People are easily motivated by social norms. This a concept that rings true. That is the reason why things trend so quickly on social media sites and why some people do the things they do, such as dangerous challenges. It can be easy to be swept up by the changing norms with the speed at which information travels. This is something positive because changing social norms are usually for the better. For example there are has been a lot of progress in the human rights department because of the changes in social norms. Humans tend to follow other and when they are in a social setting they usually act in a more