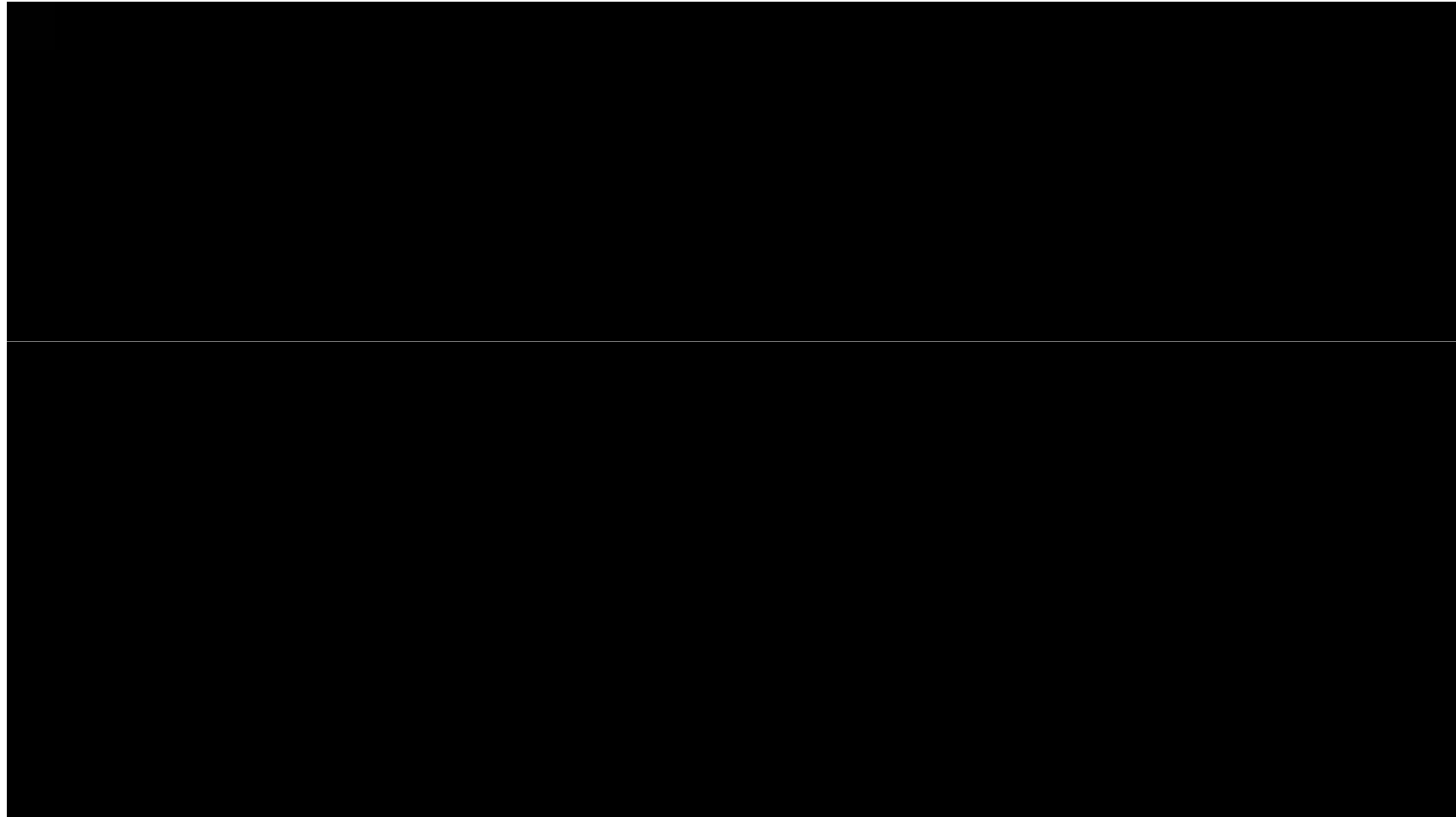


DESCRIPTIVE SOCIAL NORMS AS UNDERAPPRECIATED SOURCES OF SOCIAL CONTROL

Robert B Cialdini

What's the message?

