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A Study on the Group Norm: An attempt toward theorizing

ABSTRACT

After having completed nearly a dozen empirical studies on group norms we are now to theorize on those findings. An attempt is made toward theorizing under the following headings:

1. Conceptual definition and methodological discussion.
2. Formation of norms.
3. Some factors determining structural characteristics of norms.
4. Norm change.
5. Participation norms and group productivity.

Key Words: group norms, formation & change, group productivity