Course outline: Overview and daily schedule

• Introduction to the *Learning Program on Advances in Social Norms and Social Change*; statement of overall goals and expectations.

• Course format: most days will be divided between a morning plenary lecture (9am-12pm) and afternoon small discussion groups (2pm-5pm). Plenary lectures will introduce key concepts; discussion groups will involve hands-on application of these concepts to our case studies.

• Daily schedule: we will begin at 9am sharp each day and take a short break each morning around 10:30am for coffee and refreshments. We will try to stick to the schedule and take a long lunch break each day from 12pm-2pm, but come back from lunch ready for active discussion! Afternoon groups will begin at 2pm sharp and take a short coffee break around 3:30pm.
Course outline:
day-by-day outlook (1/3)

• Monday, 02 July: After introducing the course and outlining the program, later this morning we will have a group discussion to elicit popular definitions of social norms. Cristina Bicchieri will introduce the social norms framework and key concepts in the afternoon.

• Tuesday, 03 July: Cristina Bicchieri will continue the introduction to social norms, focusing on how norms change and how to build norms.

• Monday and Tuesday plenary sessions will introduce the key concepts which will be elaborated further in subsequent plenary sessions.
Course outline:
day-by-day outlook (2/3)

• Wednesday, 04 July: Gerry Mackie will discuss how to change *empirical expectations*, highlighting historical examples and examples from UNICEF programs.

• Thursday, 05 July: Therese Dooley will discuss how to create a new norm with reference to the CATS (community approaches to total sanitation) program.

• Friday, 06 July: Javier Guillot will discuss how to change social norms on a large scale, highlighting strategies for social norm change from Bogotá, Colombia.
Course outline:
day-by-day outlook (3/3)

• Monday, 09 July: Erte Xiao will discuss the relationship between social norms and legal systems and the different types of sanctions they can impose.

• Tuesday, 10 July: Hugo Mercier will discuss how attitudes and beliefs can change, drawing on insights from psychology and introducing key strategies like group deliberation.

• Wednesday, 11 July: Ryan Muldoon will discuss social networks, introducing how network analysis can help us identify pathways for norm change.

• Thursday, 12 July and Friday, 13 July: We wrap up the program by showcasing your work: each participant will present his/her case study to new groups and to course facilitators for feedback before writing the final paper.
Ryan Muldoon

Postdoc - PPE
Works on diversity, social contracts and social norms

Group #1
Leon Shestani
Joyce Mutiso
Ghada Kachachi
Mita Gupta
Lieke Van de Wiel
Novia Condell
Jean Lokenga
Jane Elisabeth Bevan
Janet Tucker
Chris Melenovsky
PhD Student - Philosophy
- Studying normative assessment of social structure

Group #2
Vika Waradi
Anna Mutavati
Amy Delneuville
Sumon Tuladhar
Robert Fuderich
Maryam Enyiazu
Felicite Tchibindat
Zakari Adam
Rob Willison

Group #3

Gilles Fagninou
Clarice da Silva e Paula
Nance Webber
Sayed Sami Hashemi
Joyce Brandful
Sara Beysolow Nyanti
Marie Therese GuiGui
Narcisse de Medeiros

PhD Student - Philosophy

Studying Philosophy of Language and Ethics
Postdoc - PPE
Evolution of cooperation, Moral psychology, Moral norms

Nicolas Baumard

Group #4
Georgina Mtenga
Tameez Ahmad
Jennifer Keane
Tannistha Datta
Kshitij Joshi
Djanabou Mahonde
Eric Alain Ategbo
Macoura Oulare
Thierno Abdoul Bah
Molly Sinderbrand

Group #5
Jean Francois Basse
Mohamed Ayoya
Edina Culolo-Kozma
Peter Gross
Job Zachariah
Pilar Gonzalez-Rams
Anna Lucia D’Emilio
Sónia Polóno
Tania Sultana

PhD Student - Philosophy
- Studying moral sense theories in ethics
Allegra Giovine

PhD Student- History and Sociology of Science
- Studying history of economics in East/Southeast Asia

Group #6
Patrick Sijenyi
Frank Roni
Elizabeth Scott
Susan Roe
Sherlene Tablada
Lorretta Roberts
Maria Rocio Berzal
Henri Nzeyimana
Test your knowledge

Cristina Bicchieri
Recently, a Yahoo answers reader called kattizzl asked an apparently innocuous question: “What are 10 examples of social norms?”

The answers were all over the place.

Here I list a few, without comment.

Which ones would you consider social norms? Why?
giving a gift during Christmas
“leaving a tip for the waiter (hopefully at least 15%)”

“I don't have enough money for a tip, but feel free to eat the leftovers!”
“only having sex with consenting adults”
“saying please and thank you”
“avoid burping or farting in public”
“smile when you are being introduced to someone you don’t know”
“chewing food with no sound”
“you offer an elder man/woman to be first at anything like standing in line, having your seat”
“not kissing your boyfriend in front of your parents”
“when you have guests at home you must offer them drinks or food”
“treat managers, professors, or anyone above you ‘differently’ if you know what I mean”
“men pay for dinner most of the time”
“stopping at red light, moving at green”
“paying for groceries after you shop”
“waiting in line at the DMV”
“mowing your lawn”
“brushing your teeth everyday”
“wearing clothes when out in public”
“in the U.S. everyone going to school when young”
“driving on the right side of the road”
“it is a social rule that ordinary citizens should not pick up garbage from the street, or mend street signs, or otherwise fix problems that are not their ‘job’”
“religious practices”
“not having sex with every stranger you meet”
“getting driver’s license at 16”
“wrapping Christmas presents”
“calling to let someone know you will be late”
“talking the same language”
“wearing the same clothing, especially of a similar style”
Social norms, social change

Cristina Bicchieri
University of Pennsylvania

2012 PENN-UNICEF
Goals

• Give you diagnostic tools to determine the nature of different collective behaviors
• Improve your understanding of how to address specific problems
• Suggest ways to intervene in specific situations
Some presented case studies

• Breastfeeding
• Child marriage

Understand similarities and differences

Often different problems have a similar underlying structure