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Becoming aware that one is transgressing strong social norms leads to more commitment in a pro-social act.



When the Strength of Social Norm impacts Induced-Hypocrisy Effect: Application to Discrimination Prevention



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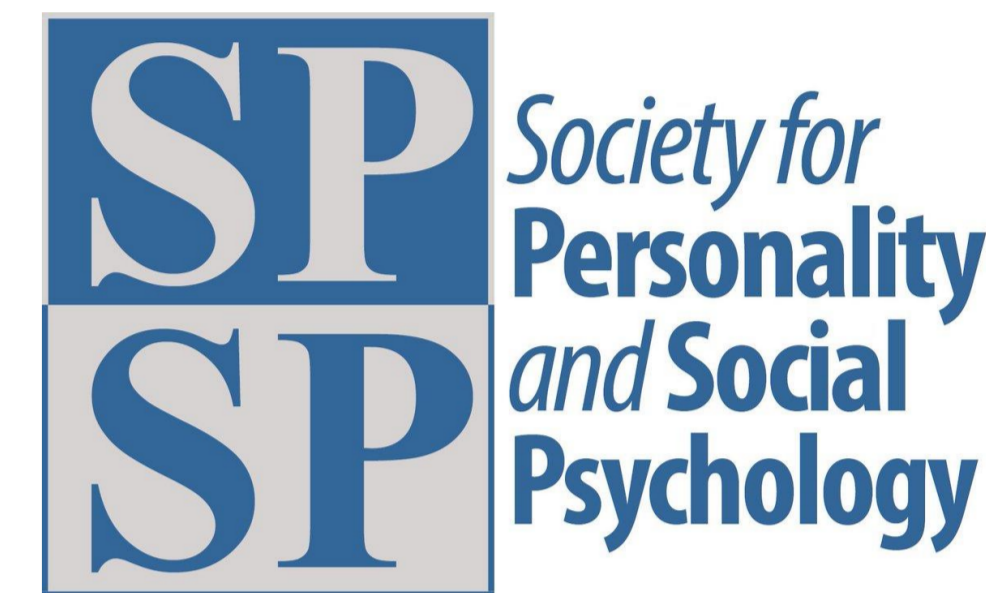


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AIM

Testing if social norms' strength impacts the *Induced-Hypocrisy effect* in the field of discriminations

INTRODUCTION

- Based on an advocacy for a pro-social norm and a past transgressions recall, the **Induced-Hypocrisy (IH) paradigm**¹ provides a greater tendency to behave in accordance with the promoted social norm.
 - While few studies have investigated the role of social norm on *IH effect*, in the **theory of deviation from the norm**² behavioral change is conceived as a reduction of the **perceived gap between a norm and a behavior**.
- ➔ To test this hypothesis we have investigated the effects of **reinforced vs. weakened social norms** in the **IH procedure**.
- ➔ This hypothesis has been tested in the context of **discrimination prevention**.

