

## **Decision Processes Colloquium**

Monday, November 15, 2010

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### **“The Constructive, Destructive, and Reconstructive Power of Social Norms”**

For better or for worse, social norms guide our behavior. I will present a number of studies, including lab experiments and several field experiments involving homeowners and hotel guests, that examine how two types of norms—descriptive and injunctive norms—can lead people to behave in ways that are constructive or destructive to themselves, to others, and to the environment.