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”