

Abstract Band
Social Norms Conference 2024
- Emergence, Stability, Social Change -
Andreas Diekmann & Jörg Rössel
Conference Office Marie Hantsche
Congressi Stefano Franscini Monte Verità, Ascona
07. - 10.07.2024
Sponsored by CSF, German Science Foundation (DFG),
University of Zurich, German Academy of Sociology (AS)



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Andreas Diekmann*, Felix Ries,* Wojtek Przepiorka**

Emergence of Inefficient Norms

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In coordination games, actors can fall into the trap of "bad" equilibrium in a path-dependent manner. A well-known example is Mackie's (1996) study of foot binding in imperial China. We conduct an experiment to investigate the conditions under which suboptimal equilibrium strategies emerge in the repeated prisoner's dilemma. This involves so-called "sticky norms": norms that used to be environmentally appropriate are no longer so in a new situation, but are nevertheless retained. This kind of "cultural lag"(Ogburn) can also be seen in varying degrees in an experiment on the emergence of social norms. The experiment was conducted with 184 subjects at the University of Leipzig. Beyond decisions in repeated interactions, normative expectations and attitudes were also measured.

Johannes Huinink *, Sebastian Schnettler⁺

Social norms as a topic of recent evolutionary research. An overview with a special focus on norm internalization.

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In this contribution, we demonstrate the potential relevancies of recent approaches in biosocial and evolutionary research outside our discipline, largely ignored by sociology, for the study of social norms and their emergence in the course of human evolution. Whereas many sociologists still seem to have a one-dimensional and almost stereotypical view of biological and anthropological treatments of human behavior as a simplified and outdated version of sociobiology, in fact a variety of modern biological and anthropological subfields deal with human behavior and cognition and are, in various ways, potentially relevant for the social sciences in general and for the study of the emergence and change of social norms in particular. Especially behavioral ecology, evolutionary psychology, and cultural evolution, resp. gene-culture coevolutionary approaches have been addressed in the literature as complementary rather than

competing subfields and it is proposed that they could be integrated to what is called a human evolutionary behavioral science (Brown et al. 2011).

In our talk, we will present and discuss recent evolutionary research with a particular focus on social norms. In addition to an overview of extant research in these fields that explicitly deals with this topic we will also sketch how the conceptual tools in these fields more generally can complement traditional social science research on various aspects related to social norms. Because we assume that familiarity with respective studies conducted by scholars of the mentioned approaches is limited, we first provide a general, albeit necessarily selective, overview of theoretical models, methodological strategies, and important findings. We complement this with a brief excursus on more recent findings from neurological research and the Bayesian brain model, because we consider them to be highly relevant for understanding the way social norms "work". As an example, we then address the question of the fitness relevance of norm internalization (e.g. Gavrillets & Richerson 2017). We briefly also reflect on whether a "vice versa" is justified, i.e. what is the contribution of sociology. Not surprisingly, we will argue for increased exchange and collaboration between sociology and the presented fields of the modern evolutionary behavioral science when it comes to explaining the emergence and change of social norms.

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A Field Experiment on the Effect of Social Status on Prosocial Behavior

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It is controversial whether high-status actors behave less prosocially than low-status citizens. To investigate the effect of social status on helping behavior, we used the "lost wallet method". We attached seemingly lost wallets to the windshield wipers of luxury cars compared to smaller and relatively cheap cars. With each wallet, we left a note: "found beside your car." The wallets contained a substantial amount of money (50 €), a

number of customer cards, and a business card indicating a high or low social status of the 'loser' of the wallet. Half of the wallets also contained a USB stick and a key to test the empathy hypothesis. The allocation of wallets by status was randomized. This design allowed us to identify causal effects of the status of the finder and the status of the loser on prosociality.

Anna S. C. Tirion, Laetitia B. Mulder, Tim Kurz, Namkje Koudenburg, Annayah M. B. Prosser, Paul Bain, and Jan Willem Bolderdijk

The Sound of Silence: The Importance of Bystander Support for Confronters in the Prevention of Norm Erosion

Observing deviant behaviour can lead to 'norm erosion', where a norm is no longer seen as relevant and compliance with it is reduced. Previous research argues that social confrontations can mitigate norm erosion. However, this work has not considered the impact of bystanders to confrontations, who might influence the outcome by supporting - or failing to support - the person confronting a social rule breaker. We examine the effect of bystanders' reactions on preventing norm erosion across three experimental studies. We examined how supportive and non-supportive bystander reactions to a confronter impacted the perceived strength of a prosocial norm among participants and their behavioural intentions. We find that when bystanders explicitly supported the confronter against the rule breaker, the norm was perceived as stronger - and sometimes, compliance intentions were higher - than when bystanders did not respond to the confronter. A mini meta-analysis across the three studies reveals that the effect of bystander support on perceived norm strength is large and robust. Our work demonstrates that for the prevention of norm erosion, confronters benefit greatly from being explicitly supported by bystanders.

Isamu Okada, Soka University, Japan

Towards feasible social norms in divided societies: Evolutionary game theory in indirect reciprocity under private assessment

Exploring the evolutionary mechanisms of cooperation in societies where reputational consensus cannot be expected, as assumed in divided societies, is crucial for

understanding the fundamental principles of human behavior in modern societies. While indirect reciprocity serves as a major explanatory mechanism, existing studies predominantly concentrate on the assessment of donors' images. Limited attention has been given to scenarios where different individuals disagree on who deserves punishment. In this study, we present an agent-based model facilitating the updating of both donors' and recipients' images. Our comprehensive simulations reveal that commonly analyzed assessment rules, focused on updating donors' images, rank as the second-best option. In contrast, an assessment rule updating bad images is found to be the most effective in sustaining cooperative regimes. Specifically, when updating the image of either a donor or a recipient becomes necessary, adopting an assessment updating rule that alters the image of a person with a bad image is advisable, irrespective of their role as a donor or a recipient. This study identifies a social norm prioritizing a good image, characterized as tolerant. Such a norm aligns with previous research emphasizing the significance of tolerant evaluation in private assessment schemes.

Karl-Dieter Opp

How to Integrate Explanations of Norm Emergence. The Example of James Coleman's and Robert Ellickson's Theories

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There is a vast literature that aims at explaining norms in the sense of rules of oughtness. This is the norm definition that is used in this article. Examples for such rules are table manners, dress codes, rules about hand washing, dueling, marrying relatives, scalp-taking, and disposing of the dead. There are numerous theories suggesting explanations of the origin of norms. Widely cited examples are – in alphabetical order – the theories of James Coleman, Harold Demsetz, Robert Ellickson, Thomas Hobbes, Elinor Ostrom, and Edna Ullmann-Margalit. A question that is not discussed in the norms literature is which of the various norm theories is best suited to explain norms. A systematic theory comparison is thus missing. It is not clear, for example, what the relations between these theories are: do they contradict each other or are they valid under certain conditions and, if so, what are these conditions? Perhaps some theories are equivalent and only their terminology differs?

In the presentation I will start with some notes about how to integrate theories of norm emergence. I will then discuss Coleman's theory of social norms (Coleman 1990) and some extensions (based on Opp 2018, 2020). Next, I will present and discuss Ellickson's theory. It consists of a general hypothesis and a detailed case study explaining how residents of Shasta County (California) solve the problem of trespassing cattle by spontaneously bring about norms (Ellickson 1991: chapter 10, 1998). The next step is to compare both theories. The result of the analyses is that a plausible starting point for a general theory of norm emergence is Coleman's theory, but that this theory needs some revisions, based on Ellickson's theory.

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Spaiser Viktoria

Youth Climate Activists as Norm Entrepreneurs at International Climate Negotiations

Youth Climate Activists are important norm entrepreneurs as humanity is increasingly awakening to the realities of accelerating climate change. They push for seeing climate change not merely through cost-benefit analysis frames but through frames of multiple climate justices. But how successful have these activists been in shifting perspectives in the context of international climate politics? This paper aims to investigate (1) to what extent the normative framework advanced by this movement is increasingly penetrating the international public climate debate, changing arguments, priorities, and frames around the annual UNFCCC COP conferences and (2) the key actors pushing for

normative change. Using a unique and comprehensive Twitter dataset for the period between 2014 and 2021 revolving around the annual UNFCCC COP conferences and major youth climate protest events we combine various computational methods, including transformers-based topic modelling and social network analysis in this study. We find that indeed the normative framework advanced by the movement has successfully penetrated the discourse around UNFCCC and that youth climate activists were able gain support from central actors outside the movement, which is further contributing to the diffusion of their normative framework. Expanding on these results, we additionally analysed qualitatively the UNFCCC COP cover decisions (consent agreements at the end of each COP) to track normative changes in these texts and complemented these analyses with analyses of elite interviews with COP negotiators. We find that youth activists had normative influence beyond shifting the public debate around the UNFCCC COPs; they also contributed to shaping negotiations and negotiation outcomes.

Boris Wieczorek

Dynamic norms for household water consumption

Evidence of the effectiveness of social norms information in increasing pro-social and pro-environmental behavior has been widely reported in the literature and by policy-makers. Static information on social norms has proved effective in influencing marginalized individuals in the areas of water, energy, and many others.

I developed a field experiment on household water consumption by implementing a new information policy based on the literature on dynamic norms to influence average individuals. Dynamic information exploits the propagation of pro-social or pro-environmental behaviors in order to promote them.

Results show a significant effect of dynamic information on below-average individuals. Yet their effectiveness disappears over time, suggesting their potential is fully exploited on special occasions such as a temporary drought. Finally, I explore explanations for the effectiveness or ineffectiveness of the different information provided by cognitive and psychological processes.

