

1. Record Nr.	UNINA9911152735303321
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Titolo	Alarmbellen in Het Brein? : De Invloed Van Sociale Normen Op Het Belang Van Regelnaleving en Op de Cognitieve Processen Onderliggend Aan Regelnalevend en -Overtredend Gedrag
Pubbl/distr/stampa	The Hague : , : Boom Uitgevers Den Haag, , 2021 ©2021
ISBN	9789051891768 9051891768
Edizione	[1st ed.]
Descrizione fisica	1 online resource (90 pages)
Altri autori (Persone)	EllemersNaomi
Soggetti	Social norms Compliance
Lingua di pubblicazione	Olandese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	This book explores the influence of social norms on the importance of rule compliance and the cognitive processes involved in compliant and transgressive behaviors. Authored by Dr. Félice van Nunspeet and Prof. Dr. Naomi Ellemers, it documents findings from three studies that show how social norms impact individuals' perceptions of rule importance and cognitive processing during compliance or transgression. The research highlights the significance of understanding social norms in shaping behavior, particularly in demanding situations, and the implications for the effectiveness of regulatory enforcement. The work aims to contribute to the body of knowledge on the mechanisms underlying rule compliance and offers insights into how governmental bodies can influence such behaviors. It is intended for scholars, policymakers, and practitioners interested in regulation, compliance, and social psychology.