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Descrizione fisica	1 online resource : illustrations (black and white)
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Sommario/riassunto	'Norms in the Wild' takes a look at social norms, answering questions about diagnosis (how can we tell that a shared practice is a social norm?), measurement (how do we measure expectations and preferences?), and change (which tools can we adopt to effect norm change?). The theories developed in the work are brought to life by examining real-life cases of norm creation and abandonment, the rationale behind policy interventions, and how change can be spearheaded by various types of trendsetters, be they individuals, groups, or the media.