

# Decision Processes Colloquia

---

**Monday, April 13, 2015**

Where: 245 JMHH

When: 12:00 – 1:15 pm

**Betsy Levy Paluck**

*Associate Professor of Psychology, Princeton University*

## **Shifting Climates of Conflict: Social Network Experiments on Influence, Norms, and Behavior**

ABSTRACT: Theories of human behavior suggest that individuals attend to the behavior of certain people in their community to understand what is socially normative and adjust their own behavior in response. Two large-scale field experiments test these theories by randomizing anti-conflict interventions to schools where we comprehensively measured the students' social networks. We use these experiments, which include 57 schools and over 24000 students, to examine the social processes that keep social norms stable within a community. We show which actors in a network can shift norms and examine whether or not a shift in norms is associated with a shift in overall community levels of behavior.