Social Norms in Fisheries

Presentation to the BFP Outreach Evaluation Workshop

Presenter: Chelsey Crandall, Ph.D.
Center for Conservation Social Science Research
Florida Fish and Wildlife Research Institute
Florida Fish and Wildlife Conservation Commission
February 20-21, 2025

What drives behavior?

There are many different levers of behavior change

Can differ across audiences / individuals and behaviors
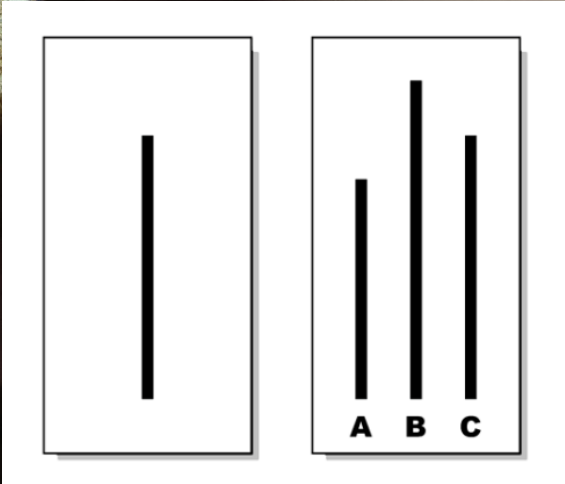
Lots of strategies available

Social Norms

Asch, S. E. (1951). Effects of group pressure upon the modification and distortion of judgment. In H. Guetzkow (ed.) Groups, leadership and men. Pittsburgh, PA: Carnegie Press.

Which line is closest in size to the reference?

A B C

Asch, S. E. (1951). Effects of group pressure upon the modification and distortion of judgment. In H. Guetzkow (ed.) Groups, leadership and men. Pittsburgh, PA: Carnegie Press.

Images source: pexels.com

Asch, S. E. (1951). Effects of group pressure upon the modification and distortion of judgment. In H. Guetzkow (ed.) Groups, leadership and men. Pittsburgh, PA: Carnegie Press.
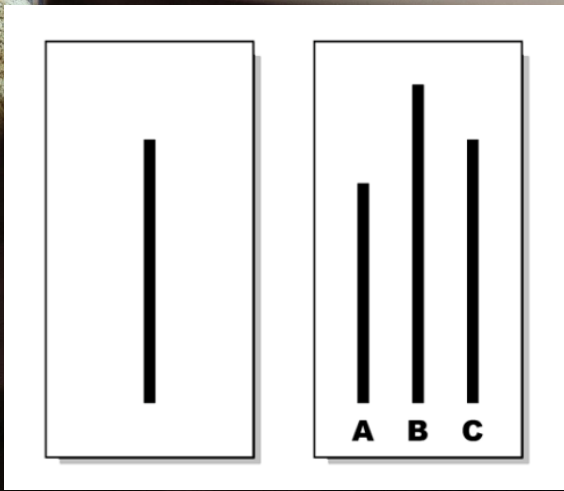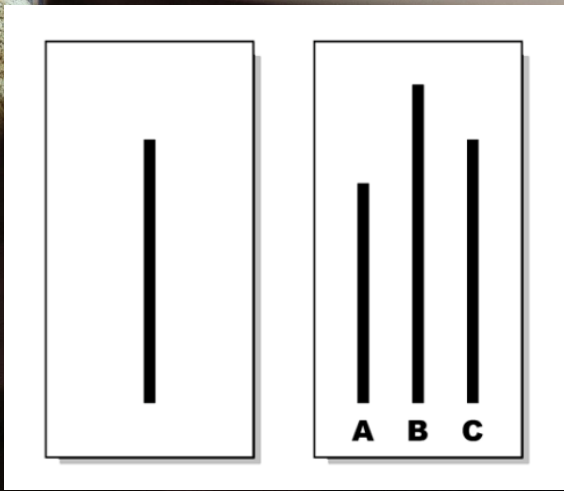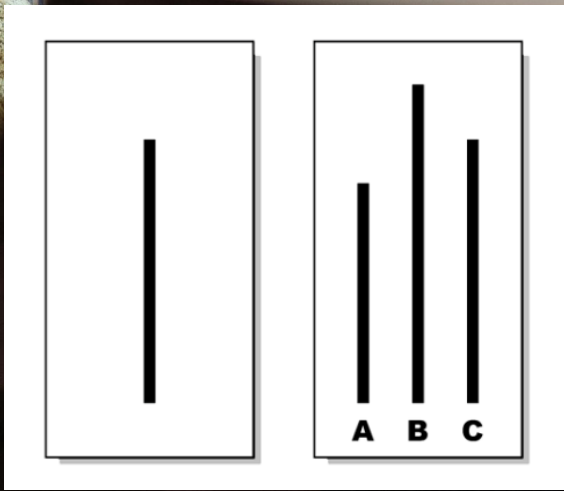
Which line is closest in size to the reference?

