

Norms that Influence Environmental Behavior (Koger & Winter, 2010).

Concept	Definition	Example	
Norm	Rule for expected behavior	Don't litter	
Social	Norms communicated by other people		
	Descriptive	Perception of what others are doing	Litter accumulating in a parking lot
	Injunctive	"Ought to" statements	People shouldn't litter
Personal	Your own moral code	I feel responsible for having a small ecological footprint	
	Introjected	I feel guilty if I buy nonorganic milk	
	Integrated	I buy organic milk because it makes sense and is habitual	
