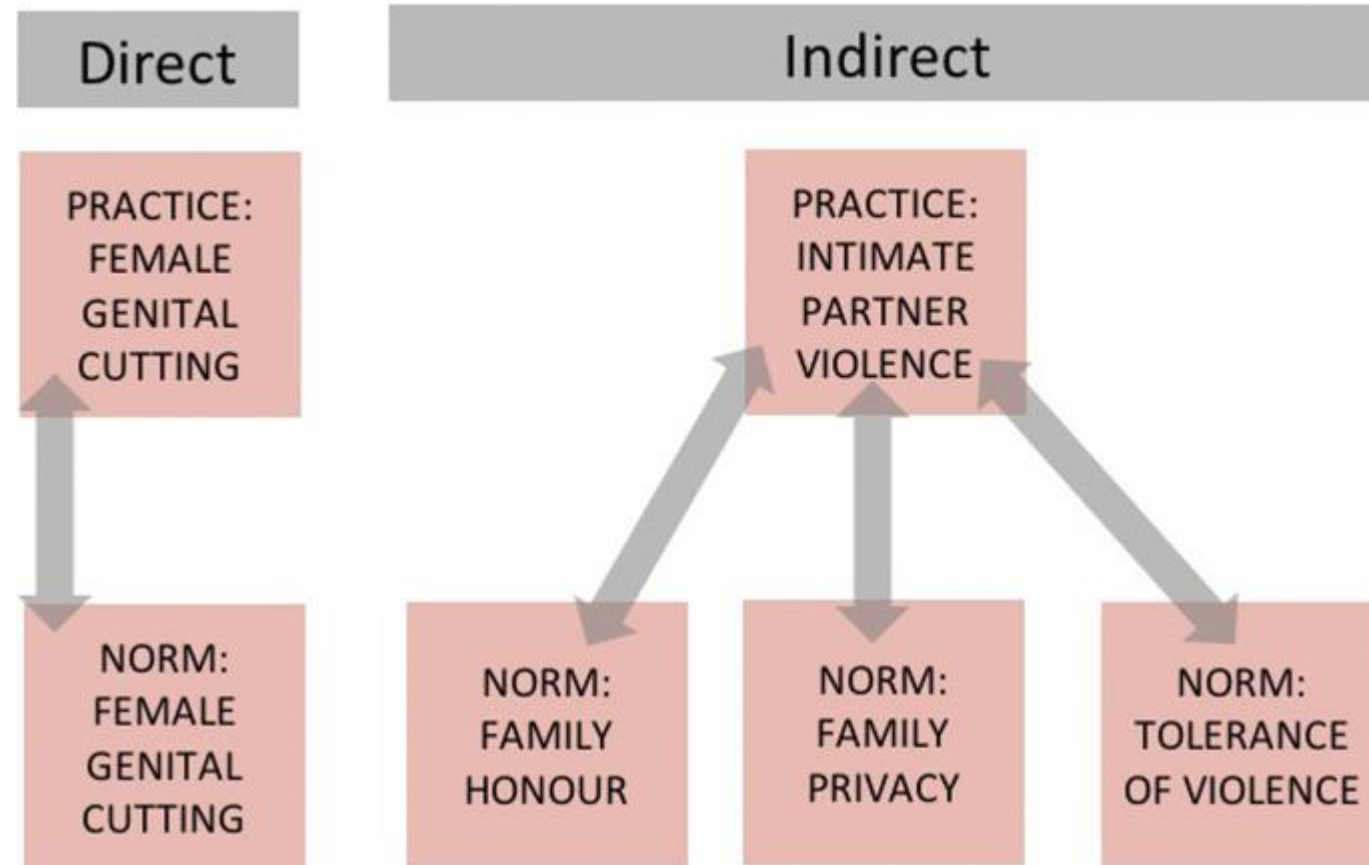
Intragroup differences lead to uncertainty which is resolved by everyone trying to become more prototypical. That's social influence.



