Social Norms

Spring 2019

Political Science 215
University of California, San Diego
Prof. Gerry Mackie
Spring 2019
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PURPOSE

The course is not a review of prosocial behavior, but rather will consider social practices: what they are, how to distinguish one type from one another, what motivates them, how to identify them, and how to change harmful social practices and measure their change, among other topics.

More often than not, norms-talk in social science occurs in passing, and refers to anything vaguely evaluative that the researcher cannot otherwise explain. In contrast, our approach is precise and analytic. We will learn and discuss together the best literature on social practices, and when you complete the course you will be able to use and apply these concepts with confidence in novel domains of inquiry.

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> The WEST entrance of the SDSC is on Ridge Walk, north of the Social Science Building and south of Rimac Arena. A path goes downhill to the east. Take the path, enter the main door of SDSC, continue straight (east) until you run into windows and can go no further. Then, look right, you will see a sign for UC San Diego Center on Global Justice. Proceed to the sign, turn left, and continue to the end of the wing; CGJ offices are here.

Office hours: TBD or by appointment welcome
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ASSESSMENT
- Attend and participate in all sessions (one nonexcused absence permitted; if more than one, then all absences must be excused).
- Each Wednesday before class, by midnight, post at TritonEd the following exercise.
  - 1. In one or a very few sentences, identify something important in the readings you did not understand.
  - 2. In no more than about five sentences, identify something important in the readings that merits criticism.
  - Do not overdo this assignment, it's just to stimulate your thoughts and anchor our discussion.
- An integrated summary of a week's session, 3 pages (500-1000 words, penalty for exceeding 1000), emailed to instructor and class no later than Monday 5 PM after a session.

- o Don't cover all bits and pieces, synthesize. Write as if it were a well-written report to a fellow graduate student. What did we learn, what don't we know, how could we find out? Or, any other critically inquiring format.
- o Do 5 times in the quarter. At least two during weeks 1-5 and at least two during weeks 6-10.
- 1500-word take-home final.

SOME IMPORTANT BOOKS

- Kate Fox, *Watching the English: The Hidden Rules of English Behaviour.* British anthropologist studies British social norms. Brilliant, insightful, well-written, funny. Dispels the notion that social norms are centrally about resolving social dilemmas.
- Robert C. Ellickson, 1991, *Order without Law: How Neighbors Settle Disputes*, Harvard UP.
- Edna Ullman-Margalit, 1977, *The Emergence of Norms*, Clarendon.
- James Coleman, *Foundations of Social Theory*.
- Jon Elster, 1989, *The Cement of Society: A Study of Social Order*, Cambridge UP.
- Jon Elster, 2007, *Explaining Social Behavior,* Cambridge UP
- Cristina Bicchieri, 2006, *The Grammar of Society*: *The Nature and Dynamics of Social Norms*, Cambridge University Press.
- Geoffrey Brennan et al., *Explaining Norms*, Oxford UP.
- Jean-Marie Baland and Jean-Phillipe Platteau, *Halting Degradation of Natural Resources: Is there a Role for Rural Communities?* Oxford UP 2000. Rigorously about social norms in differing cultural contexts of global development.
- Elinor Ostrom, 1990, *Governing the Commons: The Evolution of Institutions for Collective Action*, Cambridge UP.
- Samuel Bowles and Herbert Gintis, 2013, *A Cooperative Species: Human Reciprocity and Its Evolution,* Princeton UP
- Peter Richerson and Robert Boyd, 2005, *Not by Genes Alone: How Culture Transformed Human Evolution*, University of Chicago Press.
- Walter Sinnot-Armstrong, *Moral Psychology,* 3 volumes, MIT Press.
- World Bank, *Mind, Society, and Behavior*. World Development Report 2015. More about culture than norms, but you will recognize several of my ideas in this document.

None of these books are required. They are suggested for reference. They are only some basic sources, ask me about any particular topic.

READINGS

I. Mar 31, Introduction

REQUIRED
- Mackie et al, *What are Social Norms*, 1-15
- Coleman, "The Demand for Norms" (ch. 10, *Foundations of Social Theory*)

- Jon Elster, Norms, chapter in *Oxford Handbook of Analytic Sociology*
- Cialdini and Trost, "Social Influence…" 155-162 ONLY
- Bicchieri, "The Rules We Live By"

OPTIONAL
- McAdams, "Origin, Development, and Regulation of Norms." Clear and useful, recommended, but way too much for required reading.

