

Enhancing compliance

Why do people comply?

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Why do people obey the law?

- * Personal norms

- * Social norms

- * Possibilities

- * Deterrence

Social Norms

Descriptive social norms

Prescriptive social norms

Studies on Social Norms

FIGURE 15.5
Asch's Conformity Study

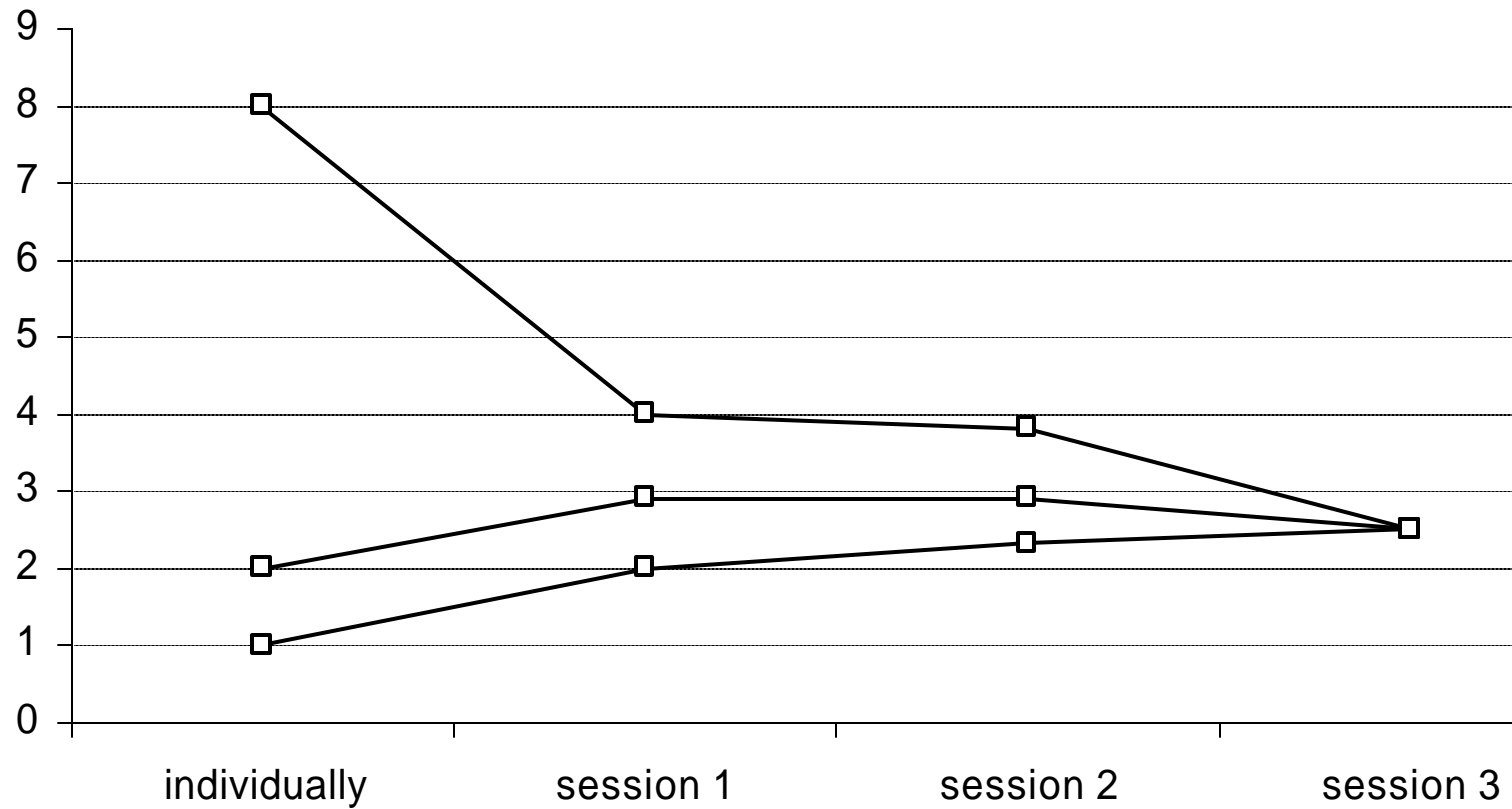


Participants in Asch's classic study on conformity were shown lines similar to these and asked the following type of question: Here are three lines of different lengths and a fourth target line. Which of the three lines matches the target line?