Sandra Gilgen^{1,2} Christoph Zangger²

Disentangling people's fairness of earnings evaluations using distributional survey experiments

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How do people decide what is fair, and what equity norms and principles guide their decision? Using a distributional survey experiment (DSE) included in a representative survey in Switzerland (MOSAiCH), we investigate these questions by evaluating how people distribute salaries according to their sense of justice in a hospital setting. In contrast to traditional approaches, DSEs combine the efficient experimental designs of factorial survey experiments with an active allocation task as is common in laboratory experiments (Gilgen 2022). A DSE is made up of vignettes that are obtained through algorithmic searches for orthogonal and efficient designs. The vignettes are then grouped into choice sets (Kuhfeld 2010). Respondents are then asked to distribute money among the people described in a particular set of vignettes. Using a DSE allows us to take the interdependence of earnings allocations among the hypothetical people included in a choice set into account and to directly quantify respondents' tastes for (in)equality in monetary terms by looking at the resulting inequality within choice sets.

Using data from roughly 2000 respondents from MOSAiCH 2019, we find that people consider both merit and need in their allocation decisions, as well as the occupational position of the vignette person. Moreover, *ceteris paribus*, women are paid about 230 Swiss Francs less than men, while people with an Arabic or a Slavic name receive about 280 Swiss Francs less. Finally, heterogeneous allocation decisions affect the amount of income inequality: People in higher self-reported class positions, with a higher personal income and those with a migration background from Western Europe tend to distribute more unequally, resulting in higher inter-set Gini coefficients. Consequently, our contribution extends the literature on distributive justice by simultaneously testing different mediating mechanisms and especially by introducing distributional survey experiments as an innovative and adequate method to causally study allocation decisions and preferences.

Taylan Acar, Birgit Becker & Daniela Grunow

Gender ideologies as Social Norms and Multidimensional Phenomena: A multifactorial survey approach

(Goethe-University Frankfurt)

Individual attitudes toward gender roles with respect to responsibilities related to paid work and familial responsibilities, i.e., *gender ideologies* (Chatillon et al., 2018) are key social norms regulating gender relations and gender (in)equality. They play a vital role for change and persistence in the gender division of labor, parent-child relationships and life course transitions such as partner selection, fertility, family formation and dissolution. Even though traditional gender norms have long been in decline across Europe, recent studies emphasize the multidimensionality of these norms that they do not become uniformly egalitarian (Knight and Brinton, 2017; Grunow, Begall & Buchler, 2018). In fact, we observe emergence of alternative normative regimes (Esping-Andersen and Billari, 2015), where relatively egalitarian and essentialist gender norms coexist within societies (Begall, Grunow and Buchler, 2023; Knight and Brinton, 2017). In addition, today in postindustrial societies, virtually nobody opposes the paid employment of women, yet we still tend to consider taking care of children primarily as women's duty and men rarely enter female dominated professions (England, 2010). An egalitarian couple might adopt essentialist gender roles following the birth of their first –especially first– child (Grunow & Evertsson, 2021). In short, a complex set of personal and social characteristics, as well as social norms, social policies and experiences shape individuals' attitudes towards gender roles. In this picture, we examine gender role attitudes using a multifactorial survey experiment design (cf. Auspurg et al. 2014), in which participants evaluate (five) fictitious young adult couples' familial division of labor (see Fig. 1), who vary randomly by six vignette dimensions (see Table 1). Using a nationally representative sample based on the German register data, our first set of analysis focuses on the role of participant characteristics in predicting the evaluations of vignette couples (VC): gender, educational attainment and gender ideology. Our findings show that evaluations of the division of labor among VCs do not differ much by gender and educational attainment of the participants, but rather individuals' gender role attitudes act as a major determinant of their VC evaluations (see Fig. 2). The second set of analyses will be focusing on the relationships among the vignette dimensions: appropriateness of paid employment

model by partners' individual childcare and housework share (for an example see Fig.3). The preliminary analyses indicate that vignette evaluations vary by the gender of the vignette person's total workload. In addition, vignette evaluations vary dramatically by vignette person's share of childcare and housework, but less so by their paid employment. In sum, first, our findings support the presence of alternative gender norm regimes in the German context. Second, it shows the gender ideologies are indeed multidimensional; we observe small variations in paid employment dimension, but large variations in parental childcare and housework dimensions. Finally, our study presents a novel experimental design to gender scholars and family sociologists, which alleviates some of the challenges of classical ways of measuring gender role attitudes through survey questions.

Annelie Brüning

Measuring social norms in surveys: The role of question sequence, reference group, and context information in gender norm inquiries.

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Most survey-based studies on the normative underpinnings of individual behavior rely on measures of personal attitudes (i.e. personal normative beliefs) only. This involves the attitudes people have towards statements such as “*Men should participate in housework to the same extent as women*”. However, recent advancements in the measurement of norms suggest that (1) measuring social norms also requires the elicitation of people's beliefs about what other people think and do, and that (2) these beliefs exert a greater influence on respondents' behavior than their attitudes. Many researchers studying norms have already adopted this approach by including social norm inquiries, either before or after the elicitation of attitudes. However, to date there is little evidence on how these inquiries affect each other and the validity of norm measurements.

Methods: To address this research gap, we will conduct a survey experiment on a large and diverse sample of respondents recruited via a Dutch online panel, with data collection set for March, 2024.

Results: First, we examine whether including social norm inquiries before personal attitude inquiries prompts respondents to conform to the social norm they report or to distinguish their personal attitudes from the behavior and beliefs they expect in others

(i.e. to report their personal beliefs net of norms). Second, we assess the moderating effect of the closeness of the reference group used in social norm inquiries. We expect the conformity of personal attitudes with perceived norms to be stronger the closer the reference group is. Third, we investigate the effect of context information on attitude questions. This will allow us to examine to what extent responses to attitude questions are distorted by respondents' assumptions regarding the (non-normative) contextual factors at play. *Conclusions:* The results of our study will advance our knowledge on how to best measure social norms in surveys.

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Bryan Bruns

Social norms in 2x2 games: Mapping diversity and dynamics of situations for norm emergence, stability, and change

Norms play a central role in social life, including shaping perceptions, expectations, and behavior in social dilemmas and other collective action situations. This paper applies the topology of 2x2 games and the Periodic Table of Interdependence to offer insights about the diversity of situations where norms may be influential and about pathways for transformation in situations, which may result from norms, or influence emergence, stability, and change in norms. Focusing on norms as shared expectations, the paper illustrates ways to expand analysis and experimentation beyond Prisoner's Dilemma situations to encompass the range of possible 2x2 models of strategic situations.

Bicchieri (2005) argues that norms function by transforming games, such as by turning a social dilemma into a coordination game. She claims that her approach applies generally to mixed motive (non-zero sum games) but only provides an example and explanation of Prisoner's Dilemma turning into a Stag Hunt with non-strict payoffs. The Periodic Table of 2x2 games shows how 2x2 games are linked by changes that shift the ranking of outcomes and thereby helps clarify pathways for potential transformation and displays the variety of

other forms of interdependence in strategic situations that may influence or be influenced by norms.

Methods: The topology of 2x2 games (Robinson and Goforth 2005; Bruns 2015; Bruns and Kimmich 2021) shows how game theory models of strategic situations are linked by changes in the ranking of outcomes (payoff swaps). Visualizing these links provides a map of relationships between games, with neighboring games linked by payoff swaps. These games display diverse and overlapping collective action problems (Holzinger 2003) where norms may be relevant, Notation based on Prisoner's Dilemma payoffs helps track transformations between the twelve strict symmetric games, the potential impact of norms on situations and of situations on norms. The analysis draws on concepts of social conventions as equilibria (Lewis 2002), and an institutional grammar of norms, rules, and sanctions (Ostrom 2000; 2005). It focuses on the study of social norms as shared expectations (Bicchieri 2005; 2016).

Results:

Solving diverse collective action problems. Norms are relevant to a variety of strategic situations (as modeled by 2x2 games). Examining the range of possible 2x2 games indicates that norms may be relevant to various coordination games, including the simplest archetypal coordination game, models of conventions, equilibrium selection with conflict between payoff-dominant equilibria and risk-dominant equilibria, and battles with rival equilibria with unequal payoffs. Norms may facilitate cooperation to overcome instability in games with cyclic payoff structures, particularly those with prominent focal points that offer better payoffs than mixed strategies or perpetual cycling. For the many games with a single equilibrium that advantages one actor, norms may also be relevant to choice about whether to accept, negotiate, or transform such situations, as in the choice between justice or loyalty in the Threat game. Norms are also relevant to behavior in social dilemmas including payoff changes that do not transform the ordinal structure into another game. As a static map of the payoff space of 2x2 games, the Periodic Table of Interdependence helps think about structural characteristics of games that may influence norms and be influenced by norms.

Pathways for changing games: Mapping changes in the ranking of outcomes provides a tractable way to understand potential transformations in game models, including how norms may transform games. For example the simplest archetypal coordination game

turns into a model of social conventions (HiLo) and then into an assurance problem or a safe coordination game where payoff dominance and risk dominance are aligned. Norms may change a social dilemma into a stag hunt (Skyrms 2004; Bicchieri 2005). The Asymmetric Dilemma game illustrates an intermediate situation, incomplete and unsatisfactory, where norms could have transformed expected payoffs for one actor, while the other would still be tempted to defect from cooperation unless there might be additional formal sanctions. Changes might not be limited to moving from Prisoner's Dilemma to a Stag Hunt, and instead further changes might be likely that would form stable win-win games, such as Concord or Safe Coordination. In such cases, different pathways could lead to different destinations, which could be empirically examined and distinguished. Norms could also shape how strategies and outcomes are perceived, for example responses to inequality in structures and outcomes, and consequent choices about acceptance, resistance or negotiation (Hirschman 1970; Kelley and Thibaut 1978; Kelley et al. 2003; Camerer and Thaler 1995).

Stability and chaos: The payoff space of 2x2 games displays large regions where despite variability in payoffs, game structures are relatively stable and actors receive generally good outcomes (best or second-best) (Bruns 2015). This contrasts with chaotic border regions where structures and outcomes are highly sensitive to changes in the ranking of outcomes. Norms may be particularly influential for situations in these border regions, in many of which at least one actor has Prisoner's Dilemma or Chicken payoffs. Pathways for transformation may lead into and out of regions of chaos and stability. Non-strict games with indifference between outcomes, such as Rousseau's Stag Hunt or Volunteer's Dilemma (Diekmann 1985) lie on the boundaries between strict ordinal games and so could be predicted to be particularly sensitive to even small pressures from norms.