BACKGROUND READING -- these texts may be useful:
- Bowles and Gintis, "Social Preferences," in *A Cooperative Species* (2011)
- Bruce Wydick, *Games in Economic Development*, simple game theory, nice examples from global development.
- K. Anthony Appiah, *Cosmopolitanism: Ethics in A World of Strangers*, if you're worried about cultural relativism.
- Jon Elster, *Explaining Social Behavior: More Nuts and Bolts for the Social Sciences,* excellent general social science background.
- Edna Ullman-Margalit, *The Emergence of Norms*, Oxford 1977. This inaugurated the analytic approach to social norms, and is still worth study (I have a pdf copy).

I.5 Review Essays on Social Norms

In addition to those above. I just discovered these two essays. They are not required but I RECOMMEND that you look them over. I've been at it for 15 years and I learned things from these essays.

- Gelfand and Jackson, From One Mind to Many: The Emerging Science of Social Norms, 2016, 3 pp. plus 3 pp. biography
  - The main value of this essay is its very wide review of multiple soc-psych literatures. The bibliography marks the more important essays and provides annotations to the most innovative (many new to me), very useful. Its flaw is that it tries to tie too many things together.
- Morris et al., Normology: Integrating insights about social norms to understand cultural dynamics, 2015.
  - This is from a psychology prof at a business school. It also has many references new to me (though more peripheral). It offers a nice integrative model of social norms (which I think fails, nevertheless, I appreciate the effort). You can skip the first page and a half and skip pp. 9-11 (review of the special issue of the journal this essay leads).
  - Morris gives credence to the identity account of social norms that I tend to reject. He offers references new to me. Since this is a prominent conceptual question, I think we should **take up identity in Week 10.**

II. Apr. 7, Ontololgy of Culture; Early Childhood Normative Capacities

REQUIRED
- Searle, *Making the Social World*, 3-18
- Little on Searle, 3 pp.

- Sperber, *Explaining Culture*, 56-118, closer reading of ch 4 quicker reading of ch. 5
- D'Andrade, "Some Kinds of Causal Powers that Make Up Culture," from *Explaining Culture Scientifically*
- Boyd and Richerson, "Culture Evolves," from *Not by Genes Alone*, 64-71 ONLY; 58-98 is recommended but NOT required

- Hannes Rakoczy and Marco F. H. Schmidt, The Early Ontogeny of Social Norms
- Marco F.H. Schmidt, Hannes Rakoczy, Michael Tomasello, Young children enforce social norms selectively depending on the violator's group affiliation READ Intro and Discussion, skim experimental details if interested
- Gockeritz, Schmidt, Tomasello, Young children's creation and transmission of social norms READ Intro and Discussion, skim experimental details if interested
- Sabbagh and Henderson, "How an Appreciation of Conventionality Shapes Early Word Learning" ONLY 25-32

BACKGROUND

- Wyman and Rakoczy, "Social Conventions, Institutions, and Human Uniqueness: Lessons from Children and Chimpanzees" WORTH A LOOK
- Semin and Cacciopo, Synchronization, Coordination, and Co-Regulation, from *Embodied Grounding* (cog sci approach)
- Social Ontology:
- John Searle, *Making the Social World* (2010). The leading analytic social ontology.
- David Elder-Vass, *The Causal Power of Social Structures*, and *The Reality of Social Construction*, more ambitious social ontology, in the critical realist tradition. And Margaret Archer, other "critical realists"
- Raimo Tuomela
- Margaret Gilbert (UCR)

III. Apr. 14. Personal Attitude, Habit; Social Contagion, Social Proof, One-Way Dependence

REQUIRED
- Mackie et al. *What are Social Norms?* 27-31 NOTE I GAVE THIS DOCUMENT ITS OWN FOLDER IN DROPBOX
- Benjamin Gardner, A review and analysis of the use of 'habit' in understanding, predicting and influencing health-related behaviour, 2014, 277-282 ONLY
- Duncan Watts, Social Contagion: What Do We Know?, 2012, 2 pages
- Rogers, *Diffusion of Innovation*, ch. 1
- Cialdini, Socia Proof, in his *Influence*. READ 114-119, 129-36, 140-143, 152-156
- Salganik and Watts, Leading the Herd Astray: An Experimental Study of Self-fulfilling Prophecies in an Artificial Cultural Market, 2008

BACKGROUND

- Peyton Young, Innovation Diffusion in Heterogeneous Populations: Contagion, Social Influence, and Social Learning , 2009 WORTH A LOOK
- Wood and Runger, Psychology of Habit, 2016
- Salganik, Dodds, and Watts, Experimental Study of Inequality and Unpredictability in an Artificial Cultural Market, 2006
- Trafimow, Attitudinal and Normative Processes in Health Behavior, 1998. Whether social norm is different from personal attitude was contested for many years. The Trafimow essay marks the settlement of the controversy.