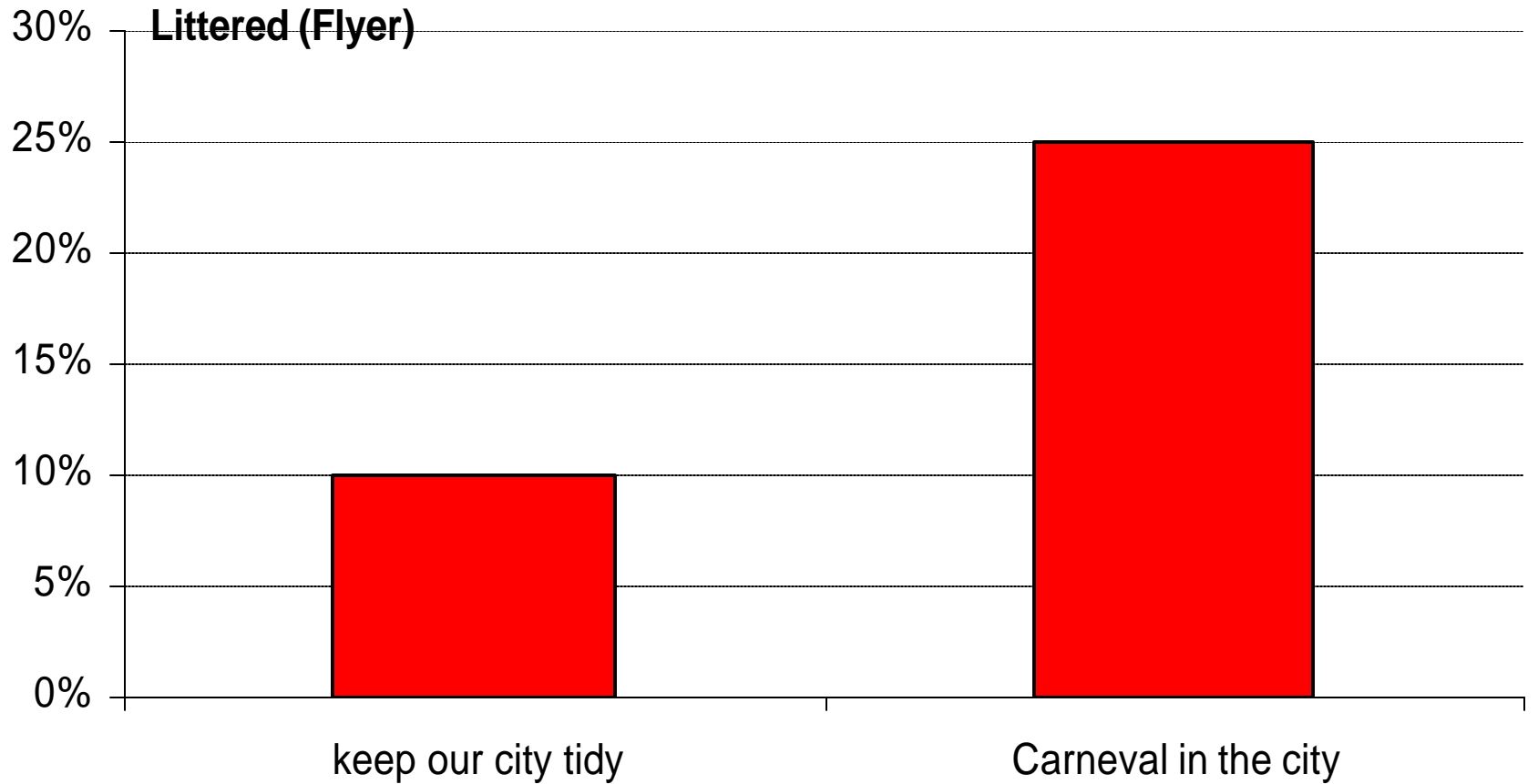


Only two people have yet to give their opinions, but everyone else appears to have given the same incorrect answer. Which would you say was the correct line if you were next in line? Asch (1951, 1955) created this situation with the use of accomplices, and the true participant was the next-to-last person. Although 75% of participants conformed to the incorrect group response at least once, over the entire experiment, two thirds of responses were independent of the majority.

Autokinetic effect: Sherif (1936)



Cialdini, social norms and littering



Social norms in communication



Reality...

75%
OF YOUR
PEERS
DON'T
SMOKE



Source: Survey taken by District 203 & 204
High School Students - Spring 2001
Funded in part by the Illinois Department of Human Services



Possibilities

To keep to the law

To break the law

Possibilities in
communication



Deterrence

Chance of being caught

Severity of consequences (sanctions)

Deterrence in communication

**Bespaar
400 euro in**

← 2 sec. →



Daar kun je mee **THUIS komen**

FILTER CIGARETTES

Marlboro

**Rokers
sterven
jonger**

**Lekker
lang
zitten**

Wanneer u in de file staat, kunt u met een snelheidsmeter van 170 km/uur 200 meter voor de voorligger naar voren komen. Dit is een voordeel van 200 meter. Dit is een voordeel van 200 meter.