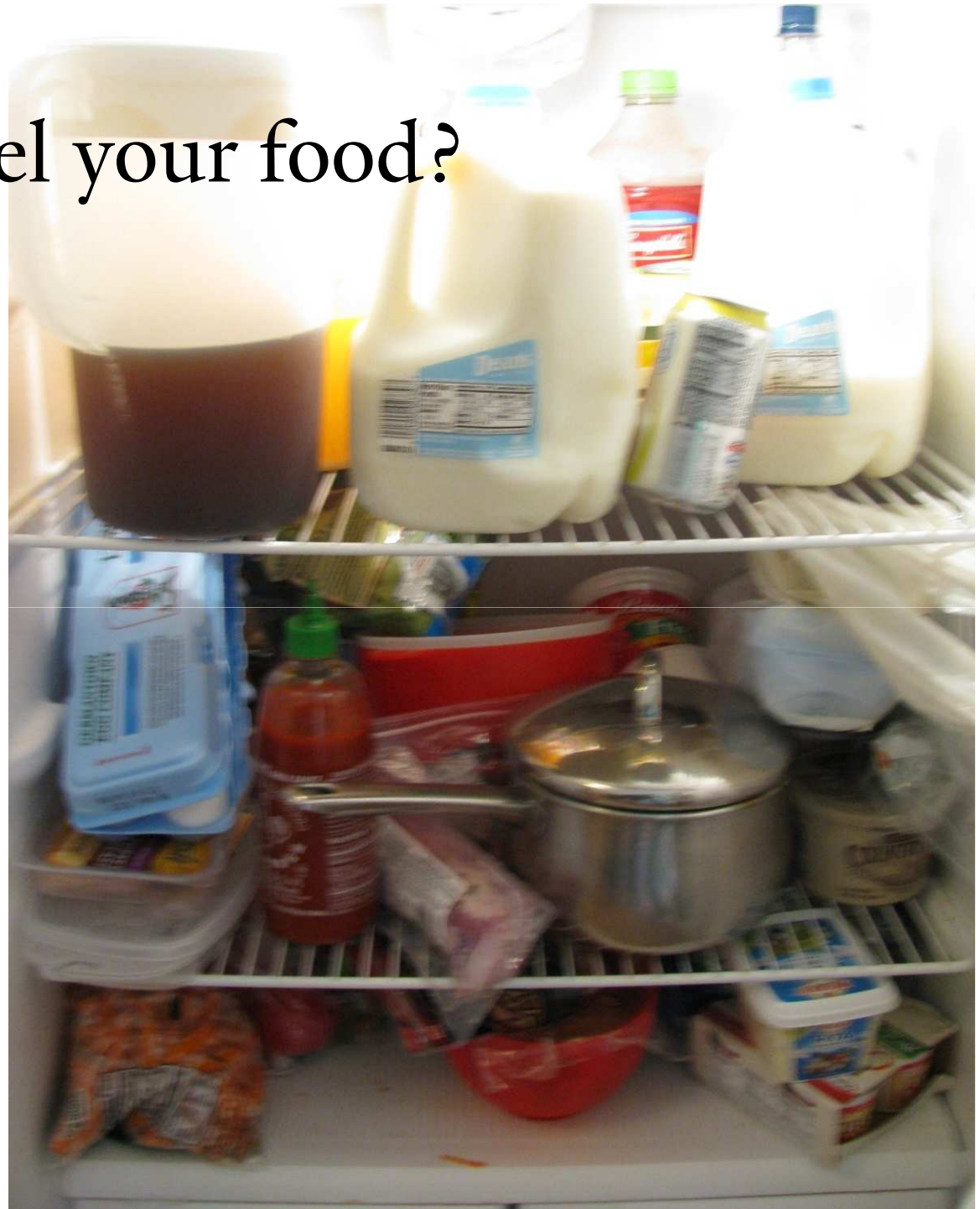


Public Service Announcement Anti-Drug Commercial

Would you label your food?



Would you label your food?



Have you seen milk crates?