Polarization in social media



Indirect influence of norms on behavior



UiO:Energi

Summer project 2022: Wind in media

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Utenlandske selskap styrer norsk vindkraft





Interventions: Energy conservation

Psykologi for Klima

Psykologi for Klima arbeider med å adressere psykologiske dimensjoner og instituttets ansvar i møte med økokrisen.



Bilde av Callum Shaw på Unsplash

<https://www.sv.uio.no/psi/om/strategi/klimastrategi/>

Carbon footprint UiO



Elin Lerum Boasson: Norge som et nullutslippsland - Historier fra fremtiden

Tid og sted: 26. Oktober 2022 12:00 - 13:00, [Auditorium 1, Harald Schjelderups hus](#)

Elin vil holde et foredrag om hennes bidrag i den 6. IPCC-rapporten, samt prosessen med å skrive den. Hun vil også diskutere psykologiens og samfunnsvitenskapenes rolle i rapporten og stille spørsmål ved hvorvidt IPCC-rapporten kan være i stand til å oppsummere den samfunnsvitenskapelige forskningen om klimastyring på en hensiktsmessig måte.

[Kalenderinvitasjon](#)



Arne Johan Vetlesen: Radikal miljøbevegelse - En trussel eller en sjanse?

Tid og sted: 15. november 2022 12:00 - 13:00, [Auditorium 3, Harald Schjelderups hus](#)

Beskrivelse kommer snart.



Bård Harstad

Starten av desember. Detaljer kommer snart.

Hvorfor har vi ikke en grønn økonomi allerede? Og hvordan kan psykologien dra oss i den retningen?



Karen O'Brien: Det grønne skiftet og psykologiens rolle

Januar 2023. Detaljer kommer.

WRAP UP

Norms are powerful determinants of behavior.

Subgroup norms can contradict legal norms.

Norms and regulations inform each other.

Change processes need to take both into account (example: hytteforbud)