xto-smokkel wordt zwaar bestraft
www.xto-smokkel.nl



**“SOIRRY...
KAART
KWIJT”**

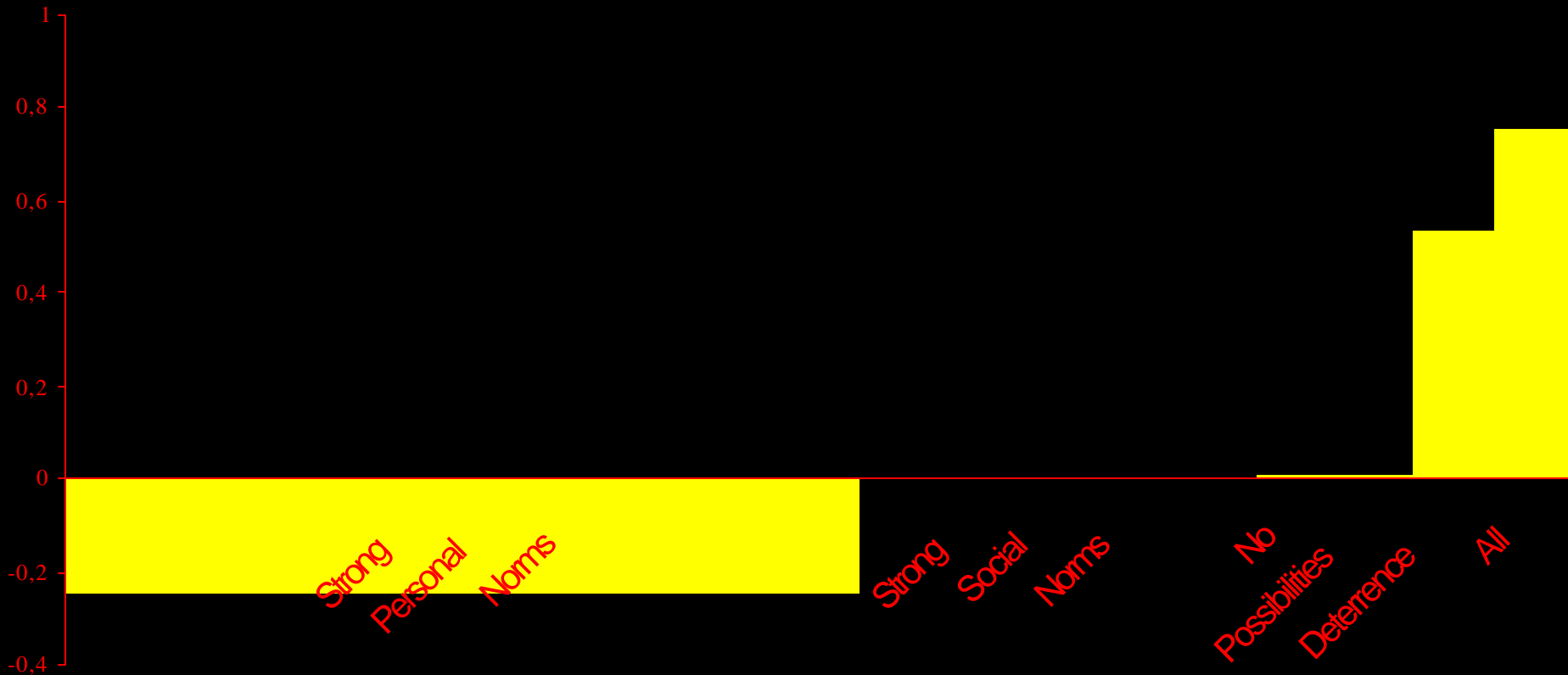
