

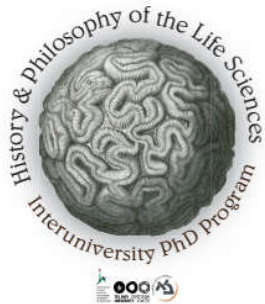
# Norms in a Multi-Cultural Society

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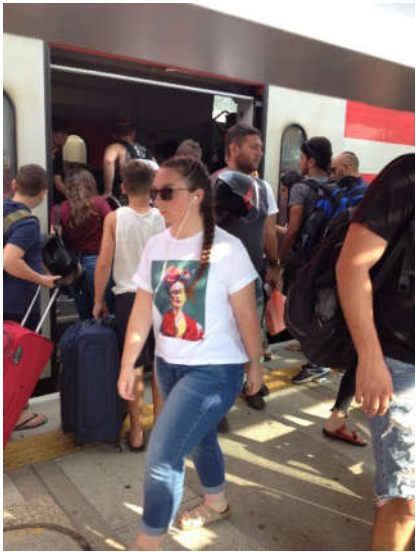




LEFT LANE  
MUST  
TURN LEFT

SAFETY BELT  
FASTENED ?

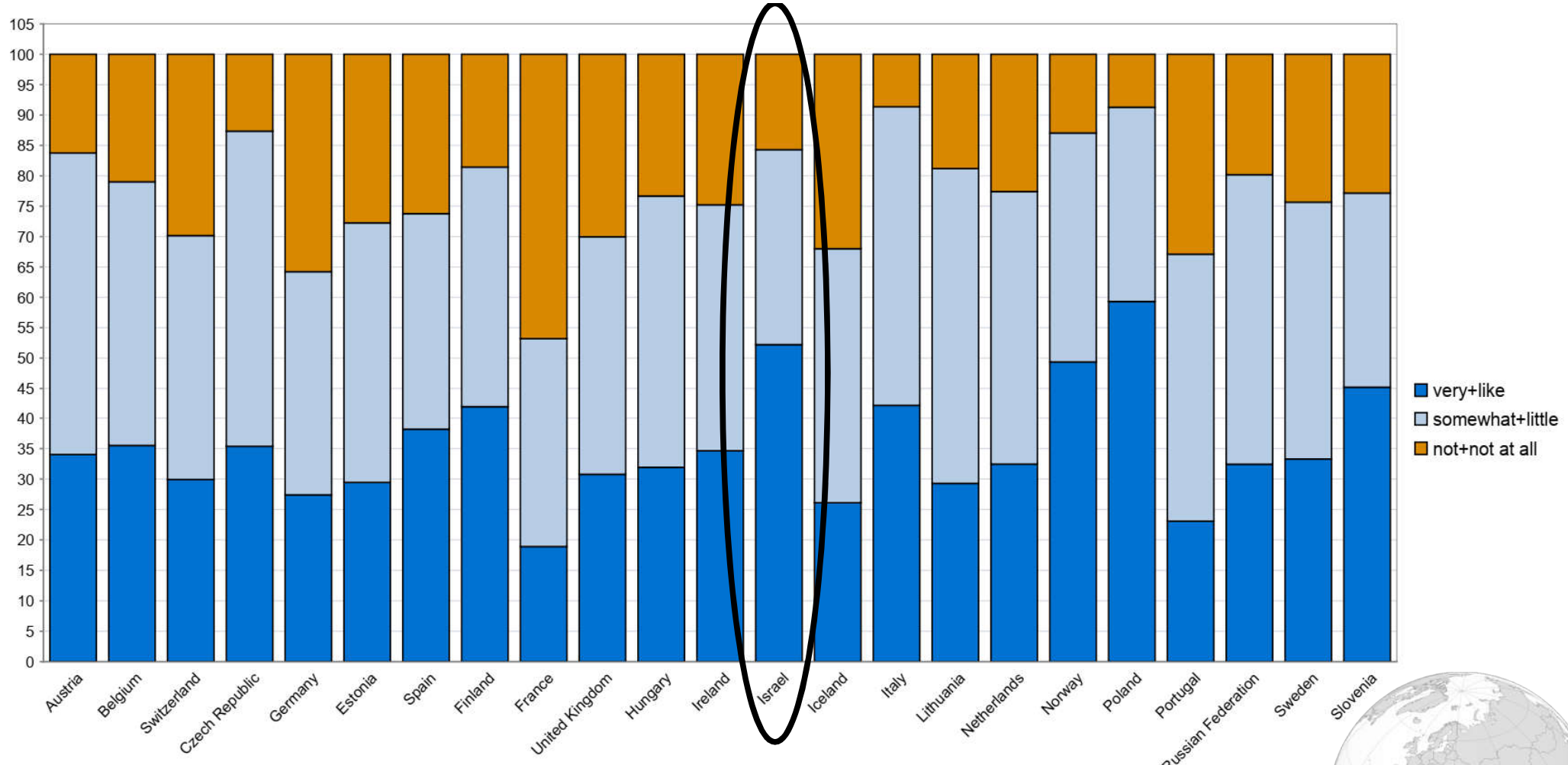
pond5



Is Israel... “a relatively loose nation” ?

