

Contextualizing Social Norms

Nicabec Casido and Sierra Gonzales

Summer Projects:

DOSPERT Systematic Review

Led by Johanna M. Matt-Navarro & Elke U. Weber Environmental Behaviors Meta-Analysis & Systematic Review

Led by Sara Constantino, Johanna M. Matt-Navarro & Elke U. Weber Social Norms Meta-Analysis

Led by Gregg Sparkman & Elke Weber



DOSPERT Systematic Review

What kind of *outcome measures* does the *DoSpeRT* (Domain-Specific Risk-Taking) scale predict?

→ What is DOSPERT?

(Blais & Weber) Quantifies risk-taking and risk-perception



Environmental Behavior MA

How do choices in *economic lab games* (Prisoner's Dilemma, Public Goods Games) correlate with *real-world environmental behaviors*?

- Public Goods Game: Used to measure real-life willingness to contribute to public goods.
- Environmental Behaviors: Donating money to an environmental organization, conserving energy at home, etc.

Social Norms Meta-Analysis

Social Norm: Perceptions of what others commonly do or believe in a given context



Note

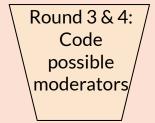
Norms research has shown that people conform to norms, but these findings aren't uniform and it's unclear what leads to conformity.

Main research question of the Social Norms MA: What kind and under what circumstances do social norm manipulations lead people to conform? How can we use this to improve social norm interventions?



Round 1: Title + abstracts

> Round 3 & 4 Prep -Our Work



A Room with a Viewpoint Revisited: Descriptive Norms and Hotel Guests' Towel Reuse Behavior

Gerd Bohner*, Lena E. Schlüter

University of Bielefeld, Department of Psychology, Bielefeld, Germany

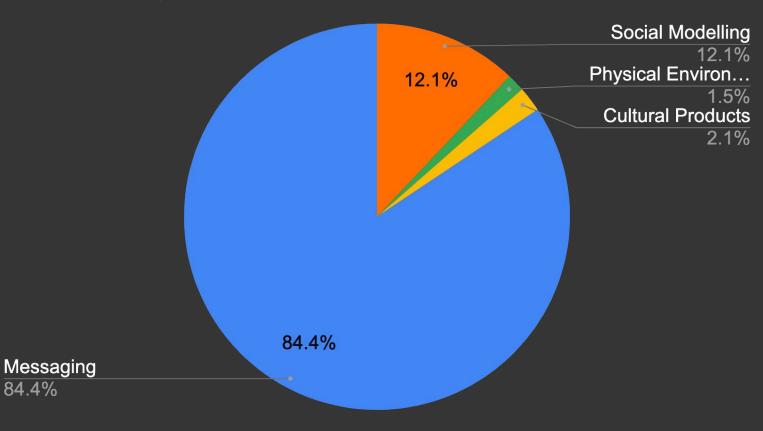
Abstract

Field experiments on descriptive norms as a means to increase hotel guests' towel reuse [1] were replicated and extended. In two hotels in Germany (Study 1: N = 724; Study 2: N = 204), descriptive norm messages suggesting that 75% of guests had reused their towels, or a standard message appealing to environmental concerns, were placed in guests' bathrooms. Descriptive norm messages varied in terms of proximity of the reference group ("hotel guests" vs. "guests in this room") and temporal proximity (currently vs. two years previous). Reuse of towels was unobtrusively recorded. Results showed that reuse rates were high overall and that both standard and descriptive norm messages increased reuse rates compared to a no-message baseline. However, descriptive norm messages were not more effective than the standard message, and effects of proximity were inconsistent across studies. Discussion addresses cultural and conceptual issues in comparing the present findings with previous ones.