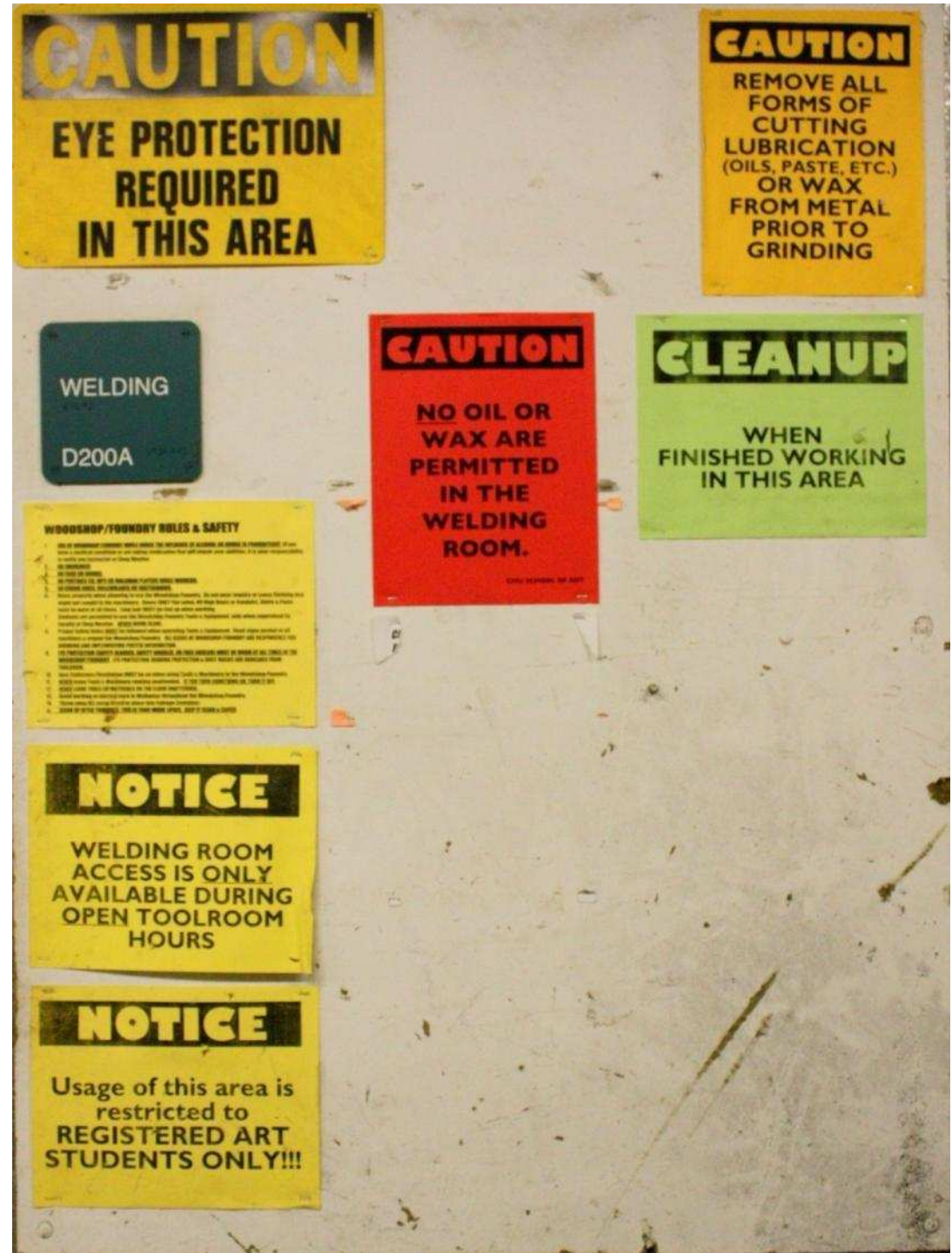


WARNING

USE BY OTHER THAN REGISTERED
OWNER PUNISHABLE BY LAW

Why would people not follow rules?

Or, what do they follow?



Compliance-relevant Decision Making

- Law Abidance

Complying with the law

- Social Control

- Injunctive social norm:

expectations on what others **believe**

- Descriptive social norm:

perception of what others **do**

Would you give a dollar?



Would you take petrified wood?



Would you reuse towels?

HELP SAVE THE ENVIRONMENT

*HELP SAVE RESOURCES FOR
FUTURE GENERATIONS*

*PARTNER WITH US TO HELP SAVE
THE ENVIRONMENT*

*JOIN YOUR FELLOW CITIZENS IN
HELPING TO SAVE THE
ENVIRONMENT*



So, how would you help save paper?

 **Black Cartridge** **14%**
Order HP Part: Q7553X

Approximate Pages Remaining: 817
(Pages remaining will vary depending on the types of documents printed.)
Low Reached: Yes
Serial number: 1065629
Pages Printed With This Supply: 5285
First Install Date: 20080910
Last Used Date: 20090217

Event Log

Number	Code	Page Count
1	10100	31643
2	40022	31643
3	10100	31559
4	10100	31556
5	10100	31550
6	40022	31550
7	10100	31471
8	10100	31212
9	10100	30999
10	10100	30984



Would you turn off the lights?



World of Warcraft an Unlikely Tool for Environmentalism

<http://www.treehugger.com/files/2009/02/world-of-warcraft-an-unlikely-tool-for-environmentalists-video.php>