Conclusions: Looking at the implications of norms across the range of 2x2 games helps to refine, extend and further apply conceptual frameworks for norms based on shared expectations. Norms apply not only to turning social dilemmas into coordination games but to a diversity of collective action situations and problems as well as to dynamic transformations between strategic situations with different forms of interdependence.

Christoph Bühler, Andreas Diekmann und Lena Fehlhaber

Social Norms of Bridewealth

Norms are typically perceived as endogenous situational solutions for implementing values or defining commonly accepted regulations for desirable behavior and desirable goals. There is also the argument, however, that norms and their following institutions diffuse between geographically or culturally neighboring societies. Thus, societies may adopt exogenous institutionalized regulations, but they may also purposefully reject them in order to avoid assimilation with other cultures. Up to now, the relevance of the two process of endogenous development and exogenous adoption for the presence and character of norms was not prominently addressed in sociological research. There are also hardly any empirical studies trying to disentangle both processes and to identify their significance for particular norms and institutions.

The presentation addresses these topics by focusing on marriage transfers in general and on the practice of bridewealth in particular. In many past and present societies, marriage transfers are of normative character, as they legally conclude a marriage and form the basis for assignments of wealth and resources between the marriage parties. Based on the argument that bridewealth is a compensation payment to the parents of a bride for the loss of the productive and reproductive abilities of their daughter, it is hypothesized that this kind of marriage transfer should be particularly present in polygynous marriage systems, patrilineal lineage, pastoral, horticultural or extensive agricultural subsistence economies, and societies with low or medium stratification.

These hypotheses are surveyed with data of the Ethnographic Atlas, which informs on social, cultural, economic, agricultural, family- and kinship-related characteristics of 1,267 contemporary and historical societies. In order to identify endogenous and exogenous determinants for the practice of bridewealth, a spatial lag model is estimated that considers mutual influences on the dependent and independent variables between the three nearest neighboring societies. Bride wealth in itself rests substantially on diffusion, as its presence in one society is very much dependent on its presence in neighboring societies. The analyses also support most of our hypotheses. However, the positive effects of polygyny and patrilineal lineage rest on endogenous developments and are not externally influenced. The contrary is the case for the positive effects of pastoralism and agriculture. Here, bridewealth is present, if neighboring societies apply

the same kind of subsistence economy. The effects of stratification, finally, rest both on endogenous development and exogenous adoption.

In the general, the results indicate that considering processes of diffusion and adoption may provide additional insights on the emergence and character of norms.

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In the name of the father? The transmission of the paternal surname to children and the role of social norms in the diffusion of double surnames in Italy

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Francesco Molteni, University of Milano, Riccardo Ladini, University of Milano

Transmitting the paternal surname to children is a deep-rooted custom that has been in force in most patrilineal societies for centuries and that, on a symbolic level, speaks very eloquently of the gender inequality that persists in society. However, despite its obvious relevance for gender equality, sociological literature has devoted very little attention to the issue of children's surnames. To address this research gap, in this article we investigated the propensity to give children both parents' surnames (i.e., a double surname) in the Italian context. Italy is an extremely interesting case as the article of the civil code that assigned the paternal surname to newborns by default was declared unconstitutional in 2022 by the Constitutional Court and now children are allowed to take a double surname as a rule, unless the parents agree otherwise. However, it is an open question whether and to what extent this new practice will diffuse in Italian society. To address this question, we drew on the theory of the diffusion of innovations (Rogers, 1962) as well as social norms theory (Bicchieri, 2016) and we developed an online survey experiment to test the role of social norms, understood as empirical and normative expectations, in promoting or hindering the diffusion of the double surname. Subjects (N=2453) were randomly assigned to one of four fictitious scenarios (i.e., imagined future

situations) representing different combinations of normative and empirical expectations regarding the surname attributed to children by subjects' relatives and friends. After reading the scenario, subjects were asked their intention to give a double surname to their child. Our results suggest a stronger influence of empirical expectations when compared to normative ones and that gender, as well as certain personal normative beliefs, such as religiosity and political ideology, are the most significant factors in explaining preferences for the double surname. We discuss possible explanations for why only empirical expectations seem to matter while normative expectations leave subjects' intentions almost unchanged.

Sara Constantino

The expressive function of public policy: renewable energy mandates signal social norms

(work with Gregg Sparkman)

Addressing collective action problems requires individuals to engage in coordinated and cooperative behaviours. Existing research suggests that individuals' propensity to work together depends in part on their belief that others support the cause in question. People form their expectations about prevalent beliefs and behaviours from many sources. To date, most of the literature has focused on how social norm perceptions are inferred from peers or summary statistics. We explore an understudied source of norm information: the passage of policies by democratically elected institutions. Institutional signals, such as the setting of defaults, national laws or policies, can act as coordination devices, signaling or prescribing social norms to large audiences. However, their expressive function is likely to depend on whether the institution is seen as accountable to the public. In two highly powered, pre-registered experiments (N=11636), we examine the role of policy signals as a source of social norm information. In Study 1, Americans randomly assigned to learn that their state passed a 100% renewable energy mandate believe that a greater percentage of their state's residents support such a mandate. In Study 2, we replicate this effect for national policy and show that the influence is moderated by information about whether the government represents the will of the people.

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The power of descriptive norms: Evidence from the lab and the field

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Descriptive norms can have a strong influence on the behavior of individuals. This was already demonstrated in the seminal papers by Solomon Asch (1951, 1955, 1956). Asch placed a naïve subject together with six confederates into a room and instructed them to judge the length of lines. The confederates were instructed to give wrong answers. The experiment showed that on average 36% of the naïve subjects were influenced by the group and provided also wrong answers when the group did so. The findings of Asch did receive a lot of attention in the social sciences and were replicated many times. However, most replication were conducted with university students in the US, leaving the question whether Asch's result are still valid today and whether they can be replicated outside the US. In this paper we replicate and extend the study of Asch. First, we replicate the original Asch experiment using five confederates and one naïve subject in each group (N = 210). Second, in a randomized trial we incentivize the decisions in the line experiment and demonstrate that monetary incentives lower the error rate. Third, we confront subjects with different political statements and show that the power of social influence can be generalized to matters of political opinion. Fourth, we investigate whether intelligence, self-esteem, the need for social approval, and the Big Five are related to providing conforming answers. Finally, we conduct a field experiment and demonstrate that conformity can also be observed outside the lab. We find an error rate of 33% for the standard length-of-line experiment which replicates the original findings by Asch. In the incentivized condition the error rate decreases to 25%. For political opinions we find a conformity rate of 38%. However, besides openness, none of the investigated personality traits are convincingly related to the susceptibility of group pressure.

Sandra Gilgen, Larissa Fritsch, Maila Mertens

Which norms determine acceptance for use of assisted reproduction technologies for heterosexual couples?

Innovations in assisted reproduction technologies (ART) are growing rapidly. While this means that people who experience difficulties having children have more possibilities than ever before, this has led to controversial public discussions on who should have access to these new technologies and receive financial support for their implementation. Focusing on heterosexual couples, we test for differences in the acceptance of ART for different couples using a factorial survey experiment. Survey experiments allow us to measure the independent effects of multiple factors influencing people's assessments regarding access to ART simultaneously while minimising the problem of social desirability bias. The couples in the vignettes are described as belonging to different age groups, wanting access to different methods of assisted reproduction and in terms of their chances of success. Furthermore, information on their civil status, the duration of their relationship, whether they already have a child or children, their income, education and the respective number of working days of each parent is provided. Respondents are then asked to what extent they would agree to them becoming parents by using ART and what percentage of the costs they should take on themselves as opposed to insurance. The survey experiments were embedded in a nationally representative survey conducted in Switzerland in early 2023. We expect the results to provide valuable insight into the norms that govern our perceptions of good/worthy parents.

Fredrik Jansson

A formalised systems approach to norm dynamics

Cultural evolution is a unifying field for interdisciplinary research on cultural emergence and change, which aims to explain the diffusion of social practices and beliefs by identifying the microlevel mechanisms that bring them about, often with the help of formal modelling. Such models tend to study traits in isolation, often for good reasons, since the purpose is typically a tractable simplification of core aspects of evolutionary processes. However, complex traits like norms are characterised by the relation to other traits and their interdependence. Building on a modelling framework that takes relations

into account, this theoretical contribution aims to explain the emergence, stability and change of norms from the perspective of social transmission in cultural systems and their dynamics. We here propose a mathematical modelling framework that takes into account that cultural traits are embedded in webs of relations and sequentially acquired and selected in light of previously acquired traits. For example, some traits are more compatible than others, and this fact should influence their transmission. Growing environmental concerns has shifted dietary norms from meat to plant-based diets; health information has led to smoking bans; and secularism has challenged entire systems of religious norms. Stability in norms is often supported by other reinforcing norms, beliefs, or practices, making them resilient to change. For example, respect for authority is self-reinforcing, since authority figures are given the power to maintain their authority and enforce the norms, and monogamy is stabilised by religious beliefs, legal structures and social expectations. Compatibilities can originate from endogenous factors. As in the examples above, norms and other norms, beliefs or practices can regulate each other, due to physical or logical constraints, or to historical cultural associations. They can also be exogenous, adapted to the present situation due to their functionality. Using game-theoretical terminology, these exogenous constraints can create different types of strategic structures apt for different kinds of norms, the dynamics of which also vary. In coordination games, norms should be mostly self-regulating and spread simply by cultural transmission. For example, there is an automatic sanction for driving on the wrong side of the road. Norms are harder to maintain in dilemma-like cooperative games, and need to be accompanied by sanctions and institutions. This does not necessarily assume rational choice, but only that different structures reward different behaviours in the long run. There are various ways in which compatibilities could come into play. Here we assume that at least endogenous ones are parsed through filtering, but we also make predictions in terms of stability and change depending on the exogenous constraints described above. The filtering process means that successful cultural transmission depends on compatibilities to previously acquired traits. This can play a role both in what the sender chooses to display to others and what the receiver chooses to acquire, which can in turn be based either on the compatibility of the trait itself to the receiver's current traits or on how compatible the sender is to the receiver, with all their beliefs and practices. We show how the different types of filtering lead to different dynamics. The

