Especially if we are deindividuated

**social norms**

activated by

- direct reminders
- observations of others’ behavior

affect us strongly because

- groups enforce norms with rewards and punishments
- we see norms as right and proper
- other group members support normative behaviors
- norms are activated frequently.

Three important and nearly universal norms are

- **reciprocity**
  - which directs us to return favors
  - and can be used to influence us through such techniques as door-in-the-face, that’s-not-all, selling the top of the line.

- **commitment**
  - which directs us to keep our promises
  - and can be used to influence us through the technique of low-balling.

- **obedience**
  - which directs us to obey authorities who seem legitimate
  - especially when other norms are not accessible
  - entrapment is gradual.
We can fight back against inappropriate use of norms by:

- reactance
  - when norms seem inapplicable

- thinking things through by
  - knowing how norms work
  - questioning others’ claims

- using norms against norms by
  - forming alternative consensus
  - listening to minority viewpoints.

Behavior is a function of:

- attitudes
- norms
- perceived and actual control over the behavior

whose accessibility can be influenced by:

- the nature of the behavior
- the situation
- the person.