

# Contents

	Contributors	ix
	Introduction	xi
	<i>Michael Hechter and Karl-Dieter Opp</i>	
PART I	DISCIPLINARY PERSPECTIVES ON SOCIAL NORMS	
Chapter 1	SOCIOLOGICAL PERSPECTIVES ON THE EMERGENCE OF NORMS	3
	<i>Christine Horne</i>	
Chapter 2	THE EVOLUTION OF SOCIAL NORMS: A PERSPECTIVE FROM THE LEGAL ACADEMY	35
	<i>Robert C. Ellickson</i>	
Chapter 3	NORMS IN ECONOMICS, WITH SPECIAL REFERENCE TO ECONOMIC DEVELOPMENT	76
	<i>Þráinn Eggertsson</i>	
Chapter 4	GAME-THEORETICAL PERSPECTIVES ON THE EMERGENCE OF SOCIAL NORMS	105
	<i>Thomas Voss</i>	
PART II	NORMS IN SOCIAL CONTEXT	
Chapter 5	ENACTING NORMS: MUSHROOMING AND THE CULTURE OF EXPECTATIONS AND EXPLANATIONS	139
	<i>Gary Alan Fine</i>	
Chapter 6	THE EMERGENCE OF THE OBJECTIVITY NORM IN AMERICAN JOURNALISM	165
	<i>Michael Schudson</i>	
Chapter 7	NATIONAL SELF-DETERMINATION: THE EMERGENCE OF AN INTERNATIONAL NORM	186
	<i>Michael Hechter and Elizabeth Borland</i>	

Chapter 8	SOCIAL NETWORKS AND THE EMERGENCE OF PROTEST NORMS <i>Karl-Dieter Opp</i>	234
Chapter 9	THE EMERGENCE OF MARRIAGE NORMS: AN EVOLUTIONARY PSYCHOLOGICAL PERSPECTIVE <i>Satoshi Kanazawa and Mary C. Still</i>	274
Chapter 10	SEX AND SANCTIONING: EVALUATING TWO THEORIES OF NORM EMERGENCE <i>Christine Horne</i>	305
PART III EXPLORING THE EMERGENCE OF SOCIAL NORMS		
Chapter 11	NORMS OF COOPERATIVENESS AND NETWORKS OF TRUST <i>Karen S. Cook and Russell Hardin</i>	327
Chapter 12	RULE FINDING ABOUT RULE MAKING: COMPARISON PROCESSES AND THE MAKING OF RULES <i>Guillermina Jasso</i>	348
Chapter 13	WHAT HAVE WE LEARNED ABOUT THE EMERGENCE OF SOCIAL NORMS? <i>Michael Hechter and Karl-Dieter Opp</i>	394
	Index	417