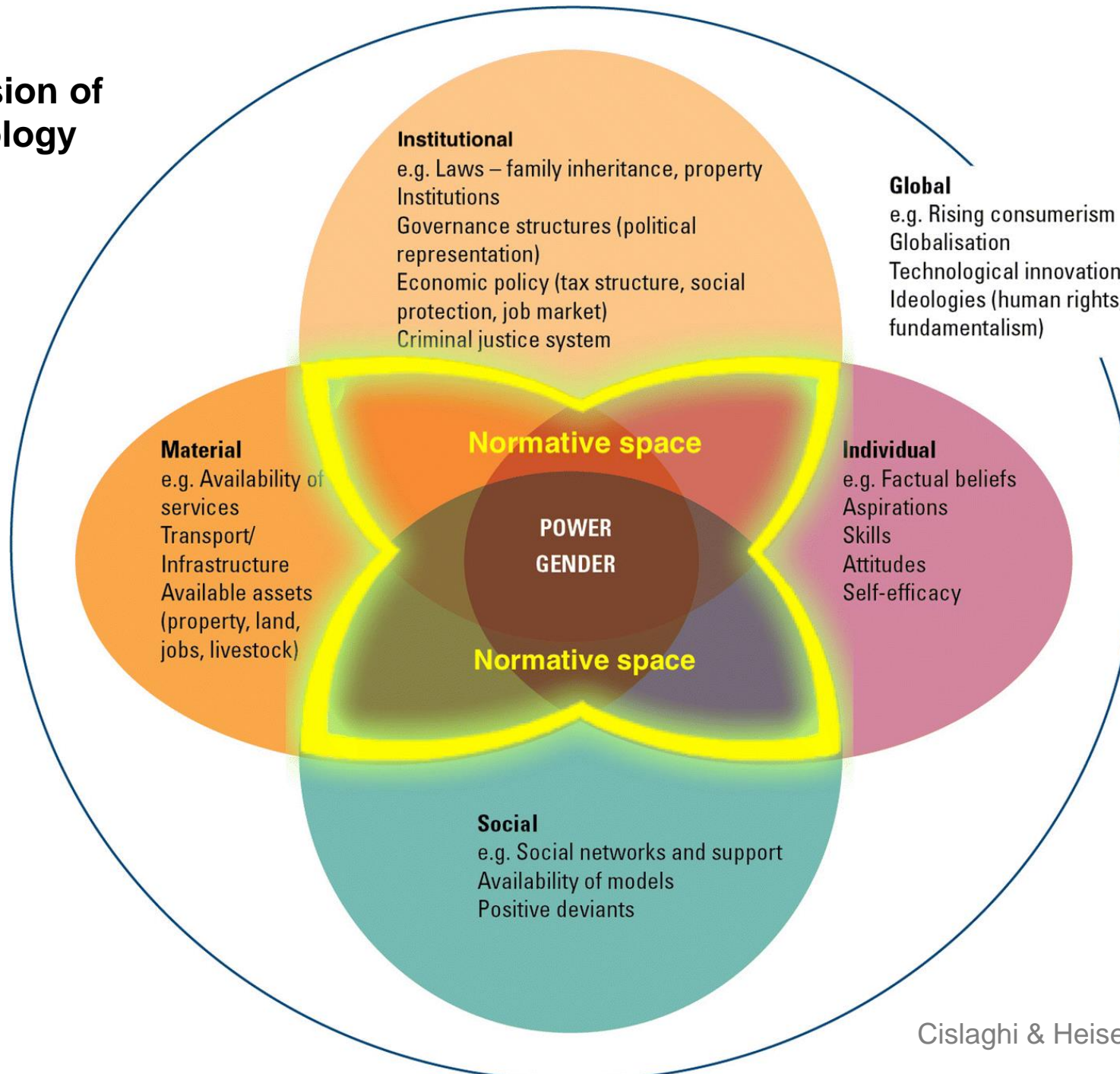
Regulatory changes need to be accompanied by campaigns to change norms.

