

Question 3: *What are norms?*

“Norm really refers to two concepts. It refers to the prevalence of a behavior and it refers to how acceptable that behavior is. And, specifically, it can refer to an entire society—United States—or it can refer to a very specific subgroup—a generational group, a cultural group, a religious group, some sort of an ethnic subgroup within our society. Every one of these groups can be thought of as having their own set of norms.”

-William Hansen, Ph.D., Tanglewood Research