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**Title:** Fostering Social Change Through Dynamic Norms: Encouraging Counternormative Sustainable Behaviors

**Abstract:** Many contemporary environmental crises exist because the behaviors that fuel them are enjoyable and widely popular. How can sustainability be encouraged when the behavior change needed is reinforced by current social norms? One possibility is to utilize dynamic norms—information about the changes made by many people and trends in norms over time. We tested this hypothesis in the context of meat consumption, a normative behavior that has had some decrease in the United States. Across two online experiments and one field experiment (total N=800), we find that exposure to dynamic norms about meat consumption (that many people have changed and started to eat less meat) increases intentions to eat less meat and reduces meat-eating behavior over and above an analogous static norm message (that some people eat less meat) and a control. We explore two important psychological processes that drive dynamic norm effects: first, change signals that eating less meat is important to others (current prescriptive norms), and second, change leads people to infer that the trend will continue and more people will reduce their meat consumption in the future ("preconformity" to a future descriptive norm). Finally, we assess whether dynamic norm information can improve norm-based interventions in contexts where the current norms are already sustainable. In essence: is a growing majority more influential than a static one? We examine this question in the context of saving water during the California drought, specifically in a field study aimed at encouraging building residents to save water by using fuller, and thus fewer, loads of laundry (total N = 1200). Here we find that a dynamic norm message was three times as effective as a static norm message at encouraging residents to conserve water.