Gelfand et al. 2018 (see Gelfand et al. 2011)



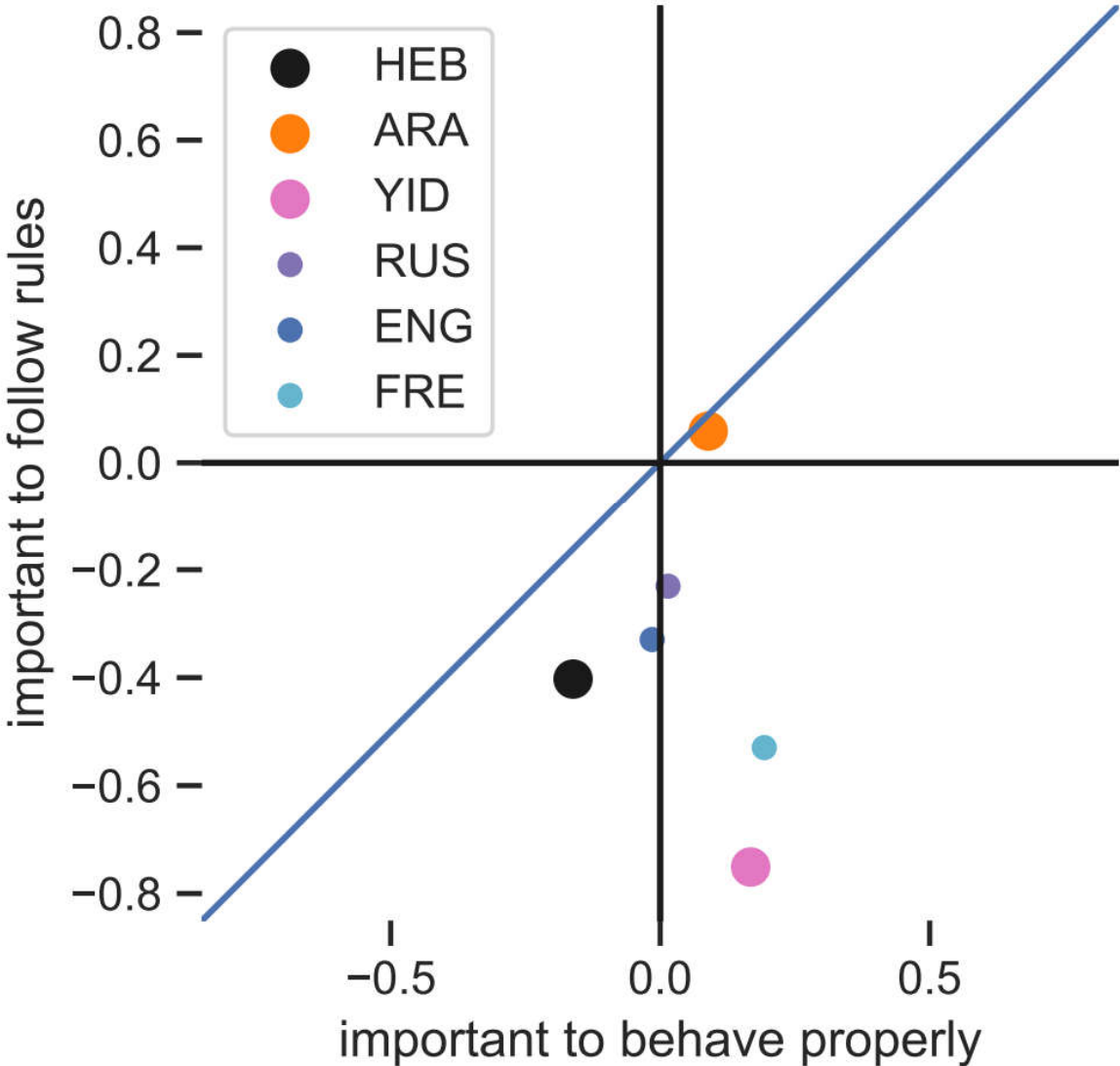


Important to do what is told and follow rules

ESS, wave 8 data (2016)



Conformist Human Values per ESS, by language spoken at home



HEB, N=1700  
ARA, N=558  
Rules, p-value=4.24e-18  
Proper behavior, p-value=6.65e-08