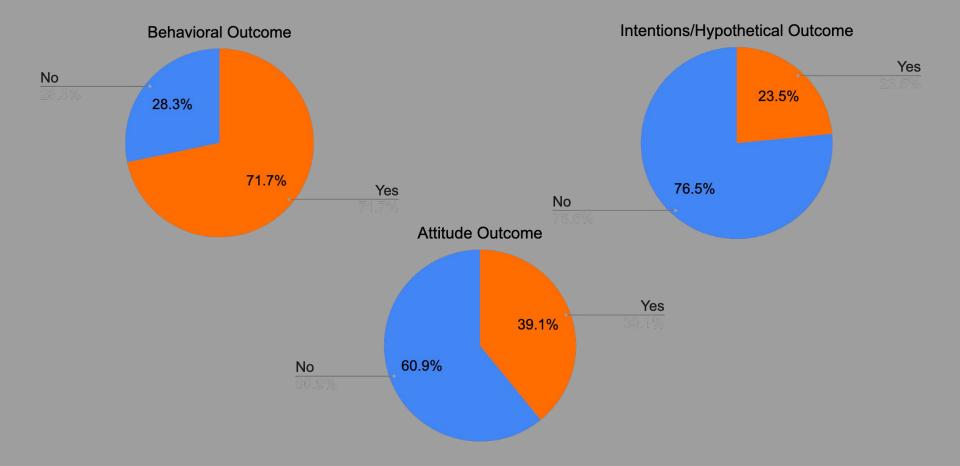
Context Description of the Main Outcome(s)	Norm Message #1	Condition #1 Name
Women's condom-use with partners	NA	NA
Korean Americans deciding when to quit smoking	NA	NA
Local governments deciding to protect community spaces	"Parishes and local gr	οι Norm e-mail
People littering a leaflet in a library parking lot	"April is Keep Arizona	B antilittering norm
People making decisions about buying energy-efficient light bulbs and conserving energy	"Cook County Reside	nt Pro-Behavior Norm
College students' thoughts and behaviors on drinking alcohol	"[Percentage/proportion	on Social Norms Marketing
College students completing an anonymous chat room-based coordination game, while in a computer lab with their class completing the same task	NA	NA
College students' drinking behavior on their 21st birthday	"81% of LMU students	s c campus-specific drinkin
First-year college student's drinking behavior	"Parents tend to unde	re FITSTART
College students' completing a problem-solving task either in groups of two or alone in a research lab	NA	NA
People putting household food waste in a curbside compost bin instead of in the trash bin	"No food waste please	e. sticker prompt
College students' drinking alcohol and experiencing related consequences	"Did you know, that st	uc positively framed messa
College students' drinking behavior on their 21st birthday	NA	NA

"[Actor] + [doing action/holding belief] + [a context]." "[Hotel guests] + [reusing towels] + [in their room.]"

Type of Medium Distribution



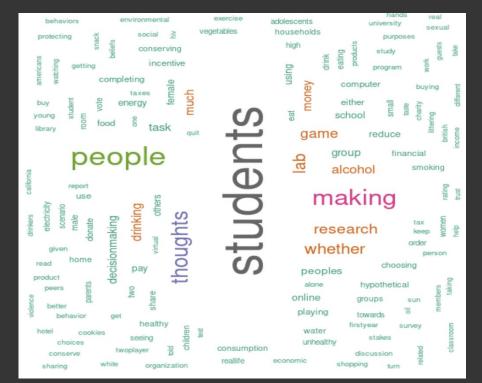
Outcome Measure



Context Description Analysis

After creating a word cloud of the most common words used in the context descriptions, we were able to create 6 content domains to sort the studies into. We found that, out of 935 studies, there were:

- 117 studies in General Health
- 125 were in Substance Use
- 84 were in Environment
- 31 were in Politics
- 103 in Finance
- 38 in Donation



Context Description Analysis

Population:

- 257 studies on "people" or unspecified adults
- 384 studies on college students
- 46 studies on individuals under 18

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Conclusion + Next Steps



High Meadows Environmental Institute

Using our analysis, we hope that more can be learned about what characteristics are most commonly used for norm manipulations, which ones seem most effective, and if there less-used manipulations which hold the potential of being more effective than previously realized.

Thank you to our mentors from all 3 projects we worked on and the BSPL in providing us with this educational opportunity!