

The study discusses how correcting misperceptions of social norms can impact beliefs related to closely associated norms, particularly in the context of female labor force participation. Social norms are influential in shaping behaviors, often leading individuals to conform even against their preferences to avoid social costs. Positive social norms are crucial for achieving desired outcomes, such as increasing women's participation in the workforce.

The research highlights that sometimes, barriers to these outcomes might stem not from negative social norms but from underestimating existing positive norms—that is, people may believe that societal support for women's work outside the home is weaker than it actually is. Correcting these misperceptions offers a potential "low-hanging fruit" for policymakers since changing entrenched negative norms can be challenging.

The authors propose an "information treatment" approach, where providing accurate information about societal attitudes can improve related beliefs and outcomes. The study aims to investigate whether correcting misperceptions about one specific norm can also lead to changes in related norms, examining the concept of spillover effects.

Using a randomized control trial with Saudi male and female university students, the study found that despite promising approaches, the correction of misperceptions led to unexpected negative beliefs about other norms, such as those related to the potential impact of mothers working on family life. This video discovering suggests that when addressing one norm, individuals may reassess other related beliefs in ways that do not align with expectations, possibly due to cognitive dissonance or self-serving belief distortion.

The implications of this research suggest that it is crucial for researchers and policymakers to understand not only how to change perceptions of one specific norm but also how those changes may inadvertently affect related beliefs and norms, emphasizing the importance of further investigation into these complex relationships.