present framework produces several important outcomes, derived from analytic treatment and simulations. First, traits self-organise into coherent clusters, meaning that norms will fit together and that compatibility can be used as a predictor, for example of stability and change. Mutual support between norms means that some norms can be sustained that could not on their own. We can also observe different patterns of change depending on average compatibility in a certain domain, from gradual change when compatibilities are high, to rare, sudden and punctuated change when they are low. Some traits and higher-order structures have a profound regulatory effect along with filtering on a wide range of norms, creating an asymmetric stickiness. For example, a norm that you should be open and tolerant risks accepting and being corroded by ideas of intolerance, while a norm to be restrictive and intolerant is stable, since it keeps out ideas of tolerance. Along this vein, as we have found in empirical studies, the opinions of people who accept fewer types of moral arguments than others will drive public opinion change. Similarly, non-hygienic behaviours impose a threat to others that they are thus incentivised to act on, in contrast to hygienic behaviours, which more easily turn into norms. Finally, filtering can lead to the emergence of groups with different sets of norms and to polarisation. It can reflect the compatibility structure of the norms themselves, such that people cluster into groups with different norms. However, we find that with sender filtering, traits can become arbitrarily correlated, such that those individuals who believe P will also believe Q, and the opposite, those individuals who do not believe P will neither believe Q, even if P and Q are unrelated beliefs. In effect, a norm emerges where an individual belief becomes a group signal that comes with a whole package of beliefs. In conclusion, the proposed formal framework offers a comprehensive approach to the dynamics of cultural norms, highlighting the intricate web of relations that underpins them. By integrating considerations of compatibility, both endogenous and exogenous, the framework elucidates the mechanisms of norm transmission, stability, and change. The outcomes underscore the importance of mutual support among norms, the regulatory role of higher-order structures, and the potential for polarisation and the emergence of group signals. Apart from offering a theoretical understanding of norm dynamics, the approach also potentially provides a predictive tool for examining the conditions under which norms may change or remain stable.

Peer Keßler, Ivar Krumpal

What Really Matters: Ethical Preferences in the Moral Dilemma of Triage

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During the COVID-19 pandemic, the public debate about so-called triage situations has flared up again. Triage situations refer to situations in which scarce medical resources must be rationed. The solution to the problem of a fair allocation of scarce medical resources involves not only medical criteria but also the solution of normative conflict. Against the backdrop of the global COVID-19 crisis, medical societies, interdisciplinary ethics committees, and legal experts are engaged in a controversial discourse on ethical principles and guidelines for dealing with triage situations in pandemics (Brown et al. 2020; Emanuel et al. 2020; Tutić et al. 2022). The discussion centers on how conflicting ethical considerations should be weighed to achieve a fair allocation of scarce medical resources. In democratic societies, official ethical guidelines need to match public opinion on how to solve the allocation problem (Awad et al. 2018). Therefore, assessing ethical preferences of the public regarding the solution of the moral dilemma of triage is of utmost importance. Against the backdrop of previous research on triage decisions, two lines of research can be made out: On one hand, studies assess preferences of the underlying rules of triage decisions and, therefore, focus on procedural fairness (e.g., Awad et al. 2022). On the other hand, some studies focus on distributive justice and examine the fairness of outcomes in a concrete decision situation (e.g., Tutić et al. 2022).

Our work aims to assess the relationship between preferences of procedural fairness and outcome fairness. To this end, we conducted an international survey (N = 1.994) with an integrated conjoint experiment in which respondents were requested to make decisions in fictitious triage situations. In addition, they were also asked to rate the fairness of a series of triage procedures. Our results imply that participants' fairness ratings of different triage procedures correspond overall well with their choices in the conjoint experiment. Our findings demonstrate the power of normative beliefs on decisions even in exceptional life and death situations.

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Paul Kramer

Social Norms and Public Health: Japan's Approach of "self-restraint" to COVID-19

During the COVID-19 pandemic, Japan's political response was marked by a distinctive appeal to *jishuku* (self-restraint), i.e., leveraging social norms rather than legal mandates to guide public behavior. This study explores the efficacy of Japan's approach. Of particular interest is the role of social norms in solving cooperation problems, such as when addressing a public health crisis without relying on rewards or sanctions. Special attention will be given to the phenomenon of *jishuku keisatsu* (self-restraint police), which refers to self-appointed individuals and groups that emerged during the pandemic, and enforced the new social norm and health guidelines. Their actions were often marked by public shaming and moral policing, and significantly impacted how individuals and businesses operated in the initial phase of the pandemic. The altered social environment affected in particular the hospitality sector, where adherence to health guidelines became a critical aspect of business survival. It is argued that the self-restraint police, driven by a sense of duty to maintain public health, inadvertently adversely impacted social cohesion. This qualitative study is based on interview data showcasing individuals' experiences during the initial period of the pandemic; the data will be contextualized through a content analysis of narrative framings provided by government actors and the

media. By highlighting the role informal social mechanisms play in governing behavior, this study contributes to our understanding of how societies adapt to crises. Through the integration of theoretical discussions with empirical findings, it sheds light on the conditions under which social norms emerge, change, and decay, particularly in the context of global challenges that require collective action.

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https://www.en.japan.uni-muenchen.de/team/mitarbeiter/kramer_paul1/index.html

Martina Kroher

Honesty is the best policy! Or is it not?

(Leibniz University Hanover, Germany)

Overall, social norms provide a framework for how we should behave in specific situations and thus ensure certainty of action. Nevertheless, what happens when circumstances prompt that this certainty is no longer given? To test this, we conducted a laboratory experiment based on the experimental design to measure honesty and lying by Fischbacher and Föllmi-Heusi (2013).

In a given situation, subjects have to form subjective beliefs about the validity of the social norm and the expected disutility from sanctions. Cues, which are salient in the situation at hand, can substantially influence belief formation processes and behaviour. According to the goal-framing approach (Lindenberg, 2012; Lindenberg and Steg, 2013) the framing of the situation can strengthen or weaken normative goals of an individual as compared to the pursuit of hedonic and gain goals. Involving environmental cues seems particularly likely in low-cost situations. In cheating experiments, the stakes are usually low, and the

worst-case scenario for subjects is that they end up only with the show-up fee. Therefore, situational cues are likely to influence one's behaviour in experiments on dishonest behaviour. Furthermore, criminological control theories (Gottfredson and Hirschi, 1990; Hirschi, 1969) have highlighted that the internalization of social norms is one important reason for norm-abidance. By combining Hirschi's control theory with the Asch experiment on conformity (Asch 1951, 1956) we contrast honest with deviant behaviour and test if subjects adapt their actions to the behaviour of others. The laboratory experiment ties in with other dice experiments, which showed that knowing that others betrayed can lead to the decrease of the honesty norm. In the experiment, subjects played four rounds: They rolled a die and indicated the number of spots as well as the corresponding payoff. As baseline, the subjects played alone. In the treatment condition, the subject played with a privy partner meaning that they sat together in one box and had to share the computer, the mouse, the keyboard and the die. The confederates showed different behaviour (honest vs. cheating) and documented afterwards if the subjects were honest and their real number of spots. Additionally, we offered a graph with information about the misbehaviour of other individuals in the same experiment after the second round. First results show that 39.8 % of the subjects cheated at least once in one of the four rounds. 4.8 % of the individuals maximized their payoffs. We find evidence on the impact of the partners, namely that their cheating behaviour increases the own misbehaviour significantly. Furthermore, there is a reduced probability of deviance if the partner plays honest.

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Sebastian Lang, Kerstin Ostermann

Labeled unemployed: How neighborhood unemployment affects the individual's stigma-consciousness

Literature shows that feeling stigmatized leads to psychological and labor market related obstacles. In contrast, there is less research on the spatial and social context in which stigma-consciousness emerges and intensifies. In this article, we investigate the neighborhood as mechanism to explain stigma-consciousness among the unemployed. We rely on the labeling approach and social contagion models to derive hypotheses about the effect of informal societal control and the scope of the employment norm. We test these hypotheses in combining rich survey data (PASS) with highly reliable georeferenced administrative 1x1km grid cell data on neighborhood unemployment. Linear multi-level models show no significant correlation between neighborhood unemployment and the individual's stigma-consciousness. However, modelling the relationship with quadratic terms reveals a tipping point: The neighborhood's unemployment positively affects the individual's stigma-consciousness when exceeding an unemployment quota of 30%. Our findings highlight the importance of local social norms and how they shape individuals' perceptions.

Heather Congdon Fors,¹ Ann-Sofie Isaksson,² Annika Lindskog¹

Intergenerational norm transmission: The case of female genital cutting

This paper investigates the relevance of intergenerational transmission of norms for explaining the persistence of female genital cutting (FGC) in a broad sample of African countries. We first investigate intergenerational persistence of FGC in ethnic groups over the very long run (from pre-colonial to modern days) using ethnographic data on precolonial FGC, spatial data on ethnic homelands and modern-day Demographic and Health Survey data on respondents' FGC status, ethnicity and geographic location. For respondents who live in their ancestral ethnic homeland, persistence is high. Pre-colonial

FGC practices in the ancestral ethnic homeland is also highly predictive of FGC among respondent who live outside of their ancestral ethnic homeland. It appears to have a stronger influence on modern-day FGC practices than the pre-colonial FGC practices in the location where they currently live. However, the persistence decay over time, with a weaker influence among recently born women. We further investigate the long-run (from the 1960s to the 2010s) dynamics of FGC for large- enough ethnic groups, to search for long-run heterogenous interior equilibria or homogenous equilibria. Within large ethnic groups, there are both long-run heterogenous and long-run homogenous equilibria. Many ethnic groups appear to be in a process of gradual abandonment. The next step will be to investigate the role of long-run migration patterns in ethnic groups for long-run persistence of FGC. Last, we investigate short-run intergenerational transmission between mothers and daughters using the Demographic and Health survey data. We use information on the mother's cut status and find this to be a strong predictor of whether or not the daughter is cut, in line with vertical transmission of norms. For a sub-sample of women who have moved out of the region in which they were born with available data, we can use the so-called epidemiological approach (e.g. Fernández, 2007; Fernández and Fogli, 2009) by including the FGC rate in the community where the mother grew up. Mothers' FGC status, the FGC rate in the community where the mother grew up, and the FGC rate in the current community all predict whether or not daughters are cut. Hence, both intergenerational transmission of values and social interdependence of the FGC decision in the current location have strong explanatory power.