**IS GEEN GELDIG
VERVOERBEWIJS!**

**LET OP! MEER CONTROLES
HOGE BOETES**

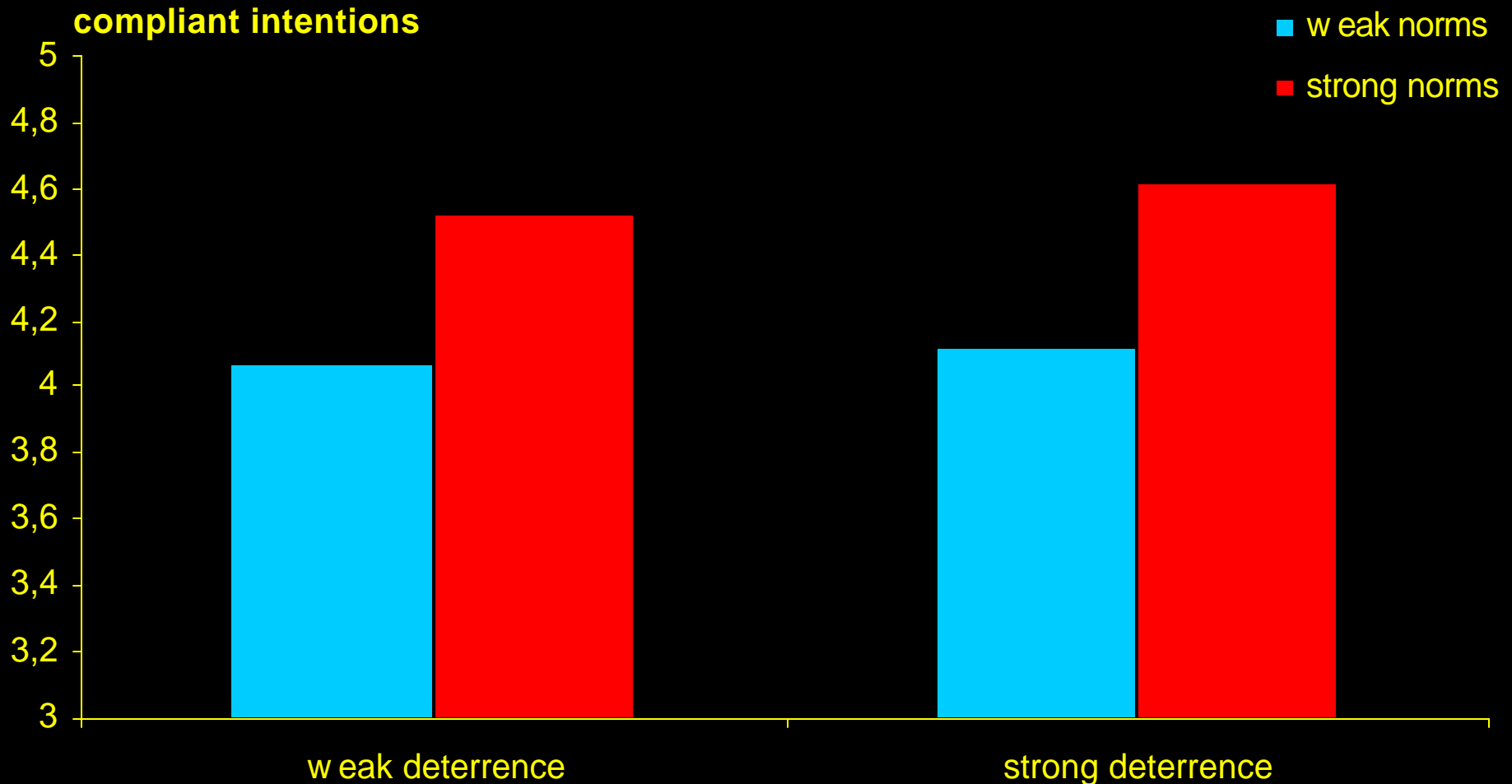
GEEN EXCUS VOOR ZWARTRIJDEN!

