1. Record Nr. UNINA9910154719603321 Autore Bicchieri Cristina Titolo Norms in the wild: how to diagnose, measure, and change social norms // Cristina Bicchieri Pubbl/distr/stampa New York, NY:,: Oxford University Press,, 2017 0-19-062207-5 **ISBN** 0-19-062208-3 0-19-062206-7 Descrizione fisica 1 online resource: illustrations (black and white) Disciplina 302.35 Collective behavior Soggetti Behavior modification Social psychology Social norms Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Previously issued in print: 2017. Nota di bibliografia Includes bibliographical references and index. 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.