Dorothee Mischkowski

The interplay between low- and high-cost cooperation

Costly cooperation behavior in social dilemmas is well understood in its facets and determinants. The concept of low-cost cooperation, known as social mindfulness – the awareness and consideration of others' needs in everyday interactions – has received considerably less attention. In four preregistered, incentivized experiments ($N_{\text{total}} = 956$) the relationship between costly cooperation in economic games and social mindfulness was investigated, including a test of potential moderators. Next to an expected positive correlation between both forms of cooperation behavior, two interaction effects were hypothesized: First, the relation was expected to increase with opportunity costs of social

mindfulness: The more a forgone choice option is valued, not chosen for accommodating another person's potential preferences, the stronger both forms of cooperation behavior should be related. In a similar vein, the relation was expected to strengthen with decreasing costs of costly cooperation: The lower the stakes of costly cooperation in an economic game, operationalized as monetary endowment in a one-shot public goods game, the stronger the expected relation between costly cooperation and social mindfulness. The results consistently revealed a positive association between low- and high-cost cooperation. As hypothesized, this relation was moderated by the opportunity costs of social mindfulness: The more an option is preferred, but not chosen to benefit another person, the stronger the relation to costly cooperation. Contrary to expectations, however, the costs of high-cost cooperation did not moderate the relation between both forms of cooperation behavior. The findings highlight that the costliness of cooperation is not reflected by the stake size or absolute value of the choice options, but by the subjective cost of self-denial for another's benefit. Future research directions are discussed, probing how low-cost cooperative behavior could catalyze more cost-intensive cooperation in controlled lab environments and everyday life by internalizing social norms in a low-cost setting that generalize to social dilemmas that require costlier cooperation.

Georg P. Mueller

Scarcity as a Stress Test of Reciprocity Norms: On the Stability of the Kula-trade

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This presentation is based on the classical book about the *Argonauts of the Western Pacific* of Bronislaw Malinowski (1922). In this book he describes two counter-rotating rings of the so-called Kula-trade with prestigious goods, i.e. beautiful necklaces and arm shells that were exchanged between a group of islands in the Western Pacific. The function of this trade was non-commercial: it served for maintaining the social cohesion between the participating tribes by a regular and reciprocal exchange of equivalent gifts. Consequently, the norms of exchange were important and had to be respected. A particular feature of the Kula-trade was the temporal delay between gifts and return gifts,

which is called *delayed reciprocity*. It is different from *immediate reciprocity*, where gifts and return gifts have to be exchanged simultaneously.

Kula was exceptionally stable over time. This is insofar remarkable as the Kula-trade was permanently endangered by the loss of ritual goods at sea as well as by theft and destruction. Moreover, the integration of new actors with no Kula-related goods was a serious problem. Thus, the author analysed in an earlier paper¹⁾ the effects of different forms of shortages of Kula-goods on a) the maintenance of the Kula-trade over time; b) the social cohesion of the traders due to the exchange of Kula-goods; c) the integration of new actors into the Kula-ring.

The methodology used for this purpose was computer-simulated stress testing, based on varying degrees of shortage of Kula-goods. This allowed to compare the Kula-specific delayed reciprocity with the alternative of immediate reciprocity. The mentioned stress testing showed

- 1) no breakdowns of the Kula-trade for delayed reciprocity, whereas such breakdowns were quite frequent for immediate reciprocity;
- 2) an exchange-related social cohesion that was for delayed reciprocity higher than for immediate reciprocity;
- 3) better possibilities for integrating newcomers into the Kula-trade if the reciprocity norm was delayed and not immediate.

In sum, if based on the alternative norm of *immediate* reciprocity, the Kula-trade would have collapsed very soon. To the contrary, *delayed* reciprocity offered much better conditions for its long-term survival.

Vincent Oberhauser, Antonia Velicu, Heiko Rauhut

Why Social Norms Matter: Determinants of Misconduct in German-speaking Academia

Science plays a crucial role in informing public policy and individual decision-making. Scientific knowledge is the cornerstone of evidence-based decision-making on health, well-being and the environment. Scientific misconduct jeopardises this foundation, with implications for life, health and public trust and to maintain the integrity of research and the credibility of science as a whole, it is essential to understand its causes. Scientific misconduct is a widely discussed issue in the scientific community, but the mechanisms

that drive the problem are still poorly understood. Existing literature focuses mainly on the structural circumstances or on the work environment. In this paper, we shed light on the rational considerations that underlie misconduct. We propose social norms that address ethical scientific behaviour as a mechanism for controlling misconduct. We use the Zurich Survey of Academics, a largest surveys of scientists in Germany, Austria and Switzerland, to examine the mechanisms of scientific misconduct. We collected self-reported data on a wide range of violations of the norms of ethical scientific behaviour, ranging from more trivial misconduct, such as the attribution of authorship that is not deserved, to more serious offences, such as the fabrication of data or plagiarism. Besides attitudes towards structural and immediate working conditions, we measure perceptions of costs, benefits and risks of misconduct, and the strength and unconditionality of scientific norms. Our results show widespread deviations from ethical behaviour for minor transgressions, but few reports of serious misconduct. While there are small differences between demographic groups, most of these differences are likely to be a reflection of our measures. In contrast to the existing literature, we find that the structural factors of the academic environment are not associated with the reporting of misconduct. On the contrary, researchers who perceive misconduct to be profitable - through the perception of high benefits and low costs and associated risks - are more likely to report misconduct. Furthermore, our findings indicate that adhering to the social norms of science is a key factor in reducing misconduct. Based on these findings, our results suggest two approaches to reducing scientific misconduct: First, improving communication and socialisation of the norms of scientific behaviour. Second, means to increase the transparency and accountability of science in order to promote responsible behaviour by informing beliefs about the risks and harms of scientific misconduct.

Daniel Peter

The outsider as agent of normative change – On norm disruption in sustainability transformations

The emergence, stability and change of social norms pose an enduring conundrum in the social sciences. On one side, they enable if not govern cooperation and coordination in our various social systems throughout society. This necessitates a certain degree of stability inherent to social norms, which is typically upheld through various social mechanisms such as conformity pressure, gains of ease of communication as well as the

shared production of meaning. As a consequence of the social norms' incentive structure, deviating from them often incurs costs both for the deviant as well as the social systems where these norms hold sway. On the other side, *to actively change social norms*, deliberate norm deviation by certain agents is what is needed in order to break the Nash equilibrium which the old, stable norms implicitly employ. Especially amidst the urgent backdrop of the climate crisis, the imperative for rapid shifts in societal practices underscores the need to comprehend the *mechanisms of agent-based normative change*, as is particularly discussed within sustainability transformation studies. Environmental sciences have shown that the established ways of production and daily practices, stabilized through norms in various social system across societal levels, do severe harm to both human kind and the environment and require our social systems and hence our social norms, to rapidly transform. The question is, how can this happen, if norm deviation is costly? In examining this issue through an agency lens, the focus shifts to the individuals pushing exactly such social change through questioning the established social norms. It is investigated, who these agents are that attempt normative change in transformative processes towards more sustainable social systems and further, which properties do they (psychological) and their social environments (sociological) have. Drawing on examples from sustainability transformation studies and on an own case study of agent-interactions in local mobility systems of three German cities (Dresden, Wuppertal and Münster), a claim is made that these change agents are *outsiders* across various dimensions. The argument is made, that their outsider perspective very much *enables* them to push normative change while simultaneously running the risk of becoming fully *disconnected* to the social system they intend to change. Throughout the talk it is inquired in how far this claim can be theoretically generalized. Further, the diverse modes of outsiders' disruptive action towards normative change are explored and implications for theory are discussed.

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How daycare quality shapes norms around daycare use and parental employment: Experimental evidence from Germany

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Not only the provision of formal daycare for young children, but also its quality has become an issue of political concern. This experimental study explores the role of daycare quality for work-care norms in Germany. In particular, it investigates how a hypothetical improvement in the quality of daycare facilities shapes normative judgements regarding daycare use and working hours for parents with young children. The analysis is framed using capability-based explanations combined with theoretical concepts of ideals of care and normative policy feedback theories. Daycare can be seen as a resource that individuals draw on to achieve their preferred work-care arrangement but the extent to which they can do so depends among others on social norms around work and care, including ideals of maternal/parental vs professional childcare. If policies enhance daycare quality and these improvements are perceived accordingly by the public, formal daycare is more likely to be considered a suitable and legitimate alternative to care by parents (mothers), grandparents or other informal caretakers, which could subsequently enhance parents' work-care options.

We draw on a factorial survey experiment implemented in 2019/2020 in the German Family Panel (pairfam) measuring individuals' normative judgements regarding work-care arrangements of a couple with a 15-month-old child under different contextual conditions. These normative judgements reflect personal normative beliefs but might allow to draw tentative conclusions about underlying work-care norms. Ordered logistic and linear multilevel regressions were conducted with 5,324 respondents. On average, high hypothetical daycare quality for young children leads respondents to recommend greater daycare use and longer working hours for mothers and fathers by about 1 hour per week. Multinomial regression models additionally reveal that high-level daycare quality moderately increased support for modified breadwinner and dual full-time constellations for parents. We find that social groups that already start off with higher levels of day-care

acceptance tend to respond more strongly to variations in daycare quality. Specifically, respondents who hold more egalitarian gender ideologies, those with tertiary education, native Germans and parents tend to respond more strongly to higher daycare quality by increasing their support for full-daycare use. The results point to the relevance of high quality for increasing the acceptance and subsequently take-up of formal daycare in a context like Germany with strong, persistent norms around parental and family care for young children. High quality seems to also slightly increase the acceptance of longer maternal employment hours. However, the stronger normative acceptance among the higher educated and native-born may reduce potential benefits of daycare quality improvements for children's development by exacerbating existing social inequalities in day-care take-up and maternal employment. The stronger effect among parents suggests that the weakening of parental care ideals and subsequent increase in capabilities might be strongest among the target group of daycare policies.