METHOD

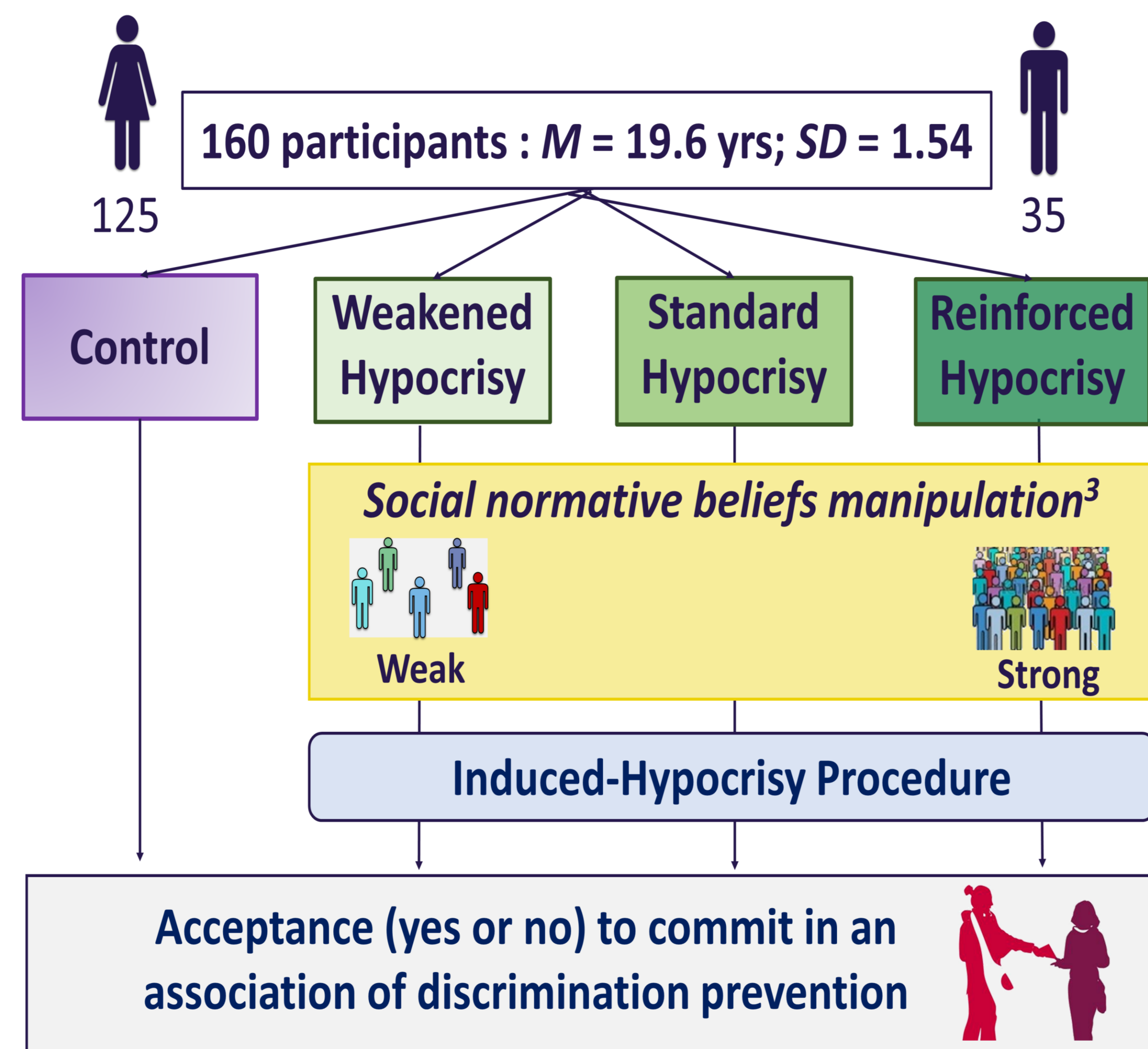


Figure 1. Experimental design of the study

RESULTS

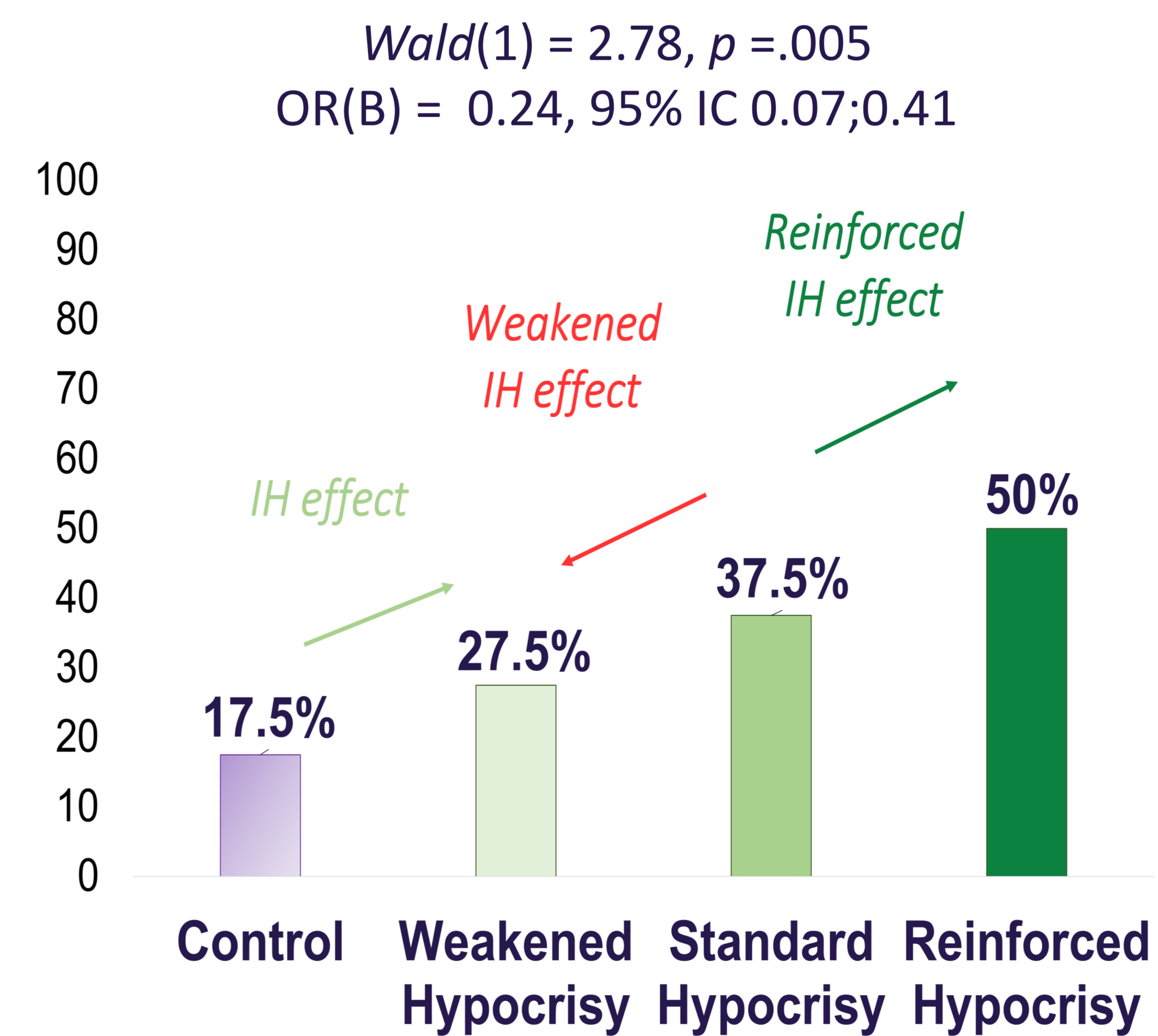


Figure 2. Target-request acceptance depending on the conditions

DISCUSSION

- Results showed the **stronger (weaker) the social norms, the higher (lesser) the IH effect**.
- These results provide new **insight into the mechanisms underlying the IH effect** by showing the **role of deviation from the norm**.
- The role of social norms in IH paradigm shows the value of **making people's transgression of a strong social norm stand out**.

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