In this week’s “Things” they are focused on how people can be motivated and what encourages them. I will be taking a deeper look into #56 “People are motivated by social norms” and #57 “People are inherently lazy” (Susan M. Weinschenk, 2020).

For the first “thing” I will discuss, “People are motivated by social norms”, we will look at a few examples where norms play a role within your life and behavior every day, these norms will also resonate over into web design as well. Digging deeper, I found there are many types of norms. As broken down by <https://uxplanet.org/behavioural-economics-descriptive-norms-97770a32a094>, here they are in the order presented:

* Descriptive norm – where an observer reacts based on what everyone else is doing. An example is clapping when others clap.
* Injunctive norm – where a person acts within an environment based on socially acceptable behavior. The example was being quiet immediately upon entering a library.
* Implicit Norms – This is where a user is not directly informed, or something is not openly stated. An example is if I say, “if busy, please call again”, it is assumed that I am receiving a lot of calls, so people are given the impression that lots of others are calling.
* Explicit Norms – These are when something is written or spoken directly about in an open manner. I can see this being used on a lot of sites and an example is “Consumer consensus shows 95% satisfaction.”

I feel like when shopping sites have testimonials, they are playing to the explicit norms of potential customers. Reviews on Amazon are very similar, but these take a step further and are actual customers feedback making this information even more powerful. Here is a great example from Amazon.com of an item I would likely purchase due to quantity of people and overall rating.

Graphical user interface

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The second “thing” I will be looking at this week is #57, “People are inherently lazy”. This one was very interesting to me because I have always been one to enjoy complexity and I prefer sites to have a lot of features and functionality. However, the norm is that when a site is busy or complex it makes the experience feel difficult, even if the content is not. Here is a website that I found that has very simple information, but it is presented in a way that seems difficult due to the detail present. <https://www.arngren.net/>

A picture containing text, white goods, different, bunch

Description automatically generated

# References

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Eşanu, E. (2019, Oct 28). *Norms Decide User Behaviour*. Retrieved from uxplanet: https://uxplanet.org/behavioural-economics-descriptive-norms-97770a32a094

Susan M. Weinschenk, P. (2020). *100 Things Every Designer Needs To Know About People.* New Riders; 2nd edition.