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Norms and efficiency in a multi-group society: An online experiment

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In this study, we measure personal normative beliefs, empirical expectations, and normative expectations in a multilevel public goods game, where two local public goods are nested in a global one. We use these measures as indexes of subjective personal and social norms to pursue a twofold objective. On the one hand, we aim to understand whether and to what extent contribution decisions are driven by personal or social norms. On the other hand, we aim to investigate whether changes in the relative efficiency of the two public goods affect norms and norm compliance. In our online experiment, personal norms emerge as the main driver of contribution decisions especially when the efficiency of the related public good increases. However, compliance to empirical expectations signals that social norms still play a role in affecting both positively the contribution to the relative public good and negatively the opposite one. Keywords: Multilevel public good game, online experiment, personal norms, social norms, social

dilemma.

Wojtek Przepiorka¹

Double standards in facilitating norm violations: A field experiment on sanctioning free-riding in public transport

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Norms regulate cooperation in society but are sometimes threatened by norm violators. To sustain cooperation, people need to be willing to enforce norms by negatively sanctioning norm violators. However, people may also act against the norm by assisting the norm violator's actions. Why people sometimes react to norm violators by enforcing the norm and other times by acting against the norm is an unresolved puzzle. We study whether responses to norm violations depend on the norm violator's ethnic group membership. In a field experiment, confederates violate the norm of paying for public transport by attempting to free-ride. Confederates approach travelers who are about to go through check-in gates at Dutch train stations and request to follow them without checking in themselves. We observe whether travelers enforce the norm by rejecting this request or assist violating the norm by helping the confederates to free-ride. In total, 801 travelers were individually approached at 3 train stations by 10 different confederates, 5 with a native-majority background and 5 with an ethnic-minority background. We find that confederates with a native-majority background are more likely to receive help with free-riding than confederates with an ethnic-minority background across all locations, travelers of all age groups, and all experimental sessions. Content analysis of the verbal answers travelers gave show that these answers were more disapproving and less helpful towards confederates with an ethnic-minority background. Our findings reveal double standards in real-life behaviors towards norm violators with different ethnic backgrounds. These double standards are puzzling at best and can promote segregation, increase inequality and undermine cooperation in society.

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Does ignorance love company? Social malleability of information avoidance and decision-making.

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Addressing challenges, like climate change, or migration crises, requires prosocial behavior. However, empirical research has shown that individuals voluntarily avoid information on the social impact of their decisions, when it serves their self-interest, thereby impeding prosocial behavior. Research has predominantly focused on the individual level, assuming personal preferences as the primary determinants of voluntary ignorance. Yet, research on cooperation has shown that prosociality can be highly sensitive to others' behaviors. In this pre-registered study, we investigated the group dynamics of information avoidance by testing the degree (1) to which individuals' decisions to remain ignorant are influenced by their peers' decisions, and (2) to which judgements about the appropriateness of voluntary ignorance are influenced by the prevalence of such choices. In the baseline treatment, 63 individuals repeatedly decided whether to inform themselves about the possible negative consequences of their charitable donation decisions. Remaining ignorant can be attractive here, as it allows choosing the self-serving action without knowing the possibly negative social consequences. In two experimental treatments, participants were divided into groups of four. In the information treatment, 124 participants received information about others' decisions to avoid or disclose information after each round; in the choice treatment, 120 participants received feedback on others' choices for the selfish or (potentially more) prosocial option. Another 100 participants judged the social appropriateness of ignorance as third parties across different scenarios, varying how many people in a group remained ignorant.

Social influence had a significant effect on voluntary ignorance and normative judgement. First, group members' behavior in the previous rounds significantly affected their actions to remain ignorant and choose the selfish option. Second, voluntary ignorance was judged based on its frequency of occurrence. Interestingly, two clusters of people emerged in their normative judgements of ignorance: "Principled" raters judged the appropriateness of ignorance regardless of how widespread this behavior was in the group; "socially malleable" raters judged both,

ignorance and disclosure of information, as more appropriate depending on how common it was. However, these clusters do not apply to following prosocial or self-serving actions; prosocial actions were predominantly judged as appropriate regardless of how common they were, whereas selfish acts were judged more leniently when they were more common.

The results highlight that voluntary ignorance and resulting selfishness are sensitive to social information. These findings underscore the importance of considering social influences and norms alongside individual preferences for further research on information avoidance of social decision consequences.

Felix Ries

What is "The Name of the Game?" Revisiting the mechanisms behind context frames in social dilemmata

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The influential paper „The Name of the Game “ (Lieberman et al., 2004) has inspired a fruitful branch of research concerning the effects of context frames¹ in social dilemmata in sociology, psychology and economics. It shows that the introduction of frames change not only the cooperative behavior but also the expectations of subjects participating in experiments either labeled as „Wall Street game“ or „Community game“. The question which undoubtedly arises is: Why? The question is not trivial to answer. Multiple replications have been attempted, some with similar results (eg. Columbus et al., 2020), some with different results (eg. Dufwenberg et al., 2011), or no framing effect at all (eg. Bernold et al., 2015), opening up a broader discussion under which circumstances situational framing has an influence. In a meta-study Gerlach et al. (2017) state, that there is a reproducible effect of context frames on cooperative behaviour, yet the mechanism remains unclear. We designed an experiment to differentiate between multiple explanations ranging from coordination, social norms, change of preferences to perceived conflict of interest. The experiment is preregistered and is planned as a online experiment. The experiment is scheduled for late February/early March 2024.

Tarushikha Sarvesh*

“A Study of Social Norms Among Three Communities In India: Endogenous and Exogenous Factors Impinging on Change and Resistance”

This paper looks at three different strands of cultural patterns and social norms spread across three states of contemporary Indian society – Meghalaya, Madhya Pradesh and Uttar Pradesh. Among the matrilineal Khasi community in Meghalaya there is a demand from male members for replacing the extant inheritance laws within their society by extraneous legally established laws. On the contrary in the western part of the state of Uttar Pradesh, the Jat community -- patrilineal and patriarchal in nature -- has shown deep resentment and opposition to any imposition of legal framework for the protection of women’s choices and property rights that seem to go against the grain of established cultural and social norms and practices. In Madhya Pradesh among various tribes and socially and economically peripheral communities the age old practice of marking the bodies with multiple burns in various parts of the body especially the stomach as a cure for pneumonia has led to deaths and health complications for many. These communities also observe marking as rites de passage for almost all children in a milder form regardless of the illness. While in some parts incremental changes in the aforesaid detrimental health behaviour are being witnessed, in a substantive part of the state among the research target group changes are either very slow or absent.

By tying these three regions and communities in one research study on social norms, this paper tries to map the factors inhibiting the changes as well as developments which have propelled certain modifications and created grounds for new demands in an altered socio-political and cultural setting. The research emanates from the author’s field-based researches and projects involving personal interactions, in-depth interviews, Focus Group Discussions, semi- participant observations and analysis of documents and reports. The study is largely qualitative in nature.

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Anina Schwarzenbach

Extremists of a feather flock together? Community structures, transitivity, and patterns of homophily in the US Islamist co-offending network

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Prior research suggests that members of terrorist groups prioritize forming network ties based on trust to improve their organizational and operational security. The homophily principle, which postulates that individuals tend to form relationships based on shared characteristics and social norms, can be a key mechanism through which people identify trustworthy associates. Next to homophily, the mechanism of establishing interconnected relationships through transitivity is also well known to serve this purpose and shape community structures in social networks. I analyze the community structures of the Islamist co-offending network in the United States, which is highly violent, to assess whether homophily and transitivity determine which extremists form co-offending ties. I rely on a new database on the individual attributes and the co-offending relationships of 494 Islamist offenders radicalized in the United States between 1993 and 2020. Using community detection algorithms, I show that the US Islamist co-offending network is highly clustered, modular, and includes only a few large communities. Furthermore, results from exponential random graph modeling show that transitive relationships as well as spatial proximity, ideological affiliation, and shared socio-cultural characteristics drive co-offending among US Islamist extremists. Overall, these findings demonstrate that the processes of homophily and transitivity shape violent social networks.

Simon Siegenthaler

Eliciting Thresholds for Collective Behavior

(UT Dallas)

Moritz Janas (NYUAD), Nikos Nikiforakis (NYUAD),

Individuals express heterogeneous preferences about socioeconomic issues like affirmative action, income taxation, or environmental protection. Such heterogeneity stems from many factors, including principled views on fairness and efficiency (e.g.,

Alm ås et al., 2020), social identity (e.g., Kleven et al., 2019), self-serving motives (e.g., Herzog et al., 2023), misperceptions of others' beliefs (e.g., Bursztyn et al., 2020), and different degrees of trust in institutions (e.g., Stantcheva, 2021). Expressed preferences also critically depend on conformity, which reflects the desire or perceived pressure to be and behave like most others in one's reference group (e.g., Bicchieri, 2005; Andreoni et al., 2021). Conformity is a particularly interesting variable because it creates interdependent behavior (e.g., Becker, 1974) and social norms. That is, even if the direct impact of conformity on a person's public behavior and expressed opinions is moderate, the indirect effects can be considerable due to social feedback and the existence of social tipping points. An example is Schelling (1978)'s model of residential dynamics, where mild preferences for living near similar others lead to neighborhood tipping and segregated societies.¹ In the presence of conformity, predicting how individual preferences will aggregate into group outcomes is a formidable task. Indeed, pundits often fail to anticipate large-scale changes in social and political institutions (e.g., Kuran, 1995; Scheffer, 2020). Despite its importance, no general methodology is available to measure social interdependence in concrete settings and assess its implication for equilibrium outcomes. In this study, we introduce an incentive-compatible method to fill this gap. We are interested in learning whether societies have low or high potential to experience social tipping points in the context of different socioeconomic issues. We are also interested in understanding which social groups—e.g., racial/ethnic and gender groups—exhibit the highest potential for leading the change. As discussed in Efferson et al. (2024), it is an open question whether, to be most effective, policy interventions should target groups that are least or most in favor of social change. Moreover, one would like to know the type of content that will render policy intervention most effective. Is change best accelerated by informational campaigns aimed at altering preferences or by social norms campaigns that increase/decrease the role of conformity?