Belief Formation and Harmful Nonsocial Beliefs

REQUIRED
- Mackie et al. *What are Social Norms?* 36-39
- Appiah, Facts on the Ground, in *Cosmopolitanism*, 33-44
- Thagard, Testimony, Credibility, and Explanatory Coherence
- Pascale, Sternin, and Sternin, *Positive Deviance*, ch. 1 RECOMMENDED NOT REQUIRED

BACKGROUND
- Rydgren, Beliefs, 2009*
- Pornpitakan, The Persuasiveness of Source Credibility: A Critical Review of Five Decades' Evidence, 2004*
- *Increase Mather, *The Wonders of the Invisible World* (1693) I highly recommend perusing this text, esp. inferences of witchcraft at 59-114. Mather is extremely intelligent and scrupulous in his reasoning.
  - http://digitalcommons.unl.edu/etas/19/
  - http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1019&context=etas
  - Much of his witchcraft reasoning depends on testimony; most of the remainder depends on coherence
  - Reflect upon how a change agent would motivate Mather to correct his mistaken views

IV. Apr 21 Social Norms of Coordination and Cooperation: Many-Way Interdependence

OPTIONAL BACKGROUND
If you think you need more of a background, look at these; otherwise, don't bother.
- Bowles and Gintis, Social Preferences, in *A Cooperative Species.* Tight but thorough review of behavioral game theory on cooperation; graduate level.
- Cronk and Leech, *Meeting at Grand Central* (Princeton UP, 2013), chs. 4-6. If you need more background and detail about behavioral game theory relevant to coordination and cooperation. Good: simple but not stupid. Small technical errors here and there.

REQUIRED
- Mackie et al, *What are Social Norms*, 31-34

- Mackie et al, *What are Social Norms*, 81-89 (16 different conceptions of social norms)
- Ullman-Margalit, *The Emergence of Norms,* 114-127
- McAdams, Conventions and Norms: Philosophical Aspects, 2735-2739

Social Norm of Coordination
- Convention, Stanford Encylopedia of Philosophy, http://plato.stanford.edu/entries/convention/ READ 1.1, 3, 4., 7.11; TRY 4.2-4.4; IF INTERESTED look at 5, 6
- Guala, Normativity of Lewis Conventions

Social Norm of Cooperation
- Review Bicchieri, Rules We Live By (Week 1), 368-376.

Controversies
- Brennan et al., Norm, in *Explaining Norms*, 15-39 (I tacked on a few skippable pages for FYI background)
- Gerry Mackie, Social Norms of Coordination and Cooperation
- Cedric Paternotte and Jonathan Grose , Social Norms and Game Theory: Harmony or Discord?
- Benoît Dubreuil and Jean-François Grégoire, Are moral norms distinct from social norms? A critical assessment of Jon Elster and Cristina Bicchieri

BACKGROUND
- Thomas Schelling. **Essential for advanced work.** Profound and fascinating.
  - What is Game Theory?, Ch. 10, *Choice and Consequence*.
  - Toward a Theory of Interdependent Action, Ch. 4, *Strategy of Conflict.* Also Ch. 3.
- David Lewis, *Convention: A Philosophical Study* (2002). **Also essential.** Online via UCSD Library http://onlinelibrary.wiley.com/book/10.1002/9780470693711
- Postema, Conventions and the Foundation of the Law. This is the most comprehensive and careful discussion of convention that I know of. Long and challenging.
- Peyton Young, Economics of Convention; clear, with examples, worth a look. http://pubs.aeaweb.org/doi/pdfplus/10.1257/jep.10.2.105
- Margaret Gilbert, Social Convention Revisited, 2008, another view http://link.springer.com/article/10.1007%2Fs11245-008-9032-5
- Marmor, *Social Conventions: From Language to Law* (2009), another view, earlier versions of most chapters are published as articles.
- Herbert Gintis, Social Norms as Choreography (correlated equilibrium account), http://ppe.sagepub.com/content/9/3/251.short
- Bicchieri and Muldoon, Social Norms, http://plato.stanford.edu/entries/social-norms/ Not reader-friendly.