Asch, S. E. (1951). Effects of group pressure upon the modification and distortion of judgment. In H. Guetzkow (ed.) Groups, leadership and men. Pittsburgh, PA: Carnegie Press.

Images source: pexels.com

Images source: pexels.com

The test subject goes along with the group and gives the wrong answer

Asch, S. E. (1951). Effects of group pressure upon the modification and distortion of judgment. In H. Guetzkow (ed.) Groups, leadership and men. Pittsburgh, PA: Carnegie Press.

Aronson, E. and M. O'Leary. 1983. The relative effectiveness of models and prompts on energy conservation: a field experiment in a shower room. Journal of Environmental Systems 12: 219-224.

Conserve Water:
1. Wet down
2. Water off
3. Soap
4. Rinse

Aronson, E. and M. O'Leary. 1983. The relative effectiveness of models and prompts on energy conservation: a field experiment in a shower room. Journal of Environmental Systems 12: 219-224.

Sign: 6% compliance

Conserve Water:
1. Wet down
2. Water off
3. Soap
4. Rinse

Aronson, E. and M. O'Leary. 1983. The relative effectiveness of models and prompts on energy conservation: a field experiment in a shower room. Journal of Environmental Systems 12: 219-224.

Sign: 6% compliance

Conserve Water:
1.   Wet down
2.   Water off
3.   Soap
4.   Rinse

Aronson, E. and M. O'Leary. 1983. The relative effectiveness of models and prompts on energy conservation: a field experiment in a shower room. Journal of Environmental Systems 12: 219-224.

Images source: pexels.com

Sign: 6% compliance

Modeled Behavior: 49% compliance

2 Modelers: 67% compliance

Conserve Water:
1. Wet down
2. Water off
3. Soap
4. Rinse

Aronson, E. and M. O'Leary. 1983. The relative effectiveness of models and prompts on energy conservation: a field experiment in a shower room. Journal of Environmental Systems 12: 219-224.

Social Norms

- Our behavior is influenced by others around us
  - What they are doing
  - What they think we should be doing

- We are more likely to be influenced by the behavior of those we perceive to be similar to ourselves

If I think:

- Everybody (like me) is doing it
- Everyone (like me) thinks I should do it

…then I'm more likely to do it

Assessing a social norms approach for improving recreational fisheries compliance

C. S. Bova, S. J. Halse, S. Aswani, W. M. Potts

Social Norms and Pro-environmental Behavior: A Review of the Evidence

Katherine Farrow [a], Gilles Grolleau [a,b], Lisette Ibanez [a]

Place-based motivations and normative beliefs predict pro-environmental behavior across involvement profiles

Dana N. Johnson [a], Nathan J. Shipley [a], Carena J. van Riper [a], Gerard T. Kyle [b], Kenneth E. Wallen [c], Adam Landon [d], James Absher

Replications and Refinements

A Towel Less: Social Norms Enhance Pro-Environmen Behavior in Hotels

Gerhard Reese, Kristina Loew & Georges Steffgen

Dynamic relationships between social norms and pro-environmental behavior: evidence from household recycling

JOEL HUBER, W. KIP VISCUSI and JASON BELL

Show author details

Understanding resource-conserving behavior: barotrauma mitigation and the power of subjective norms in Florida's reef fisheries

CA Crandall, C, TM Garlock, and K Lorenzen. 2018. North American Journal of Fisheries Management 38 (2), 271-280

What did we find?

