

NOBEC CONFERENCE

Norms and Behavioral Change Conference

2022

October 12 | Pre-Conference

McNeil Building, 2nd floor atrium
3718 Locust Walk, Philadelphia, PA 19104

October 13 & October 14 | NoBeC Conference

Van Pelt-Dietrich Library Center, room 602 (6th floor)
3420 Walnut Street, Philadelphia, PA 19104

www.nobecconference.com

About the Conference

The NoBeC (Norms and Behavioral Change) Conference is a yearly event organized by the **Penn Center for Social Norms and Behavioral Dynamics** to bring together researchers studying the relationships between social norms and behavioral change. This includes experimental, empirical, and theoretical research investigating the formation, change, and abandonment of norms and their role in affecting and being affected by individual and collective behavior. We invite researchers and practitioners working at the intersection of social norms and behavioral changes and its applications in the fields of economics, psychology, political science, and public health as well as other corresponding disciplines.

About the Center

The Penn Center for Social Norms and Behavioral Dynamics is a major research center at the University of Pennsylvania, which aims to support positive behaviors on a global scale, across both informal and organizational settings. The Center for Social Norms and Behavioral Dynamics has undertaken a range of projects with different partner organizations around the world by leveraging our expertise in measuring behavior, analyzing behavioral data, and identifying systematic behavioral drivers.

Keynote Speakers



MICHELE GELFAND

*The John H. Scully Professor in Cross-Cultural Management
and Professor of Organizational Behavior, Stanford
Graduate School of Business*

*Professor of Psychology (by courtesy), School of Humanities
and Sciences, Stanford University*

**“CULTURAL EVOLUTIONARY
MISMATCHES IN RESPONSE TO
COLLECTIVE THREAT”**



LEONARDO BURSZTYRN

*Professor, Kenneth C. Griffin Department of Economics,
University of Chicago*

*Co-Director, Political Economics Initiative, Becker Friedman
Institute, University of Chicago*

**“SOCIAL NORMS AND ECONOMIC
BEHAVIOR: FROM SUPPRESSION TO
EXPRESSION”**

Agenda

PRE-CONFERENCE: OCTOBER 12, 2022

Norms in Developing World

Venue: McNeil Building, 2nd floor atrium - 3718 Locust Walk, Philadelphia, PA 19104

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|-------------------|--|
| 8:30 am - 9:00 am | Coffee/Tea |
| 9:00 am - 9:20 am | Opening Remarks
<i>Cristina Bicchieri, University of Pennsylvania (US)</i> |
| 9:20 am - 1:00 pm | Norms in the Developing World: An Overview of the Work at the Penn Center for Social Norms and Behavioral Dynamics
<i>Presentations about sanitation, corruption, violence, and other topics</i> |
| 1:00 pm - 3:00 pm | Lunch |

DAY 1: OCTOBER 13, 2022

Venue: Van Pelt-Dietrich Library Center, room 602 (6th floor) - 3420 Walnut Street, Philadelphia, PA 19104

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|---------------------|---|
| 8:30 am - 9:00 am | Coffee/Tea |
| 9:00 am - 9:20 am | Opening Remarks
<i>Cristina Bicchieri and Eugen Dimant, University of Pennsylvania (US)</i> |
| 9:20 am - 10:20 pm | Keynote 1: Cultural Evolutionary Mismatches in Response to Collective Threat
<i>Michele Gelfand, Stanford University (US)</i> |
| 10:20 am - 10:40 am | Coffee Break |
| 10:40 am - 11:10 am | The Global Trust Index: The Effects of Gender, Class, and Race on Real-World Behaviors
<i>Salma Mousa, Yale University (US)</i> |

DAY 1: OCTOBER 13, 2022

Venue: Van Pelt-Dietrich Library Center, room 602 (6th floor) - 3420 Walnut Street, Philadelphia, PA 19104

- 11:10 am - 11:40 am **What explains variation in the food hygiene social norms in Bangladesh? Findings from a randomised cluster trial across 92 villages**
Giorgia Gon, London School of Hygiene and Tropical Medicine (UK)
- 11:40 am - 12:10 pm **Priming anti-coordination with social expectations**
Pietro Guarnieri, University of Pisa (Italy)
- 12:10 pm - 2:00 pm **Lunch - networking time**
- 2:00 pm - 2:30 pm **Acceptable Discourse: Social Norms of Beliefs and Opinions**
Russell Golman, Carnegie Mellon University (US)
- 2:30 pm - 3:00 pm **Responding to Incentives or Playing to Type: Gender Norms, Contract Selection and Performance**
Marta Maras, Gettysburg College (US)
- 3:00 pm - 3:30 pm **Network Centrality and the Perception of Descriptive Social Norms**
Jennifer Dannals, Yale University (US)
- 3:30 pm - 3:50 pm **Coffee Break**
- 3:50 pm - 4:20 pm **Categorical Norms**
Erez Yoeli, Massachusetts Institute of Technology (US)
- 4:20 pm - 4:50 pm **The Effect of Competition and Cooperation on Social Perceptions**
Rachel Kranton, Duke University (US)
- 4:50 pm - 5:00 pm **Day 1 Closing Remarks**

DAY 2: OCTOBER 14, 2022

Venue: Van Pelt-Dietrich Library Center, room 602 (6th floor) - 3420 Walnut Street, Philadelphia, PA 19104