V. Apr. 28. Descriptive Norms and Injunctive Norms (Cialdini & coauthors); Automaticity

REQUIRED
- Cialdini, Reno, and Kallberg, 1990, A Focus Theory of Normative Conduct: Recycling the Concept of Norms to Reduce Littering in Public Places
- Cialdini et al., Managing Social Norms for Persuasive Impact, 2006
- Cialdini, Descriptive Social Norms as Underappreciated Sources of Social Control, 2007
- Schultz et al., The Constructive, Destructive, and Reconstructive Power of Social Norms 2007

- Aarts, The Silence of the Library: Environment, Situational Norm, and Social Behavior, 2003 JUST READ THE ABSTRACT
- Keizer et al., The Spreading of Disorder, 2008
- Keizer et al., The Importance of Demonstratively Restoring Order 2013
- Mackie on Bogota and Medellin, 2016

BACKGROUND, EXTRA
- Tankard and Paluck, Norm Perception as a Vehicle for Social Change, 2016
- Gerber and Rogers, Descriptive Social Norms and Motivation to Vote: Everybody's Voting and so Should You, 2009
- Jacobson et al., Bodies Obliged and Unbound: Differentiated Response Tendencies for Injunctive and Descriptive Social Norms, 2011
- Evans and Stanovich, Dual-Process Theories of Higher Cognition: Advancing the Debate, 2013 THIS IS A RECENT SURVEY OF AUTOMATIC VS. REFLECTIVE COGNITIVE PROCESSES
- Nettle et al., Being there: a brief visit to a neighbourhood induces the social attitudes of that neighbourhood 2014
- Eriksson et al, Bidirectional associations between descriptive and injunctive norms, 2015 DISAPPOINTING

VI. May 5. CANCELLED

VII. May 12. Moral Norms; Economic, Social, and Moral Motivations and Emotions

REQUIRED
- Haidt, Moral Emotions, 2003, A primer; be cautious with his later work, READ 852-862 (finish if curious)
- Helwig and Turiel, Children's Moral and Social Reasoning, 2011
- Finger, Caught in the Act, 2006, short
- Vilarroya, O. and Hilferty, J. (2013), The neuroimaging of sacred values. Annals of the New York Academy of Sciences, 1299: 25–35. doi: 10.1111/nyas.12209, READ ONLY pp. 28-30 review of neural findings on social norms
- Brennan and Pettit, The Nature and Attraction of Esteem, 2001
  - Their *esteem* is based on x > y ranking; however (as Pettit seems later to realize) x=y is also a ranking, that is *acceptance* as an equal in a group of equals can also be a powerful motivator
- Eisenberg, Does Rejection Hurt? An fmri Study of Social Exclusion, short

- Guala, Reciprocity Weak and Strong, 2012, first READ summary at p. 14 left column, then SECTIONS 8-13
  - In the past I assigned this nifty reading, now OPTIONAL because Guala is more general although less intriguing: Wiessner, Norm Enforcement among the Ju/'hoansi Bushmen, 2004
- Fessler, "Shame in Two Cultures"
- Baumeister et al., How Emotion Shapes Behavior, 2007 Read this review essay if you are tempted to believe, as so many economists naively do when looking for subustitutes for currency in their equations, that *emotion* directly causes behavior. RECOMMENDED NOT REQUIRED

BACKGROUND
- NEW, McAdams, The Origin, Development, and Regulation of Norms, 1997; independently invented esteem theory of norm compliance. Worthwhile if one pursues the *esteem* concept. Added to Dropbox
- Gneezy, "When and Why do Incentives (Don't) Work to Modify Behavior" Good guidance on when to use economic incentives.
- Elster, "Emotions" from *The Oxford Handbook of Analytical Sociology*
- Elster, "Moral Emotions in Historical Context," 139-164 in his *Alchemies of the Mind*. Almost everything Elster does is utterly original.
- Herzog, "Politics of the Emotions," 206-243 in his *Poisoning the Minds of the Lower Orders,* Herzog also is an original thinker
- Tangney et al., "Moral Emotions and Moral Behavior," review essay, social psychology, OK.
- Haidt and Kesiber, "Morality," more recent review essay by leading figure – be skeptical
- Fabrice Teroni, Julien A. Deonna, Differentiating shame from guilt, Consciousness and Cognition, Volume 17, Issue 3, September 2008, Pages 725-740. Argues in detail about what is constitutive and what is typical in the distinction between shame from guilt. Good strategy for a paper. Deonna has a book on shame, as does Bernard Williams, also Nussbaum, and Elster in part of *Alchemies.*
- Buckholtz and Marois, "The roots of modern justice: cognitive and neural foundations of social norms and their enforcement" Good review of some findings; some naivete about social norms: misses joint attention and pretend play, Guala sanctions; http://www.nature.com/neuro/journal/v15/n5/full/nn.3087.html
- Hitlln and Vaisey, The New Sociology of Morality, 2014, Annual Review of Sociology 2013. Look at Stephen Vaisey's webpage at Duke for gateway to a multi-researcher project on measuing morality.
- Baumeister and Leary, The Need to Belong, 1995; good review essay, but that "need" can't explain the full range of social norms