- Generally similar positive attitudes about impacts of both gear, differed regarding ease of use

- Generally confident in ability to use both

- Stronger norms with venting tools than descending gear

- Perceived ability, attitudes, and norms all can drive behavior, but norms had the most influence on intention to use either

What did we find?

- Generally similar positive attitudes about impacts of both gear, differed regarding ease of use

- Generally confident in ability to use both

- Stronger norms with venting tools than descending gear

- Perceived ability, attitudes, and norms all can drive behavior, but norms had the most influence on intention to use either

Campaigns targeting norms might have most influence on increasing intention to use or shifting use from one gear to the other

There are many different levers of behavior change

Can differ across audiences / individuals and behaviors

Lots of strategies available

Provide information about how many people are doing it

Reinforce that others think you should do it or that it's the "right thing to do"

ORGANIZE

THIS GIVING TUESDAY...

GIVE WITH YOUR HEART NOT YOUR WALLET

95% of Americans support organ donation

REGISTER NOW

Stronger brand reputations are built on social

94%

of business leaders agree that social data and insights have a positive impact on building brand reputation and loyalty.

The 2023 State of Social Media: AI & Data Take Center Stage   sproutsocial

Increase visibility of the norm / behavior

Image sources: https://ffl.ifas.ufl.edu/about-ffl/landscape-recognition/, https://www.sharksavers.org.my/our-programs/im-finished-with-fins/, https://digitalguider.com/blog/social-media-marketing-guide/
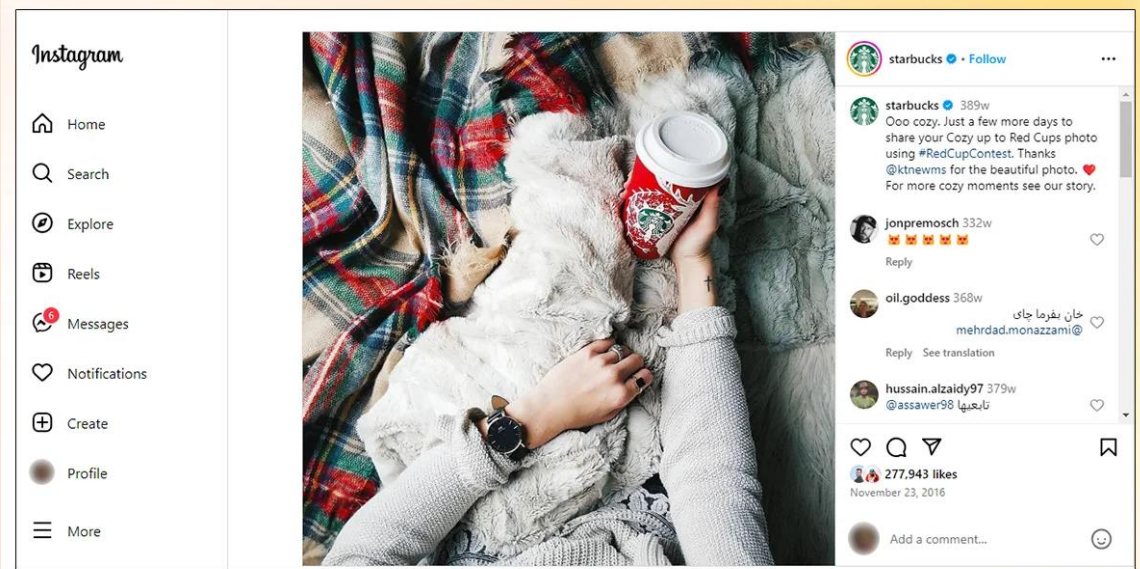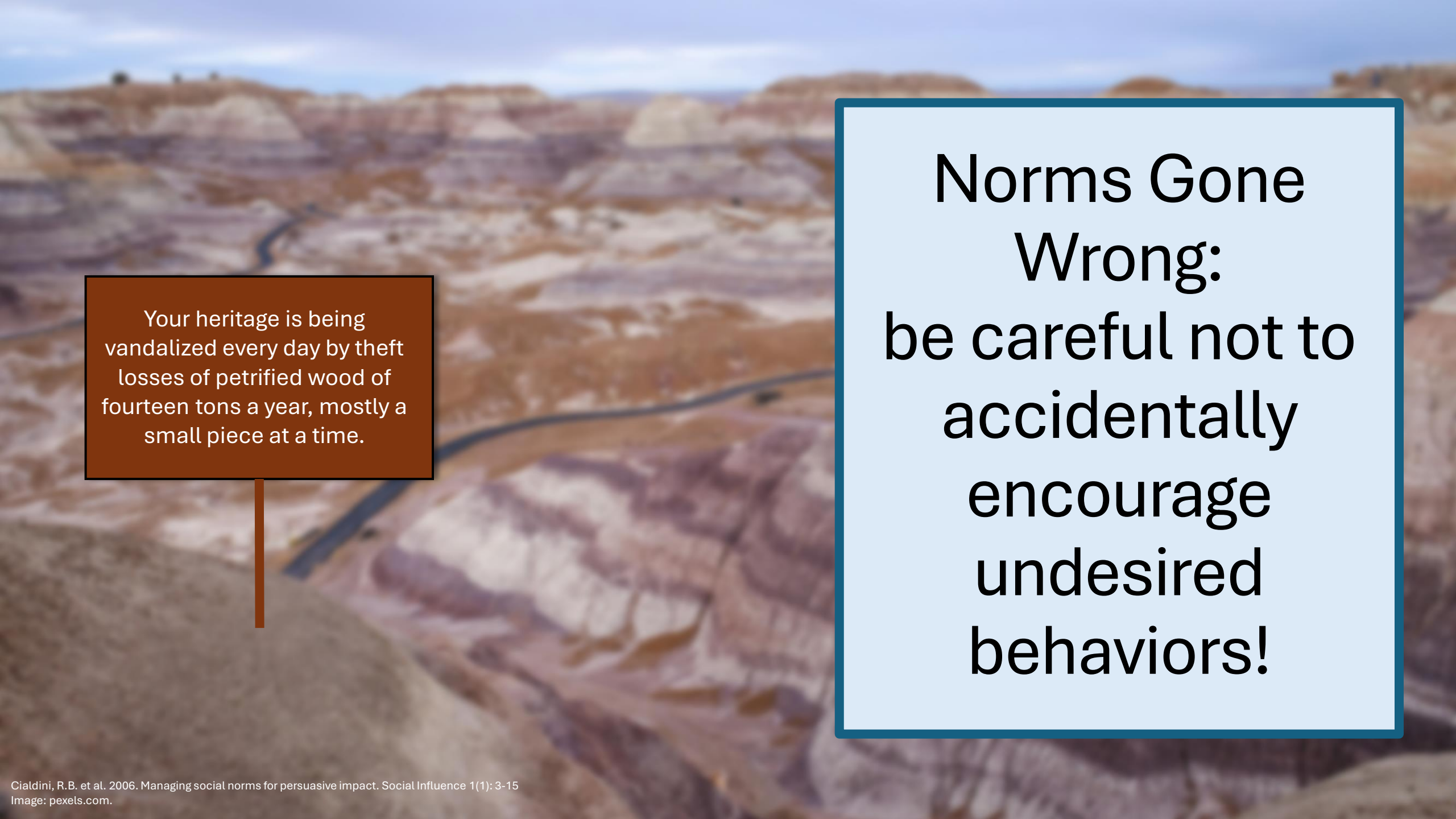
Your heritage is being vandalized every day by theft losses of petrified wood of fourteen tons a year, mostly a small piece at a time.

Norms Gone Wrong:
be careful not to accidentally encourage undesired behaviors!

Cialdini, R.B. et al. 2006. Managing social norms for persuasive impact. Social Influence 1(1): 3-15

Take-homes

- Many factors influence behavior
- Social norms = what other people are doing and what they think we should be doing
- Social norms repeatedly identified as a driver for recreational anglers
- Norm-based strategies include those that share information about how many others are doing a behavior, reinforce that others thing it's something that should be done, and increase the visibility of the behavior

Thank you!

Chelsey Crandall
Chelsey.Crandall@myfwc.com