Some potentially useful

Bonus material

on intervention studies from a psychological lense

A colorful version of regulatory ecology



Intervention toolbox

Do

Praise

Fairness

Assign
responsibility

Modelling and
mentoring

Teaming up

Aim for

Goal setting

Commitment

Descriptive norms

Injunctive norms

Comparison

Compliance

Trust

Use

Prompts

Incentives

Feedback

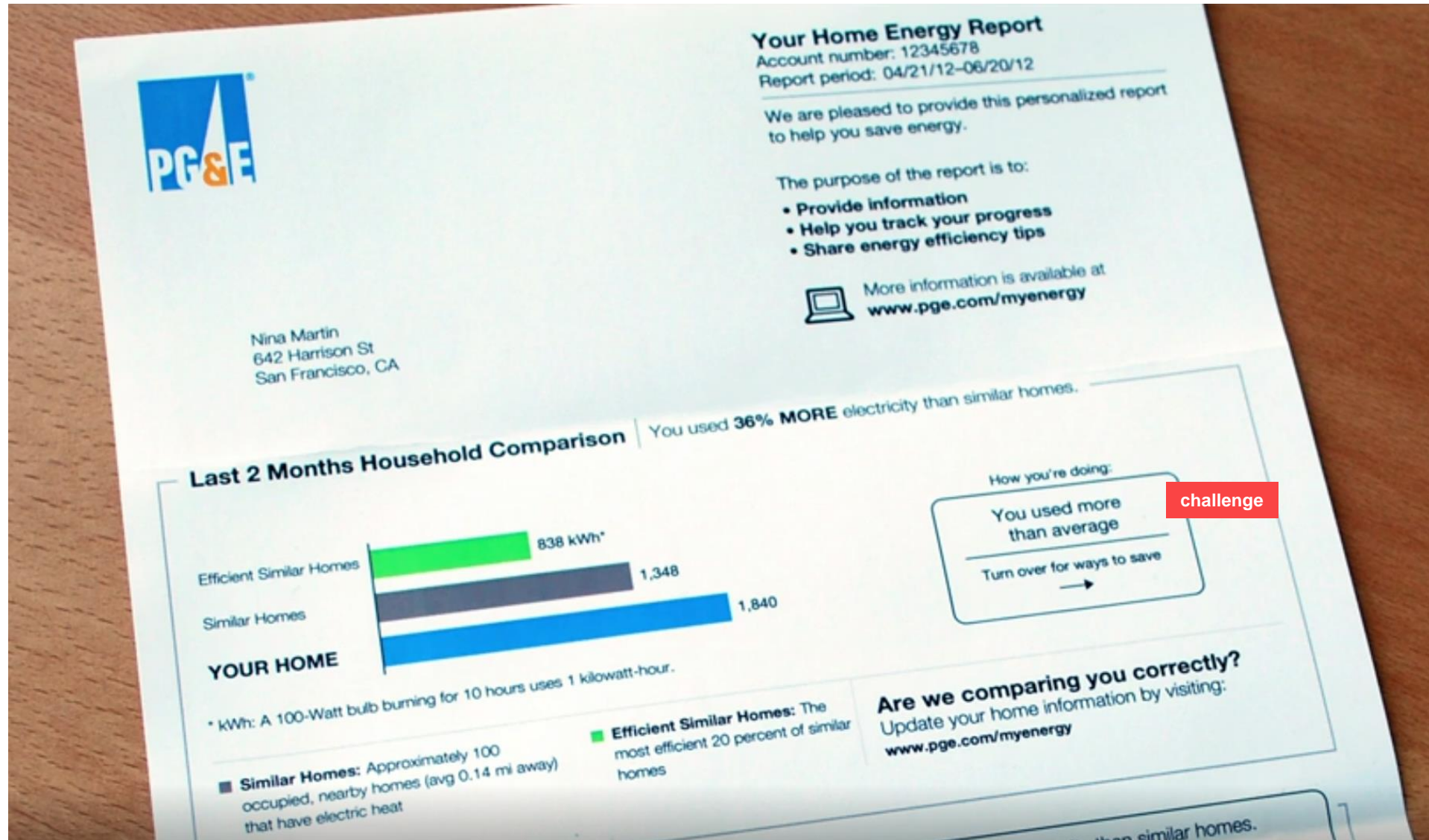
Convenience

Default choices





standards



Injunctive norm



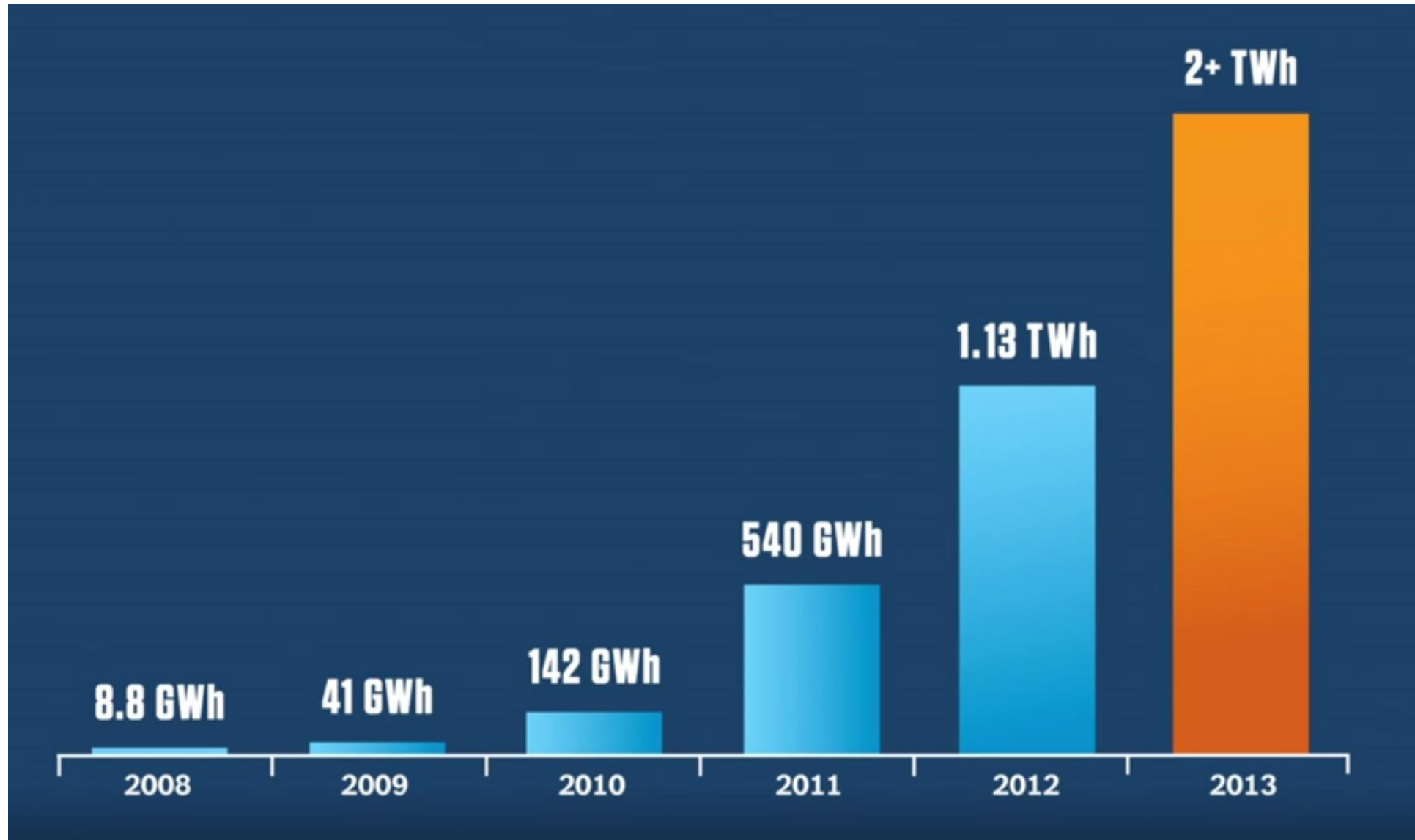
challenge

ideal

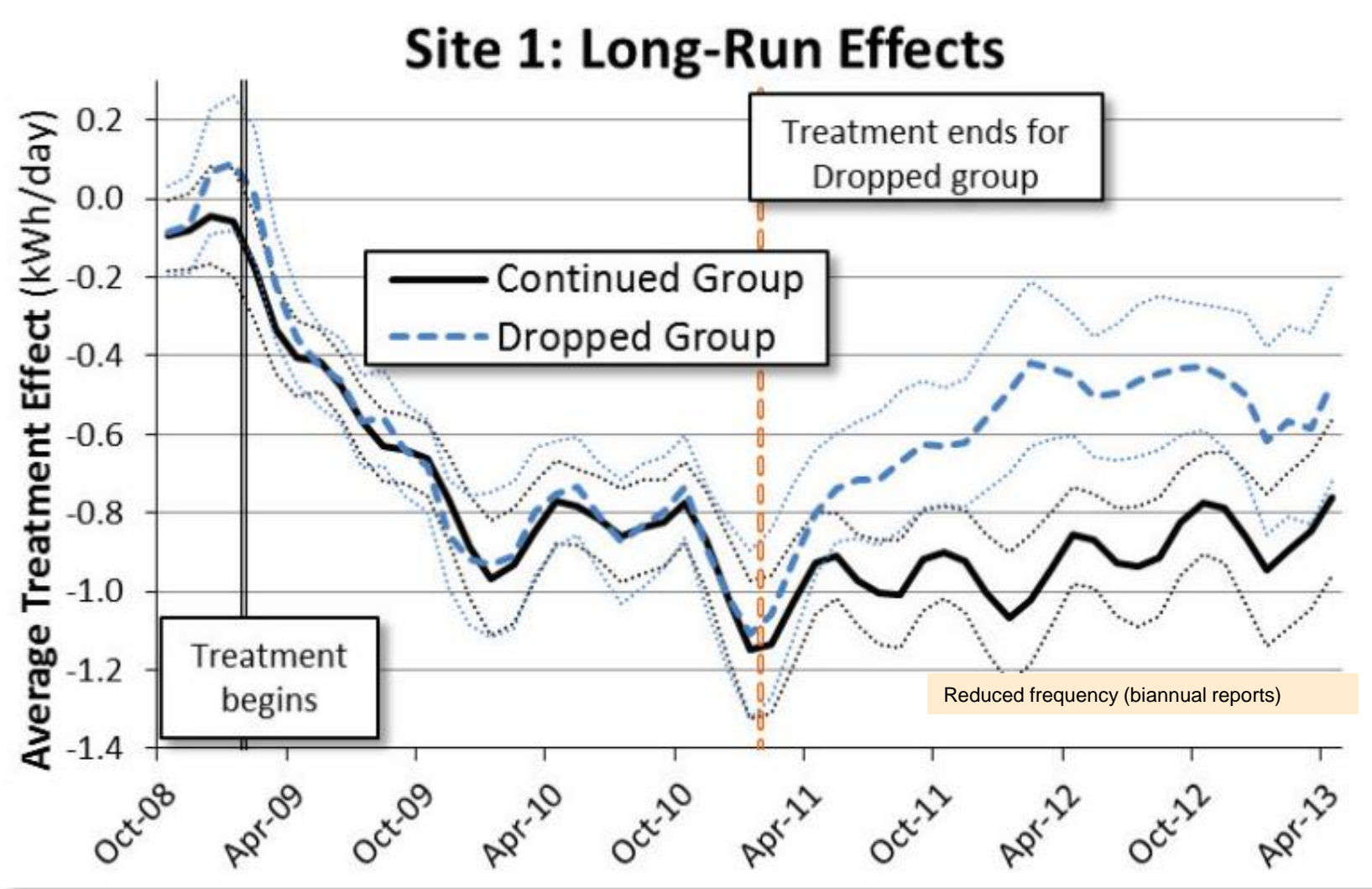
Internalized norm - The positive feedback loop



Opower total energy savings



The intervention stays effective for a long time



Community-based social marketing

Step 1 Non-divisible end-state target behavior

Turning off computers at the end of the workday

Step 2 Identify barriers and benefits

Focus groups, interviews with IT staff, and a brief web survey of employees.

Step 3 Designing campaign

removing barriers, highlighting financial savings to the organization, personal contact, a commitment strategy, and a prompt.