Tackling these questions requires a theoretical model that allows one to simulate social change and, crucially, a method for eliciting the primitives of the model empirically. Threshold models are one class of models used to understand outcomes in large groups when behavior is interdependent.² In threshold models, each individual is characterized by threshold t_i , which indicates the share of others that must take action before the individual chooses to do the same. Interior thresholds indicate social interdependence

and conformity. For a given societal threshold distribution, threshold models predict the share of society members who will support social change at the equilibrium. We extend traditional threshold models by showing how thresholds can emerge from personal preferences and convictions, tendencies to conform conditional on reference groups, and perceived risks of social sanctions when actions are observable. We design and apply an incentivized survey instrument to elicit threshold distributions for affirmative action policies in different social groups. We chose affirmative action as our application because it is an important and passionately debated issue, and a significant share of people hold strong opinions about affirmative action, which means interior thresholds reflect conformity effects rather than indifference. We recruited a large sample of the US population to participate in an online study. The sample is stratified by race/ethnicity (Asian, Black, Hispanic, White) and gender. Within each stratum, the sample is representative with respect to age, education, and geographical region. The threshold elicitation involves three steps. First, each participant was randomly assigned to a group of 100 Americans and learned that we would donate \$100 to either a pro or anti-affirmative action organization on their group's behalf. This organization represents the status quo. Second, each participant could choose an integer number between 0 and 100, indicating their willingness to change their donation from the status quo to the other organization. For example, choosing 44 meant, "I will change my donation to the pro/anti-affirmative action organization if 44 or more of the other 99 Americans in my group do the same." Third, the actual donations were computed to correspond precisely to the logic of threshold models. If understood correctly by the participants, the induced incentives elicit individual thresholds. We implemented different treatments to vary reference groups, the observability of actions, and the status quo exogenously. We also gathered information about the factors underlying the thresholds, such as personal preferences, conformity, and risk attitudes.

Our key findings are the following. First, the empirically elicited thresholds are predicted well by the model and the underlying factors that make up a person's threshold. Specifically, thresholds move as predicted with heterogeneity in personal preferences, tendencies to conform, and expected sanctions. We also quantify how threshold distributions depend on political affiliation, education, and other factors. Second, most people have interior thresholds. This finding highlights the need to elicit threshold

distributions and account for social interdependence, as the share of people donating pro-affirmative action when applying the threshold method differs significantly from people's unconditional donations. Indeed, one implication is that the potential for social tipping points is considerable in the context of affirmative action. Third, threshold distributions markedly differ across racial/ethnic and gender groups, predominantly due to the underlying topic-specific preferences but also due to differences in conformity. We also show that for some social groups, conformity leads to polarization, while for other groups, conformity increases status quo bias. Fourth, because our empirical method is model-based, we can simulate counterfactuals. We examine the effects of counterfactually decreasing segregation on the public support for affirmative action in the US. The counterfactual exercises also reveal that policy intervention often promotes social change most effectively when combining informational and normative messages rather than focusing on one-dimensional campaigns.

Nico Sonntag

Blessings Of a Strict Father: The Stabilizing Influence of Frequent Abbatial Visitations on Monastic Communities

(JGU Mainz)

The club-good model of religion contends that the success of a religious movement is to large extent determined by the movement's ability to overcome problems of free-riding and collective action. According to the theory, seemingly irrationally strict religious prescription, prohibitions, and ritual requirements are instrumental in this regard because they deter free riders from joining the group as well as limit individual consumption opportunities of engaged members, nudging them to coordinate their time investments towards joint spiritual activities. However, the original formulation of the theory largely abstracts from the problem of norm enforcement. Such second-order free-riding problems become especially relevant if we move from small local communities to larger movements with more formal organizational structures.

This research project applies the club-good model to European-wide historical data from the 10th to the 15th century on 2000 communities of three major movements within Western monasticism: the Cistercians, the Cluniacs, and the Carthusians. During the Middle Ages, all three orders institutionalized systems of visitation to enforce a strict and

uniform observance of monastic rules among their geographically dispersed communities. Assuming that abbots entrusted with the duty were more like conduct the visitation if the associated costs were low, the research design exploits variation in the travel distances necessitated by the different monitoring arrangements. Remote monastic communities, that were visited less regularly, are hypothesized to suffer from lax observance, mismanagement, loss of internal discipline and commitment. This failure to solve problems of collective actions should have resulted in a higher rate of community dissolution.

The analyses show associations between measures of higher visitation costs and higher dissolution rates of monasteries only for some of the institutional arrangements. In my interpretation, institutions whose success did not vary with travel costs very likely did not work at all. The interpretation is supported by additional analyses that move from variation within movements to the organizational macro-level: Considering a larger sample of religious orders, the same institutions that show the strongest variation in effectiveness depending on travel costs were later adopted by the majority of religious orders. This diffusion process can be interpreted as resulting from isomorphic learning on the organizational level. The study aids our understanding of how effective institutions of norm enforcement emerge and spread among religious movements.

Thomas Teekens^{1*}

Competing Norms and Shifting Salience. How Norm Beliefs Affected Behavior Among Dutch Health Care Interns During the Covid-19 Lockdown

Francesca Giardini¹ & Rafael Wittek¹

A social norm clearly pre- or proscribes which kind of behavior is (not) appropriate in a given situation. However, there are situations in which two competing norms apply, meaning that two opposing types of behavior are both legitimate in a situation. This study assesses a situation of potentially opposing norms, as health care students were offered a choice to continue working or to stay at home during the first lockdown following the covid-19 pandemic in the Netherlands in 2020. Theoretically, we use goal-framing theory to argue how competing norms may shift in salience as a result of variations in the strength of four dimensions of personal beliefs (sociality, normativity, disjointedness, and interdependence). Empirically, we surveyed 55 interns about their social norm

perceptions, and employed Qualitative Comparative Analysis to uncover patterns in beliefs that lead to normative outcomes. The pathways to work continuation indicate the importance of normative beliefs in strengthening disjoint norms, combined with strong interdependence perceptions. The pathways to staying at home show how conjoint norms require less buttressing, and that perceived normative ambivalence also favors the conjoint norm. Altogether, these results show the importance of assessing the varieties of beliefs underlying norms in situations of ambivalence.

Friederike Wall

Emergence of Individuals' Compliance with Social Norms: An Agent-based Model on Social Identity in Organizations

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It has long been noticed that collective action problems may be mitigated when individuals identify with the collective – building on the collective's characteristics and social norms as behavioral standards of the collective (e.g., Akerlof, 2016; Charness & Chen, 2020; Gould, 1993). In this sense, identification with the collective and, herewith, compliance with the collective's norms (Bicchieri, Muldoon, & Sontuoso, 2014; Hogg & Reid, 2006) serves as a coordinative mechanism for collective action problems and also refers to the social identity approach in social psychology (e.g., Ellemers, Haslam, Platow, & Van Knippenberg, 2003).

While collective action problems appear in many social contexts, this paper focuses on situations where a collective conducts an overall task employing division of labor and some institutional arrangements familiar in organizational contexts. In particular, the paper studies how individuals' compliance with the organization's social norms via social identity emerges and how the organization's outcome is affected by collective identity. To this aim, the paper employs an agent-based simulation model based on the framework NK fitness landscapes (Kauffman & Levin, 1987).

In the model, individuals' compliance to social norms via social identification emerges endogenously: identification follows from the dynamics in the collective and is among the causes of these dynamics (Wall, 2023). Apart from various organizational settings, the

model controls for different activation mechanisms (“salience”) for individuals’ identification with the collective and its social norms, such as a strong performance orientation or hard-working norms. The activation mechanisms studied also comprise dynamics from the so-called “social free-riding,” which results from individuals’ preference for identifying with high-status groups while disliking the distance between their own characteristics and the stereotype of the group they identify with (Bernard, Hett, & Mechtel, 2016; Shayo, 2020).

Overall, the results obtained from the simulation experiments suggest that the activation mechanisms, in conjunction with organizational contingencies, considerably shape the emerging dynamics of compliance with social norms via identification and the performance effects thereof. The results may be condensed into three key findings: First, not only the level of identification and compliance to social norms but also the cause, i.e., the activation mechanisms, shape the performance effects. Second, these effects are moderated by organizational contingencies like task complexity and the prevailing coordination mode. Third, identification with the collective appears not to be universally beneficial, which supports findings of prior research (Alvesson & Willmott, 2002; Bernard et al., 2016; Caprar, Walker, & Ashforth, 2022; Ellemers, Gilder, & Haslam, 2004). Among the downsides becoming apparent in the simulations is that polarization within the organization may emerge.

Theresa Wieland

Increasing individual-level climate mitigation action: the role of behavioral dimensions and inequality perceptions

(Germany, Konstanz, University of Konstanz, Cluster of Excellence „The Politics of Inequality”)

Fabian Thiel (Germany, Munich, Ludwig Maximilian University of Munich)

Many scientists consider climate change the biggest environmental problem of our time. Multiple studies have shown that successful mitigation will need political as well as individual behavioral change. But how can we examine factors that affect the willingness to change behavior to reduce energy consumption and emissions? Researchers have found effects originating from many factors, including social norms, climate knowledge, environmental attitudes, and habits. Another interesting influence on citizens’ attitudes

towards climate mitigation can be inequality perceptions, often found in research about climate policy support. While these perceptions of inequality can undoubtedly be driven by egotropic concerns and personal loss aversion, many research findings indicate that it is not just self-interest but also a broader sense of fairness, equality, and pro-social norms in society driving people's opinions.

