



High Meadows
Environmental
Institute

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 2: Confirm norm
experiment with conformity DV

**Round 3 & 4 Prep -
Our Work**

Round 3 & 4:
Code
possible
moderators

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

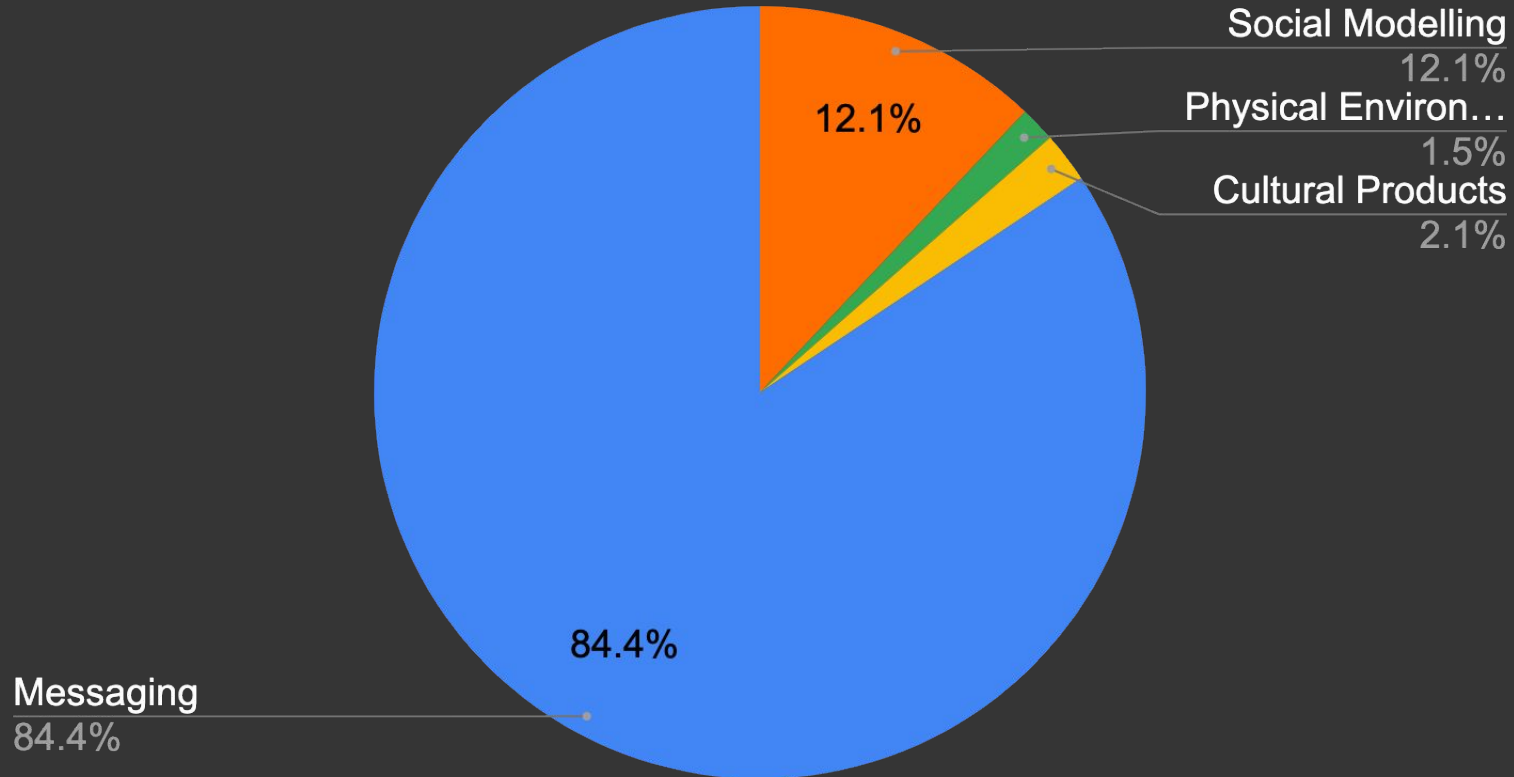
Abstract

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 gov	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 Resident Pro-Behavior	Norm
College students' thoughts and behaviors on drinking alcohol	"[Percentage/proportion	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 c	campus-specific drinking
First-year college student's drinking behavior	"Parents tend to undere	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.	sticker prompt
College students' drinking alcohol and experiencing related consequences	"Did you know, that stuc	positively framed messag
College students' drinking behavior on their 21st birthday	NA	NA