- 8:30 am - 9:00 am Coffee/Tea
- 9:00 am - 9:30 am **Descriptive social norm backfires**
David Rand, Massachusetts Institute of Technology (US)
- 9:30 am - 10:00 am **Correcting Misperceptions of Out-Party Variability Matters More than Correcting Misperceptions of Out-Party Extremity**
Yphtach Lelkes, University of Pennsylvania (US)
- 10:00 am - 10:30 am **The Social Triangle: How Norms, Social Identity, and Polarization Affect Each Other**
Kati Kish Bar-on, Massachusetts Institute of Technology (US)
- 10:30 am - 10:50 am Coffee Break
- 10:50 am - 11:20 am **Measuring Socially Appropriate Social Preferences**
Andrea Robbett, Middlebury College (US)
- 11:20 am - 11:50 am **Negative Economic Shocks and the Compliance to Social Norms**
Francesco Bogliacino, University of Bergamo (Italy)
- 11:50 am - 12:20 pm **Institutions, Frames, and Social Contract Reasoning**
Virginia Cecchin Manara, University of Milan (Italy)
- 12:20 pm - 2:30 pm **Lunch + Poster Exhibition + Networking Session**

DAY 2: OCTOBER 14, 2022

Venue: Van Pelt-Dietrich Library Center, room 602 (6th floor) - 3420 Walnut Street, Philadelphia, PA 19104

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|-------------------|---|
| 2:30 pm - 3:00 pm | Social Tipping in Heterogeneous and Polarized Populations
<i>Sara Constantino, Northeastern University / Princeton University (US)</i> |
| 3:00 pm - 3:30 pm | Anti-Social Norms
<i>Jose-Alberto Guerra, Universidad de los Andes (Columbia)</i> |
| 3:30 pm - 4:00 pm | Casual Foundation for the Emergence of Revenge Social Norms
<i>Aron Szekely, Collegio Carlo Alberto (Italy)</i> |
| 4:00 pm - 4:20 pm | Coffee Break |
| 4:20 pm - 4:50 pm | Correction of Misperceptions and Spillover Effects on Other Beliefs: Another Look at the Case of Saudi Arabia
<i>Elif Incekara-Hafalir, University of Technology Sydney (Australia)</i> |
| 4:50 pm - 5:50 pm | Keynote 2: TBA
<i>Leonardo Bursztyn, University of Chicago (US)</i> |
| 5:50 pm - 6:00 pm | Day 2 Closing Remarks |

Poster Presentation

Bridging America's Divide on Abortion, Guns and Immigration: An Experimental Study

Guglielmo Briscece, University of Chicago (US)

Pragmatic Inferences from Social Norm Information

Jinyi Kuang, University of Pennsylvania (US)

Radio soap opera to promote social cohesion and reduce xenophobia and intergroup discrimination towards Venezuelans in Peru

Lorena Levano Gavidia, World Bank (US)

A theory of social preferences and norms

Raquel Lorenzo Vidal, Universitat Pompeu Fabra (Spain)

Conflicts of Norms: the dynamics of deviant behavior when deciding which rule to follow

Alessandro Tacconelli, ETH Zurich (Switzerland)

Norm Message and Its Impact on Falling into Sunk Cost Fallacy

Chenyu Wang, University of Pennsylvania (US)

Identifying latent determinants of individual normative behavior

Claire Lugin, University of Zurich (Switzerland)

Fairness norms in inequality: The role of reflexivity and social mobility priming

Charlene Lew, University of Pretoria (South Africa)

Youth Reeducated: The Economic Preference Impacts of China's Send-Down Movement

Sheryl Ball, Virginia Tech (US)

The "Hidden" Gender Gap in Self-Promotion

Jenny Chang, Carnegie Mellon University (US)

Female Labor Productivity Reduces Domestic Violence: Evidence from Peru

Isadora A. Frankenthal, Massachusetts Institute of Technology (US)

Priming Social Preferences After Conflict

James Walsh, University of North Carolina (US)

A Systematic Review (and Meta-Analysis) of Norm-based Interventions

Daniele Pollicino, London School of Economics and Political Science (UK)

The evolution of gossip and reputation-based cooperation

Xinyue Pan, University of Maryland (US)

The Mental Accounting of Windfall Money: Understanding Motives for Giving

Valentina Cafarelli, Columbia University (US)

Adolescent peer referral to family planning services; a randomized controlled evaluation in Uganda

Emily Zimmerman, ideas42 (US)

Misperception of intimate partner violence norms as a driver of personal attitudes and behavior: a population-based study of men in rural Uganda

Jessica Perkins, Vanderbilt University (US)

Social diversity, fragmentation, and norm change

Simon Siegenthaler, University of Texas at Dallas (US)

Shifting social norms through education and improved access to social entitlements through community institutions: Gender Transformative Model of Odisha in India shows the way to empower women against discrimination, violence and deprivation

Biraj Sarangi, Project Concern International (India)

Understanding and countering the online spread of COVID-related misinformation in Canada

Nicholas Diamond, Government of Canada

Social diversity, fragmentation, and norm change

Simon Siegenthaler, University of Texas at Dallas

Questions?
Please email 2022nobec@gmail.com