VIII. May 19. Identity.

REQUIRED
- Morris, Normology, ONLY 5-6
  - "Social identity theory holds that norm adherence is a means of expressing belonging to a group."

- Hogg and Reid; Social Identity, Self-Categorization, and the Communication of Group Norms; 2006. The social-identity explanation of social norms. Don't worry much about the "communication" part.
- Richerson and Boyd, short simple selections on ethnic markers
- Mackie, What are Social Norms, 25.
- Diego Gambetta, *Codes of the Underworld*, brief selection on costly signaling.
- Yamagishi, The Group Heuristic, 2003. Clever challenge to minimal-group paradigm.
- Habyarimana, et al., excerpts from *Coethnicity*, 2009. Why Does Ethnic Diversity Undermine Public Goods Provision? 2007. Similar findings as Yamagishi in field experiments.
- Balliet, Ingroup Favoritism in Cooperation: A Meta-Analysis, 2014. Groupness or Reciprocity? Read for main points.
- Gelfand, Differences Between Tight and Loose Cultures: A 33-Nation Study, 2011. Shifting from identity topic to culture topic. Short.
- Zou, Culture as Common Sense: Perceived Consensus Versus Personal Belief as Mechanisms of Cultural Influence, 2009. Surprising! Read quickly for main points.

BACKGROUND
- Akerlof and Kranton, Economics and Identity. I will discuss. Examine if you are curous.
- Terry, Hogg, and White, Attitude-Behavior Relations: Social Identity and Group Membership, ch. 5 in Terry and Hogg, *Attitudes, Behavior, and Social Context,* 2000. I have this if you want it. Hard to understand critically unless you've mastered Fishbein and Ajzen. This is the most complete statement of their theory and reports evidence from a developed line of research. However, this essay seems to have been the climax of the research program, little since.
- Mcelreath, Boyd, Richerson, formal and detailed version of ethnic marker argument.
- Guala, Group Identity Experiments. Similar findings to Yamagishi.
- Handbook of Self Identity, 88-93. A theory of identity motivation; not directly applied to norms though. Also other background review essays on identity.
- Chang & Jetten, Integrate subjective norm with social identity. Unclear?
- Special Issue, Journal of Cross-Cultural Psychology, 2015, special issue on social norms. Some good insights, theoretical progress unclear.

Week IX. Reference Group, Social Networks, Threshold Models of Changeñ

- To be filled in.

Week X. Legal Norms; Harmonization of Moral, Legal, and Social Norms

REQUIRED

- Riano, Addressing Urban Fear and Violence in Bogotá through the 'Culture of Citizenship': Scope and Challenges of a Unique Approach. Best English language treatment. Highly recommrnded, but you can skim or skip.
- Mackie, Social Norm of Legal Obedienee, 2016
- Saleema Communicatioñ Toolkit, 2014,1-30
- Kar and Chambers, Community-Led Total Sanitation, ONLY 8-10, 21-23, 27-30 33-35, 37, 43-55
- Mackie & others, Values Deliberations Summary
- Baland and Platteau, 1996, 284-290, 324-345

BACKGROUND
- Rothstein, Anti-corruption big-bang approach, 2011 (generalization˜of Bogota)
- Henrich and Ensminger, gateway article to behavioral game theory in the field

VIII. May 26. Norms and their Change in the Field

Cultural capital

IX. Identification of Social Norms and Measurement of their Change

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Norms and Power

Social Roles and Gender Norms; Schemas

Social Norms in International Relations.
Social Norms in American Politics
Social Norms in Comparative Politics.