

Norm Psychology

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Norm Psychology

- We live in a world with social rules (often arbitrary)
- Others react negatively to violations
 - ↳ inference: others care if we follow them
- Norms allow for large societies

Norms are quickly learned

- example: new pandemic norms


Norms enforced by group

- depend on which group

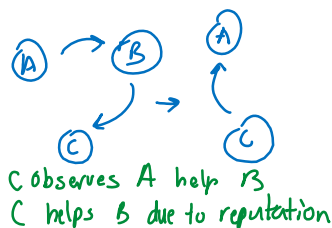
Norms create reputation

- protection from others: get backing of group for following
- norm enforcement punishes non-conforming members

The norms of cooperation

- kin selection (Hamilton's Rule $rB > C$)
- Direct reciprocity among non-kin 
 - ↳ repeated acts of altruism between two known individuals
- Indirect reciprocity
 - ↳ cooperative behavior: public norm following will gain social capital \Rightarrow others will provide support in the future

\Rightarrow reward generosity, altruistic punishment for violation
Strong Reciprocity



Learning Norms

Choosing models to learn from:

- \rightarrow use most common method via observation
- \rightarrow learn from people w/ high competency
- \rightarrow use heuristics for competency:
 - older
 - more prestigious
- \rightarrow learn from similar individuals (same age, language, class...)

Result: division of society into efficient subgroups

- Children factor both age and competency in learning
 - ↳ who to trust (competency $>$ age)
 - track history of reliability
 - monitor norm compliance

- learn from alloparents (grandparents)

Norm Enforcement

Being watched: more likely to follow norms w/ observers or mechanisms like eyes

Reputation

- individuals observed following/violating norms
- observers update reputation, share w/ others in group

In fish: cleaner wrasses who benefit clients are trusted; those who steal mucus will be attacked and shunned by observers
 ↳ deception is risky and rare

Norm enforcement in children:

- Norm = action of competent adult
- Children correct those who don't follow norms
- confident adults favored over non-confident
- deduced via social tolerance (no verbal instruction)
- child makes risk by speaking up

Food Sharing

Ifaluk (Polynesia):

- food prep is expensive, elaborate.
- Sharing food is highly valued
- sharing increased w/ higher benefit
 ↳ poorer relatives w/ more children
- decreased w/ cost to altruist
 ↳ need to go to other islands to share
- lower status ⇒ need to increase status ⇒ more likely to share w/ chief
- chief status ⇒ share w/ kin

Demographic Differences

- young men over-produce, share more
 ↳ need to increase reputation
 ↳ food shared is high value, risky, unpredictable
- women maximize calories at decreased risk
 ↳ allow men to collect more protein

Show-off hypothesis: main goal for hunting ⇒ increase status

- risky behavior/prey targeted for reputation
- merriam islanders: meat shared in feasts when dangerous, freely shared if readily available