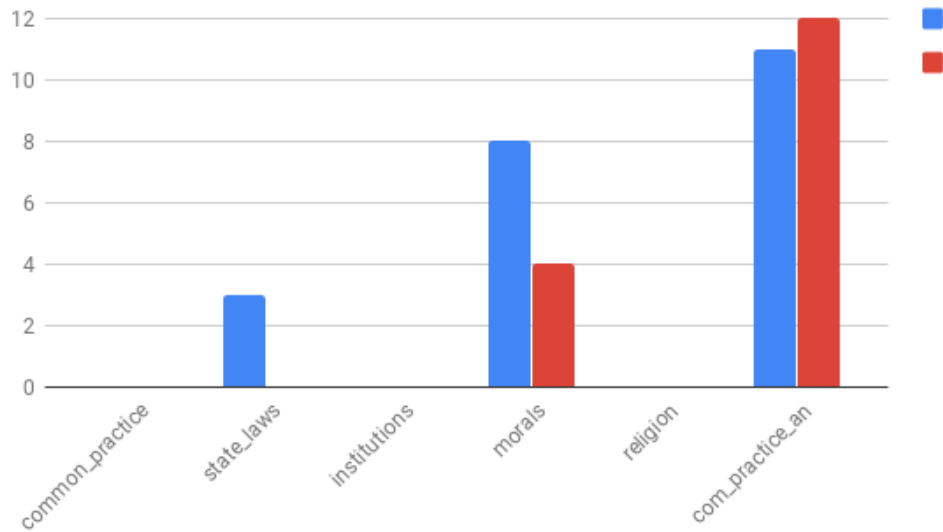
### **“rule following”**

- - "State laws"
- - "At work, to do what you are told"
- - "Not to cause mayhem"
- - "Not to kill"
- - "Traffic laws"
- - "Moral laws"
- - "Pick up trash from the floor"
- - "To act like a human being"

### **“proper behavior”**

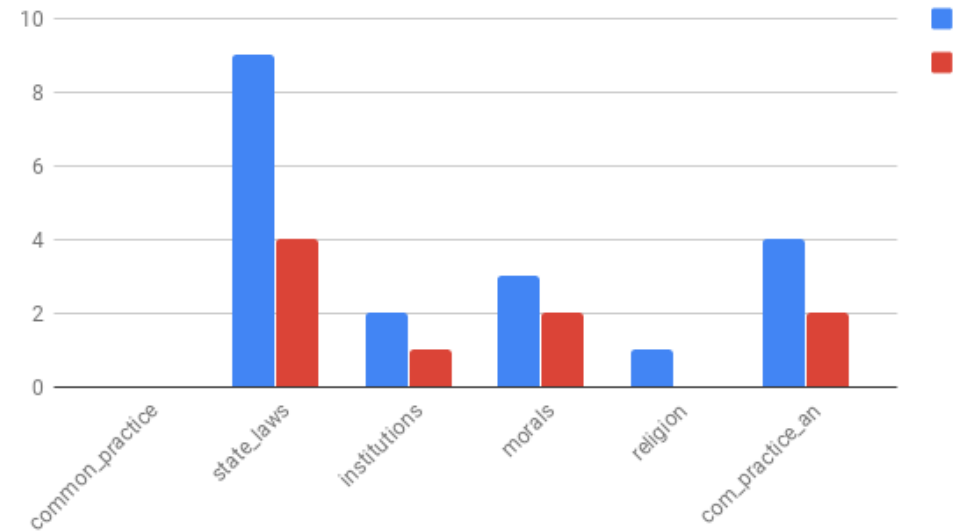
- - "To speak politely"
- - "To be a good person"
- - "To respect your parents"
- - "Not to smoke" ("because I am female")
- - "Wear high-heels when going to a party"
- - "Obey laws"

Hebrew/Arabic Behave properly



N=17, p-value NS

Hebrew/Arabic Follow rules



N=17, p-value NS

## Some conclusions...

- The variation in norm behavior cannot be reduced to a one-dimensional scale of conformity (*cf.* Gelfand).
- This is particularly misleading in the context of multi-cultural societies, which may appear looser or tighter than they 'really' are:

### **Why are people shoving?**

- The variation in attitudes cannot be reduced to differences in empirical expectations (*cf.* Bicchieri), differences in sensitivity to single norms, either between individuals or social groups; social resentment, alienation; or the identity of the people one is interacting with in a concrete social interaction.



# Take Home Message

- Norms come in packages.
- Evolution of social complexity involves “negotiating” multiple normative systems.
  - Social complexity creates normative stress.
- Cultural Group Selection (both migration and imitation of successful groups) involves normative negotiation and navigating conflicting norm systems.

# Take Home Message

- Negotiating between norm systems is a key part of norm psychology, and probably played a role in its **evolution**.
- Understanding commitment is the really hard problem.



# Thanks!

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