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?

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**Event Log**

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Would you turn off the lights?

World of Warcraft an Unlikely Tool for Environmentalism