Furthermore, inequality is linked to climate change on various levels: Economically disadvantaged countries, as well as households, will be more burdened by higher temperatures and the accompanying changes like rising food and energy prices or increasing natural disasters, and young generations will live with the consequences of older generations' carbon emissions. We want to examine whether making such inequalities more salient and activating fairness norms might influence citizens in their willingness to adapt more climate-friendly lifestyles. We conduct a nationally representative survey throughout Germany that includes a Factorial Survey Experiment, presenting respondents with various lifestyle vignettes. The benefit of this approach is the reduction of social desirability in answers since the actual question is concealed through the ratings and there is less danger of framing a socially desired answer. We include multiple dimensions representing individual behavioral changes with a high potential to reduce emissions and ask our respondents whether they would be willing to adapt to the described behavior. Additionally, we account for their current lifestyle, providing insight into how much respondents would need to change their behavior to align with the vignette description. Furthermore, we introduce a prime about global, economic (within country), or generational inequality in climate change (+ a control group without prime) before presenting the vignette fraction, to examine to what extent making different aspects of inequality in climate change salient, and hence activating fairness norms, influences the respondents' vignette ratings. Our results show which lifestyle changes receive the biggest support in the population, which individual factors positively affect the willingness to change to climate-friendly behavior, and whether the awareness of different aspects of inequality in climate change has an influence on respondents' evaluations and norm-conforming behavior.

Ivo Windrich

Is the Dictator Game a measurement tool for a social norm of fair sharing?

Experimental games like the Dictator Game are widely used tools to analyse basic decision-making behaviour. The Dictator Game is a widespread game used in various scientific disciplines. But what does the game actually measure? Traditionally, dictator giving is described as altruistic behaviour [1], suggesting that the Dictator Game is a tool for measuring the prevalence of altruistic attitudes in a population. Other explanations are that dictator giving is a result from inequality aversion or, as I would suggest, conformity to a social norm of fair sharing. I would like to discuss various explanations of dictator giving and in particular present a norm theoretical approach to explain behaviour in the Dictator Game. This approach is already mentioned in the experimental literature, especially in the studies by Joseph Henrich and colleagues [2,3].

There is also an interesting debate, particularly about the Dictator Game. Many authors [3,4] agree that social norms of fairness and cooperation play an important role in other games, such as the Ultimatum Game or Public Goods Game. Cristina Bicchieri [5] explains her norm theory using the example of the Ultimatum Game and argues that a norm theoretical approach explains behaviour better than an approach with social preferences. Interestingly, in the case of the Dictator Game, she does not believe that a social norm of fair sharing is involved in driving the behaviour. I would like to present and discuss this debate.

Fabienne Wöhner and Axel Franzen

Mood and helping strangers: Revisiting Isen and Levin's field experiment

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Helping behavior and mutual support are essential for the functioning of social relationships and the cohesion of societies. Particularly, helping strangers is an expression of prosocial behavior, since there is usually no direct utility or reciprocity involved. There are several aspects that influence helping behavior. One much-discussed factor that can explain the willingness to help strangers is the mood of the helping person. The seminal study by Isen and Levin (1972) demonstrated this relationship in a field experiment. The random placement of a coin in a telephone booth was intended to put some of the test subjects in a positive mood (stimulus). The outcome was to help a confederate woman who dropped some documents. The authors showed

that the positive mood significantly increased the willingness to help strangers. However, replications and related field experiments present mixed results. The aim of this study is to replicate and extend Isen and Levin's (1972) experiment. We conducted a field experiment in parking garages of various supermarkets in Bern. As in the original study, positive mood was induced by placing a coin (2 Swiss Francs) to be found by participants. As an extension of the original study, we induced negative mood by having a confederate bumping into subjects on their way into the market. The hypothesis is that positive mood will lead to more helping behavior and the negative mood to less helping as compared to a control group without any treatment. To measure helping behavior a confederate dropped a bag of oranges and we observed if subjects helped to pick them up. In the original study, the person seeking help was always female. We extended the experiment by also including male confederates seeking help. A total of 600 trials were conducted. Overall, helping behavior occurred in about a third of all trials. The positive mood treatment elicited more helping behavior (41.6%) as compared to the control group (35%). Subjects in the negative mood treatment helped the least (23.9%). Overall, we replicate the association between mood and helping behavior.

Sylvia Xu

Communicating Morality: A Meta-Analysis of Moral Appeals

Laetitia Mulder; Tammo Bijmolt; Marijke Leliveld; Floor Rink

Background: Framed with the aim to invoke moral obligations for desirable behavioral changes, moral appeals are widely used persuasion strategies. Such strategies have been used to encourage a range of pro-social (e.g., resource conservation; vaccination uptakes) and regulation-abiding behaviors (e.g., tax compliance). However, while moral appeals have been used in various settings, studies on their impact have revealed mixed results, varying from positive effect to no effect, and even to negative effect. As moral appeals are relatively low-cost ways of behavioral intervention, knowing how to promote their positive effect and avoid negativity will provide valuable insights for companies and policymakers in decision-making. However, there is no systematic review to date providing clear answers about the effectiveness of moral appeals and factors that can promote their efficiency. To fill this gap, a meta-analysis was conducted to investigate the impact of moral appeals on behavioral intentions and actual behaviors. Based on various theories, we present and tested a theoretical framework that investigated 2 sets of moderators (i.e., factors related to the issues at hand and factors related to perceived

social contexts) that contributes to moral decision-making and 3 sets of moderators (i.e., factors eliciting reactance, moral disengagement, and ethical fading) that hinder such process in the use of moral appeals.

Methods: Relevant studies for this meta-analysis were identified from various databases and included if they contained a treatment group exposed to a moral appeal, one, or more valid comparison group(s), a measurement of behavioral intentions, or behaviors, and sufficient statistics to calculate effect sizes. The final sample includes 57 papers, reporting on 65 studies and 351 effect sizes collected from diverse populations, all published between 1982

and August 2023. For this study, we used Cohen's d as the measure of effect size and relied on *metafor* and *meta* R packages for model estimations.

Results: Results showed that moral appeals had a small-sized, positive effect on changing behavioral intentions and behaviors ($d = .20$), as compared to the control conditions. Meta-regression also revealed several potential moderators that might influence the strength of moral appeals. Specifically, for factors that may contribute to moral decision-making, significant moderators were only found under the category of perceived social contexts, and the effects of moral appeals are stronger 1) when combined with norm appeals; 2) the recommended behaviors are supposed to be conducted publicly, as compared to privately. We also found some results with regard to moderators that may hinder moral decision-making. Specifically, the effects of moral appeals are weaker 1) when the messages are delivered in a more assertive, rather than non-assertive tone ; 2) the recommended behaviors are described in a more specific, rather than general manner; 3) the amount of time between the application of moral appeals and the measurement of outcome variables is longer , rather than shorter.

Contributions: Our findings provide important insights both theoretically and practically. Theoretically, this meta-analysis revealed the general effect of moral appeals across diverse contexts and provided important insights into different factors influencing their impact. Practically, this meta-analysis offers valuable suggestions for communicators and policymakers to make sufficient use of such persuasive strategies.

Agne Zakareviciute & Justina Baršytė

Unraveling the influence of dynamic norms: The interplay of imminence and resistance to change.

When changing undesirable behaviors state-of-the-art research on social influence has high- lighted the potential of a novel behavioral intervention - dynamic norms. However, contra- dicting studies have started to emerge, necessitating a deeper understanding of the processes through which dynamic norms affect consumer behavior. This research introduces and em- pirically tests underlying processes that outline the boundary conditions of dynamic norms effects. Through three experiments, we demonstrate that dynamic (vs. static) norms increase vegetarian behavioral intentions because consumers perceive the situation presented with dy- namic (vs. static) norms as more imminent. This effect is moderated by resistance to change personality traits. Specifically, for consumers who are high on resistance to change, dynamic norms increase vegan behavioral intentions because of increased imminence. Conversely, for consumers who are low on resistance to change, dynamic (vs. static) norms reduce vegan be- havioral intentions due to attenuated imminence. These findings counter the prevailing trends in resistance to change theory. Our study extends research on social influences and offers valu- able insights for researchers and practitioners striving to promote counter-normative consumer choices.

Anna Zamberlan, Christiane Bozoyan & Claudia Schmiedeberg

Is there a sexual double standard in infidelity norms?

In most societies, an exclusivity norm applies to relationships (Previti and Amato 2004), which is in contrast to the high prevalence of unfaithful behavior, with men reporting in general slightly more infidelity than women (e.g. Fincham & May). In the literature, this difference is attributed in part to a sexual double standard (SDS), where different expectations and values are placed on men and women regarding their sexual behaviors (Reis 1962; for a more general formulation: Milhausen & Herold 1999): while men are socially rewarded for sexual activity, women are derogated for the same behavior. Results are mixed, depending on the measurement and the actual sexual behavior in focus, and some newer studies indicate that the SDS may have vanished and some groups even

endorse a reverse double standard with women being judged less harshly than men (e.g. Milhausen & Herold 2002). Accordingly, it as an open question is whether a sexual double standard in infidelity norms exists in Germany: We investigate normative expectations for women and men with regard to unfaithful behavior on the basis of a vignette study in the German Family Panel pairfam. Thereby, we focus on judgments of both the unfaithful partner and the third person involved. Our results indicate differences in male and female respondents' infidelity judgments: Women judge men harsher than women for own infidelity but less harsh for participating as a third party. In contrast, men hold a single standard regarding the unfaithful person and judge male third parties harsher than female ones. Thus, we find neither a SDS nor a reverse SDS, but a more complex pattern which might be explained by an ingroup bias in form of the threat of the acting person for members of the respondents' own group.