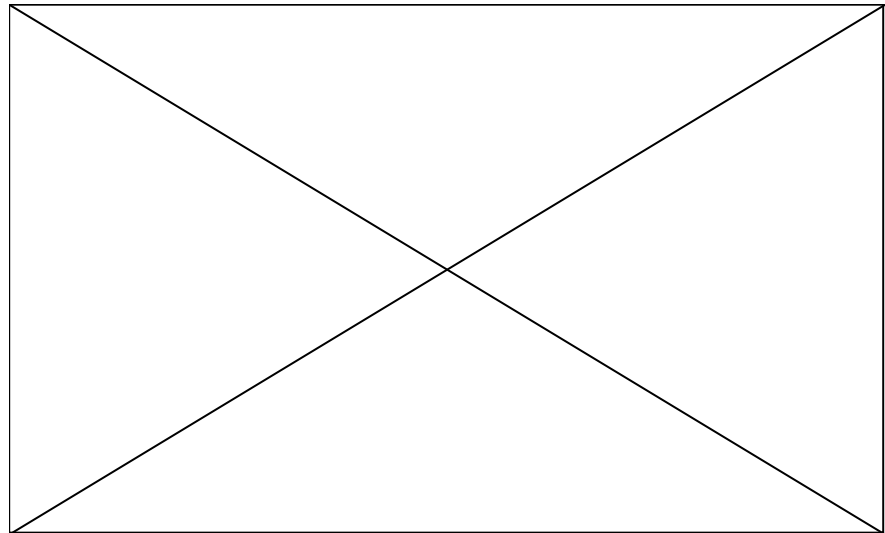


CHARM: The 'social norm approach' from a practice perspective

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Kingston University London



CHARM★

Practice theory

- Not a unified theory - analytical framework
- Arrays of embodied activity, mediated by things, and dependent on shared understandings (Schatzki, 2001).
- Stabilised by linkages: understandings, norms, sociotechnical infrastructure.
- Emphasis on habits, taken-for-granted rather than agency and choice



MAHUT	2	68	30
ISNER	2	69	30

Practice theory

Schatzki (1996)

Doings, sayings
Understandings
Explicit rules
Teleoaffective
structures
Things

Warde (2005)

Doings, sayings
Understandings
Procedures
Engagements
Things

Reckwitz (1996)

Bodily activities
Background
knowledge
Emotional states
Know-how
Things
Mental activities

Shove & Pantzar

Doings
Images
Skills
Materials

elements & links

Tennis practices

- people: players, umpires
- doings and sayings: serving, calling out
- things: courts, balls, rackets, clothing, bags, nets
- rules/norms: balls beyond this line are out, don't swear at the umpire
- meanings : e.g. 'love 40'
- normalized ends: expectations, commitments, winning, being a professional

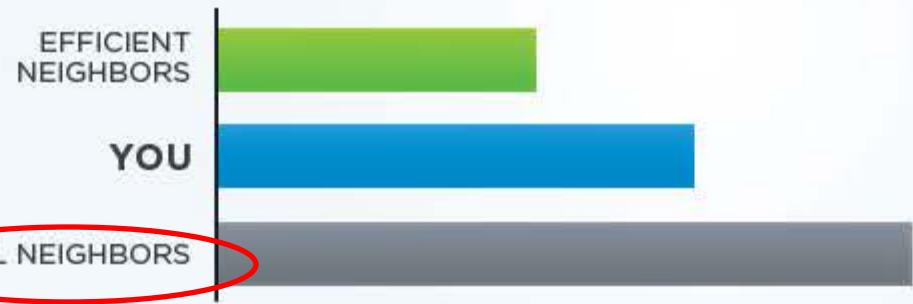


The social norm approach

- Based on conformity (Asch)
- Can shape behaviour by *telling people about the behaviour of others*
- The social norm approach:
 - campus issues: alcohol, smoking, drugs (Berkowitz, Perkins)
 - sustainability: energy consumption, hotel towel re-use, conservation, food waste, water (Cialdini et al.)
- Descriptive norms
 - *most people have only 4 or 5 drinks*
 - cf. Foucault: a norm “is a regularity which is also a rule”.
- Injunctive norms
 - *most people think more than 5 drinks is too many*



We motivate millions to become **more energy efficient**



HOME ENERGY USE

A performance indicator for home energy use. It shows three levels: 'GREAT' with two smiley faces, 'GOOD' with one smiley face (circled in red), and 'MORE THAN AVERAGE'. A play button icon is to the left of 'GOOD'.

