

Doctoral dissertation at Göteborg University, Göteborg,
Sweden, 2002

Abstract

von Borgstede, C. (2002). *The impact of norms in social dilemmas*. Department of Psychology, Göteborg University, Sweden.

This thesis investigates which impact social and personal moral norms have on behaviour in social dilemmas. The primary aim of **Study I** was to investigate how willingness to co-operate in large-scale social dilemmas is influenced by norm strength. A second aim was to examine under which circumstances a norm would be perceived as salient. In a survey, questions were asked about personal and social norms, responsibility, need for changes in society, importance of changing behaviour, and behavioural intention in four different large-scale social dilemmas. Support was obtained for the hypothesis that willingness to support collective interests was positively correlated with perceived norm strength. Perceived necessity for behavioural change and personal responsibility for the problem at hand contributed to variations in norm perception. In **Study II** the aim was to further explore the importance of norm perception in social dilemmas. One survey and two experiments were conducted. In the survey, 250 adult respondents were asked to estimate how they ought to act and their behavioural intention in each of five social dilemmas. Furthermore, respondents were asked to judge the importance of two types of consequences or incentives for their choice: individual and egoistic incentives. Results showed that egoistic incentives counteracted co-operation while collective incentives promoted co-operation. Furthermore, moral norms had a unique effect on willingness to co-operate, over and above considerations about potential consequences. In order to further investigate the impact of norms on co-operative behaviour in large-scale social dilemmas, two experiments were conducted. Here prescriptive social norm strength and descriptive social norm strength were manipulated. In both experiments, norm strength had an effect on participants' willingness to act for the common good. The overall findings support the hypothesis that moral norms influence people's choice behaviour in social dilemmas. **Study III**, a survey, examined social and personal moral norms as well as level of behavioural difficulty, environmental citizenship, and expectation about others' behaviour. It was hypothesised that these factors would be important determinants for environmental friendly behaviour in everyday social dilemmas. Results showed that respondents co-operated more frequently in situations with fewer obstacles to overcome. Both social and personal norms were stronger in situations where co-operation calls for less of a sacrifice. Study III also showed that environmental citizenship had an effect only in situations where co-operation was harder to establish. **Study IV**, an iterated social dilemma experiment investigated which structural changes participants preferred in order to manage scarce resources. Participants had the task to harvest from a renewable resource pool. After ten trials group members could either continue to harvest as before or to change the decision structure by means of one of four structural solutions. Findings revealed that there was a general preference for a structural change enhancing efficiency.

Key words: Social Norm, Personal Norm, Social Dilemma, Large-Scale Social Dilemma, Environmental Behaviour

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