0.0.1 Social Identity Theory

In response to the growing attention to theories of indvidualism in social psychology in the 1960s and 70s, there was a movement to address the problems frequently observed with these theories. Many social psychologists provided seemingly conclusive evidence that ignoring the role of society in defining a person was the root cause for most of the observed problems. In this movement, there was a marked shift from assuming a Hobbesian state of nature to assuming a more Humesian state. The Hobbesian state of nature conceives of humans as being completely individualistic and wholly utilitarian. In the absence of law, people are constantly at war with each other since everyone is only trying to further their own individual goals. David Hume had argued in his *A Treatise of Human Nature* that this conception was at best a philosophical fiction and that thinking of humans as anything but social animals was wholly misguided [**?**].

One of the major theories that came out of this movement was the Social Identity Theory.

0.0.2 Rational Choice Model

0.0.3 Norm Interventions in Other Arenas

0.0.3.1 Bullying in High Schools

0.0.3.2 Drinking on College Campuses

0.0.3.3 Household Energy Consumption

Chapter 1

Can Norms Make a Difference?

Chapter 2

Models

Chapter 3

Field Studies and Experiments