OUR IMPACT

- Kilowatt Hours Saved
1 29,621,898
- Savings on Energy Bills
\$15,438,860
- lbs of CO2 Abated
191,047,452

WHAT'S NEW

- June 4, 2010
VentureBeat highlights AEP picking OPOWER to hook consumers into the smart grid
- June 3, 2010
Greentech Media on OPOWER providing customer engagement to utilities, and its newest client AEP Ohio
- May 11, 2010
OPOWER President on CNN Money

NEWSLETTER

Sign up for the OPOWER quarterly newsletter

Misperception account of social norm approach

people conform to what they think others do
but misperceive what other people do

INTERVENTION

- correct misperception of what other people do
 - change behaviour

Norm activation account of social norm approach

people conform to norms about what others do
but these norms are not always salient

INTERVENTION

- norms become salient
- change behaviour

Social norm approach

- Norms not necessarily information or communication
- Can be actions, e.g. someone littering
- Can be artefacts, e.g. recycling bins (social proof)



Social norm from a practice perspective (1)

- Social norm communication as *things* e.g. posters, leaflets, email messages or as *doings and sayings* e.g. counsellor's advice, slogans, word of mouth
- These *may* become embedded as elements and links within practices (as things, doings or sayings, meanings, norms etc) or within practice infrastructure



Social norm from a practice perspective (2)

- Role of imitation and word of mouth in acquiring practices
- Social norm doings and sayings are *reflexive accounts* of practices – about what people do or what people should do
- May shape practice norms and links

MOST ETHS students believe that smoking cigarettes is harmful...

MOST ^{4 out of 5} ETHS students don't smoke cigarettes.


strength in numbers


TALK THE TALK AND WALK THE WALK :
avoid places where people are smoking
decide now not to start
assert yourself

2001 Drug Perceptions and Use Survey. 2,010 ETHS students surveyed.
Funded by the Foresters Community Foundation, the Rotary Club of Everett, Lighthouse, and Tobacco Settlement Funds.

Social norm from a practice perspective (3)


- Salience of practice elements varies
 - novice tennis player vs. professional
 - Garfinkel's breaching exercises
 - Latour's door-closer on strike
- Social norm communication may increase/decrease *salience* of practice elements
 - i.e. change practice links



Join your neighbors  in conserving energy

Summer is here and most San Marcos residents are finding ways to conserve energy at home.


"How are most San Marcos residents conserving this summer?"

By using fans instead of A/C! 

Why?

According to a recent telephone survey conducted by Cal State San Marcos, **77% of San Marcos residents said that they often use fans instead of air conditioning to keep cool in the summer.**

Using fans instead of air conditioning – San Marcos' Popular Choice!

 Cal State San Marcos

Please direct questions or comments to Jessica Nolan at CSUSM: 760.750.3022

Practice account of social norm approach

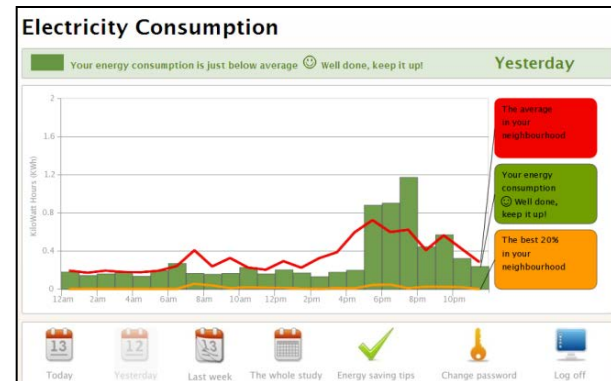
Practices include norms, things, doings, sayings

INTERVENTION

- new norms, artefacts
 - messages about practices
 - salience of elements
- } changes in practice (elements & links)

CHARM[★] Energy study

- 420 households -18 week study period
- A special device will monitor household energy consumption and transmit the data to the research team
- Social norm energy-consumption feedback in emails and on the internet
- Qualitative interviews and focus groups to illuminate practices
- www.projectcharm.info



CHARM[★]

1. Your neighbours' energy consumption is understood as the amount you *should* consume (reflexive practice account)
2. The smiley faces highlight normative expectations of low energy consumption (practice norm made salient)
3. Feedback increases salience of
 - energy as an element within practices
 - current and alternative energy consuming practices

Cooking practices

- people: cooks, chefs, mothers
- doings and sayings: stirring, whipping, mixing, measuring
- things: food, saucepans, cookers, microwaves, plates, tables, knives, fridges, hobs
- rules/norms: dessert as reward, meat and two veg.
- meanings: e.g. 'healthy', 'nutritious', breakfast foods
- normatized ends: explaining recipes, making dinner



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- rules/norms: dessert as reward, meat-free and 2 veg., don't waste energy, close the fridge, keep lids on saucepans
- meanings: e.g. 'healthy', 'nutritious', breakfast foods, low carbon cooking
- normatized ends : explaining recipes; making dinner, preserving resources, preparing low carbon meals



Key issues

- Mapping practice and individual perspectives
- Reflexive sayings about practices as part of practices
- Salience as practice links rather than individual mental states