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Welcome to behavioral groups. My name is Kurt Nelson

...and I'm Tim Houlahan. And this is the podcast where you get to learn about why we do what we do.

Why do we do what we do?

I don't know.

Why are we here? Where are we?

We are at the university of Pennsylvania in the library actually, uh, here at the university of Pennsylvania is Master of Behavioral Science workshop on norms and behavioral sciences.

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Behavioral change, behavioral change. Just go back. Yeah, NoBeC. Yup. Yeah. And so why are we here? Where did we get here?

Well, because we got invited by Chris Nave who was the associate director of the program, but we are in Philadelphia for the very purpose of celebrating our 100th episode, which is pretty cool.

Which we just did last night, which was a blast. And so you will be hearing this before. If you haven't been listened to the live stream or weren't there live, you'll hear it. You'll hear hundred as our hundredth episode. It's coming up in a few weeks. So, but with that it has been fascinating because we did, we got invited, we, we, we posted out that we're coming to Philadelphia and all of a sudden these two different people from the university of Pennsylvania, uh, reach out to us, each different dependently. Yeah. Which was great.

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All good. And Euegen Dimant reached out to me. Uh, he listens to the program and he reached out to me. Yeah. And so they invited us here because they're having this workshop and they have this really interesting interdisciplinary focus on how norms can drive behavior change. Yeah. So w so let's look, so what are the big takeaways for you? I mean, cause we've been here two days. Kurt, what, uh, what are the things that just really struck you as so cool and that you were happy to be going home with high? Do not know nearly enough about social norms. That is one of those things. And the fact of the matter, you know, behavioral science is really talking about why we do things as humans, right. And understanding why we do what we do. Right. I have been remiss in really exploring social norms and the impact that has.

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And when we think about, we talk about tribal stuff all the time. We talk about, we talk about identity, but we're not bringing in that social norm that the injective and the descriptive norms that, that are driving a lot of that behavior. Again, it's at that subconscious unconscious kind of component in inside, but it really does drive it and, and it's fueling the environment is, it's helping actually

shape the context in which we make our decisions and live our lives. And the context matters as we've talked about lots and lots of times. And so, but with that, I think the interesting piece is that now having this perspective on this, I am going to really try to dig into this and really understand, look at some of the research out there, um, and pay attention because I think it works really nice in conjunction with the other pieces that we have talked about and brought up on this show and the way that we've done right.

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What about you? Uh, for me, uh, first of all, I totally agree man. Social norms dominated this, this whole discussion. And I, it was, it blew me away. The big thing that hit me second to that is interdisciplinary aspects of the group. Oh my God. We have talked to just in the last two days, we've talked to economists, political scientists, psychologists, law professors, anthropologists, management professors, practitioners like this is our massive cool workshop that brings all these people to the table to solve problems. And I love that. What has been interesting as sitting in on some of the presentations, very academic. Oh sure, sure. Very, very sensitive, which is conscious, which is fantastic for me. Right. Math is above my head most of the time, but I still, I love it. It's challenging me all these different pieces. You didn't like when they were having a question about the P tests in which one was more valid and yeah, it was, yeah, it was.

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It is. It was. It's, these guys are brilliant. Right on top of that, you know, I have an economics background and a psychology background and there was an economics discussion yesterday and then there was some questions afterwards and one of the questions was posed by a political scientist that brought this perspective in that I would have never thought of. I'm going, Oh wow. When you have from that lens. Yeah. It just brought a whole new dynamic of saying that's the power of this interdisciplinary component. Right. All right. There it is. Yeah, that was, that was, that was, that was my number one thing. The other thing that I'm coming away with is just lots of questions. Honestly, I have tons of questions. You know, I was, I'm really so talk about social norms so much more, uh, digging that I feel like I need to do to better understand the application of, of some of the work that was discussed here.

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Right. Um, so that, uh, we can, I can bring this to my own consulting work, right? Right. So I can do a better job of advising clients on how to apply social norms, where, where it's good, where it, where it might be risky. Right. Well, in thinking about this from the perspective we have done work on culture, organizational culture. Yeah. But how does that either align or or dis dissent from social norms? Cause if you think about culture, it's the norms of the organization and yet they're different. Or maybe they're not and I don't know. But that would be, and it wasn't discussed here. No, it wasn't discussed, but it's one of those aspects I really want to dig into. Absolutely. Like how, how can you use large scale social norms to drive large scale sustainable changes? It was a, a conversation we had within, within the corporate setting, right?

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Well, within the corporate setting, even within other settings of the world, the world, it was like a discussion we had with Ogun Dimmitt right. And so thinking

about, all right, so if you do a nudge and you changed the, the, the choice architecture, his conversation of moving the cookie jar to the back of the, of the, uh, cafeteria. So you're less likely to have cookies. That's a successful nudge, successfully proven that less cookies, cookies. Then in the opaque box a jarred things. But what happens with if all of a sudden you go to another cafeteria and the cookies are at front, does it change how you, your your perspective on cookies? Did it change my habits around me or my desires to like cookies or not? Or is it only because of the context of the environment that I'm in that I'm no longer eating cookies or will it take my family and friends to say we hate cookies.

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Cookies are so bad we don't do cookies anymore. We're Reiki. All of a sudden my descriptive norm that I believe, Oh everybody loves cookies and well maybe they don't. Maybe cookies are now bad cookies are frowned upon. Does that chain me my referral. Now my referral note works starts to inform me in a way that I wasn't getting it before by just having the cookies move to the back of the cafeteria. And so now my self identity around cookies is shifted. And again, that gets into how does social norms impact my self identity, which is a big piece of what the area that I love. Right. So I think, and then there's conversations on role models and the impact that role models have on our perceived injunctive norms and descriptive norms and various different right elements of that. And then I'm thinking about, well what do I allow my kid to listen to some music now that because it's a role model and it's negative and having other music has an influence on behavior.

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Gosh, soap opera is having an influence on all these questions that come up. And so we've got three hours of audio to go through from, from the discussions that we recorded here. And so we're going to have a lot of cool material in the coming weeks. Yeah. So over the course of the next few months, we will probably be releasing these and they're going to be a little bit different or we'll just keep them in the vault and never touch them again. Maybe. Maybe we will. I don't think so. The two good [inaudible] Oh my God, he really too. Good. And so, uh, look forward to listening to those from the university of Pennsylvania. Uh, it has been fascinating. It's been exciting and just so thankful that they invited us here. We are so grateful for that. And listeners, as always, uh, just thank you for your support. Thanks for listening in. Thanks for downloading this podcast and listening. And if you decide that this is good enough to share it with a friend and share it before the hundredth episode comes out, which is just in a few weeks. So great. It was awesome. It was, it really was. So with that, thank you for listening and have a great day.