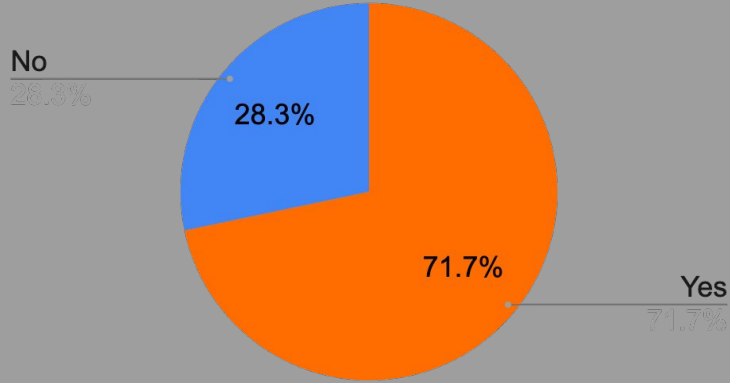
"[Actor] + [doing action/holding belief] + [a context]."
 "[Hotel guests] + [reusing towels] + [in their room]."

Type of Medium Distribution

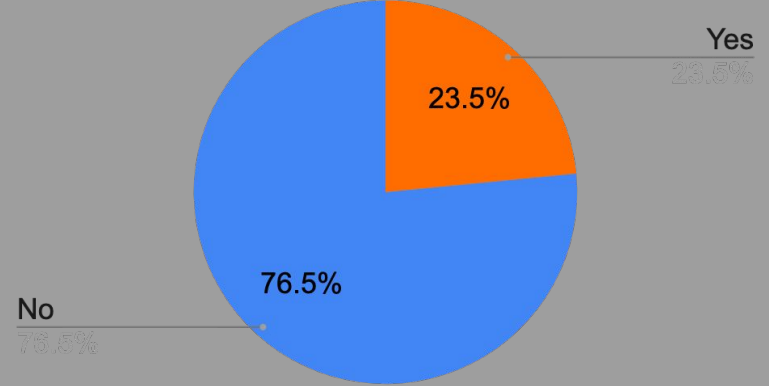


Outcome Measure

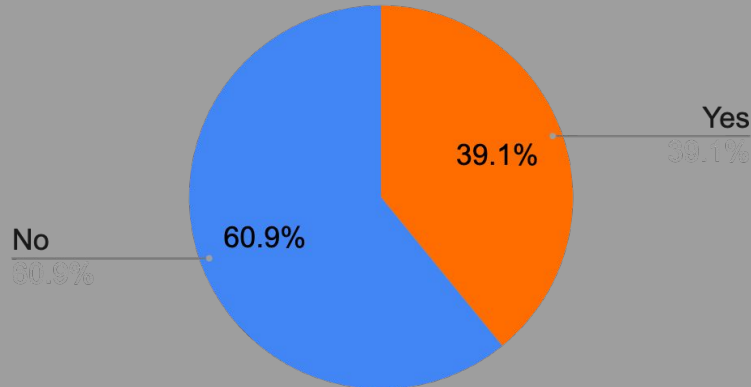
Behavioral Outcome

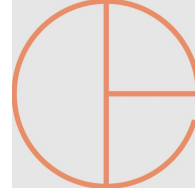


Intentions/Hypothetical Outcome



Attitude Outcome





Conclusion + Next Steps

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!