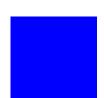# Public Reasoning of Social Norms

Introductory to Social Science and Culture
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- Defining Social Norms
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Defining Social Norms

- A Shared expectation of behaviour that connotes what is considered culturally desirable and appropriate (Scott & Marshall, 2005)

- A group-held belief about how members should behave in a given context that understood informally to govern behaviours of members of the society.

- Example: dress-code, male/female interaction

Origins of Norms

- Norms are likely to develop informally, emerging gradually as a result of repeated and socially endorsed behaviours:
  - Started with trivial everyday activities;
  - Becoming habits that most of people do;
  - Accepted as a (only) way to do thing;
  - Sanctioned as routines to do thing;
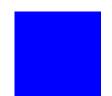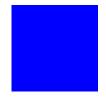 - Added with punishments for who not follow it.

Transmission of norms

- Groups internalize norms by accepting them as reasonable and proper standards for behaviour within the group;

- Once firmly established, a norm becomes a part of the group's operational structure and hence more difficult to change;

- While possible for newcomers to a group to change its norms, it is much more likely that the new individual will adopt the group's norms, values, and perspectives, rather than the other way around

Power, Norm and Social Control

- Functionalist Perspective: Norms are required to maintain Social Order.

- Norms:
  - Beliefs what individual ought to do;
  - Constructed by normative consensus;
  - Learned through socialization by individual;
  - In order to conform the expected behaviours;
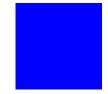 - And finally accepted as member of the society

Power … (Cont)

- Marxist Perspective: Norms as exercise of power to control behavior of populace

- Norms:
  - Normative beliefs that set up by the elites;
  - Disseminated to populace to follow;
  - Enforced by forces, sanctions and punishments;
  - In order to maintain the dominance and other benefits of the elites over the populace.

Social Control … (Cont)

- Norms are to promote social control.

- Social Control: societal and political mechanisms or processes that regulate individual and group behavior in an attempt to gain conformity and compliance to the rules of a given society, state, or social group.

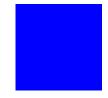- Equipped with sanctions, punishments

Deviance: Violating Norms

- Deviance: Non-conformity to a set of norms that are accepted by society.

- Responses to deviance/deviants:
  - Attempts to bring them back following norms;
  - Tolerate them with certain considerations;
  - Put them as outcast with limited rights and involvements in the society;
  - Changing norms to accommodate them.

- Example: dress-code

Norms as effective problem solving

- Norms: a commonly understood of a set of behavior

- Common understanding minimalises disputes and conflicts in the public social interaction

- Give people more time to finish the jobs without bothering to build a common understanding first.

Norms as Game

- Game Theory of Norms:
  - Norms gives a person a rule of thumb for how they should behave;
  - Yet, a rational person only acts according to the rule if it is optimal for them.

- As the result: Individual follows or play through norms in given contexts in order to obtain what s/he wants to.

Norms as Social identity

- Norms in the complex society is not singular but many, which work together in the same time in it.

- Norms is also such an identity, a sign of behaviour followed by certain group of people.

- Different norms might lead to clash and conflict involving the member in the society.

- Example: dispute between secularists and religious people in the society