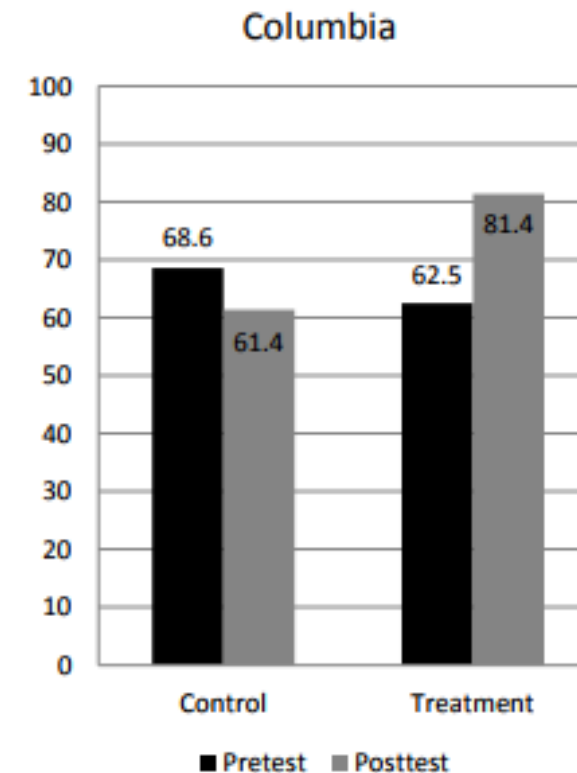
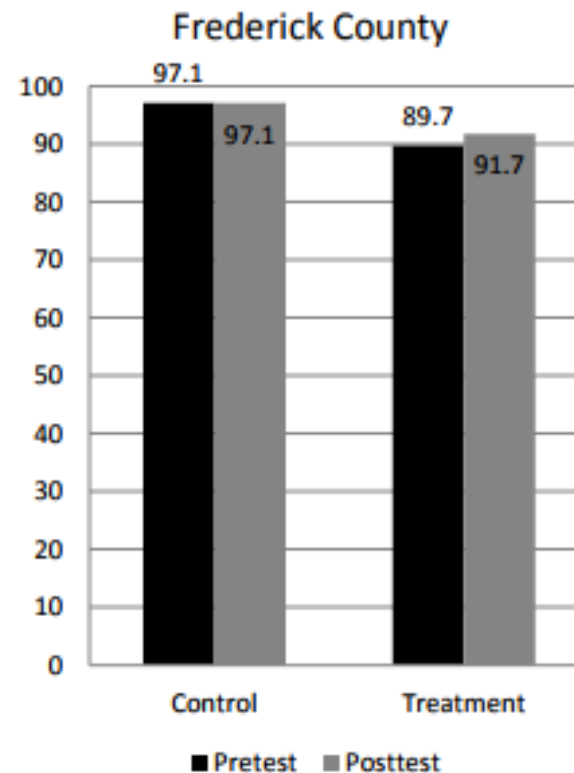
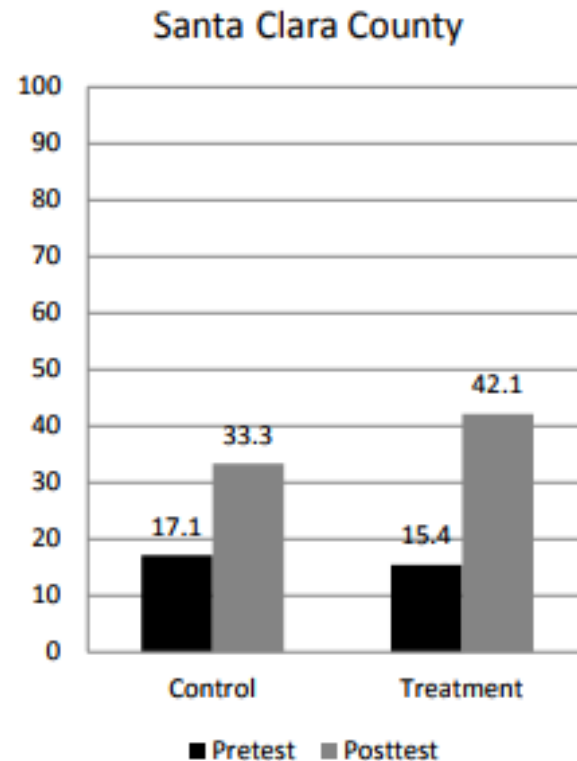
Step 4 Pilot

Step 5 Implementing



Results Computer shutdown

- **Santa Clara:** Info alone had significant effect (both groups)
- **Frederick :** Ceiling effect (already doing it!)
- **Columbia:** Significant effect in treatment group



Results Monitor shutdown

- Significant increase in monitor shutdown **across all regions.**
- No significant change in **control group.**

