



# Social Norms

Social norms allow us to copy what others do is a good way to avoid effortful thought



**We are strongly influenced by what others do**

- Social norms are the behavioural expectations or rules within a society or group
- Norms can be explicitly stated expectations or implicit in what we see others do
- They can develop and spread rapidly

**Powerful normative messages**

**Descriptive norms**

- “Most people do X”
- “80% of people do X”

**Dynamic norms**

- “More and more people do X”