Survey results: Compliance among entrepreneurs as a function of motives

Noncompliant intentions



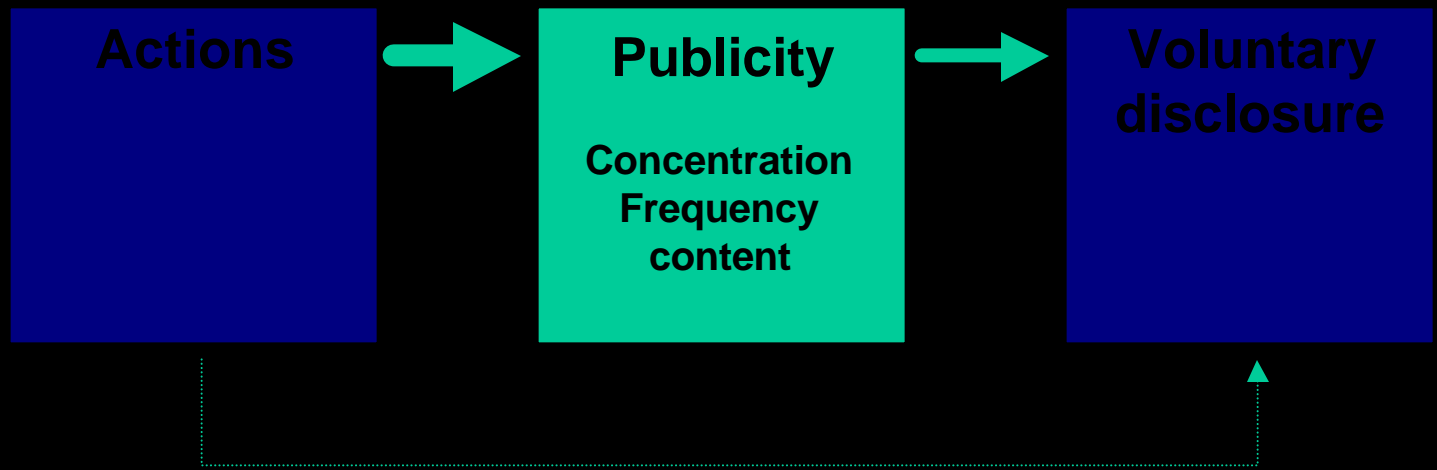
Experiments on moonlighting and student allowance fraud



From actions to voluntary disclosure



From actions to voluntary disclosure

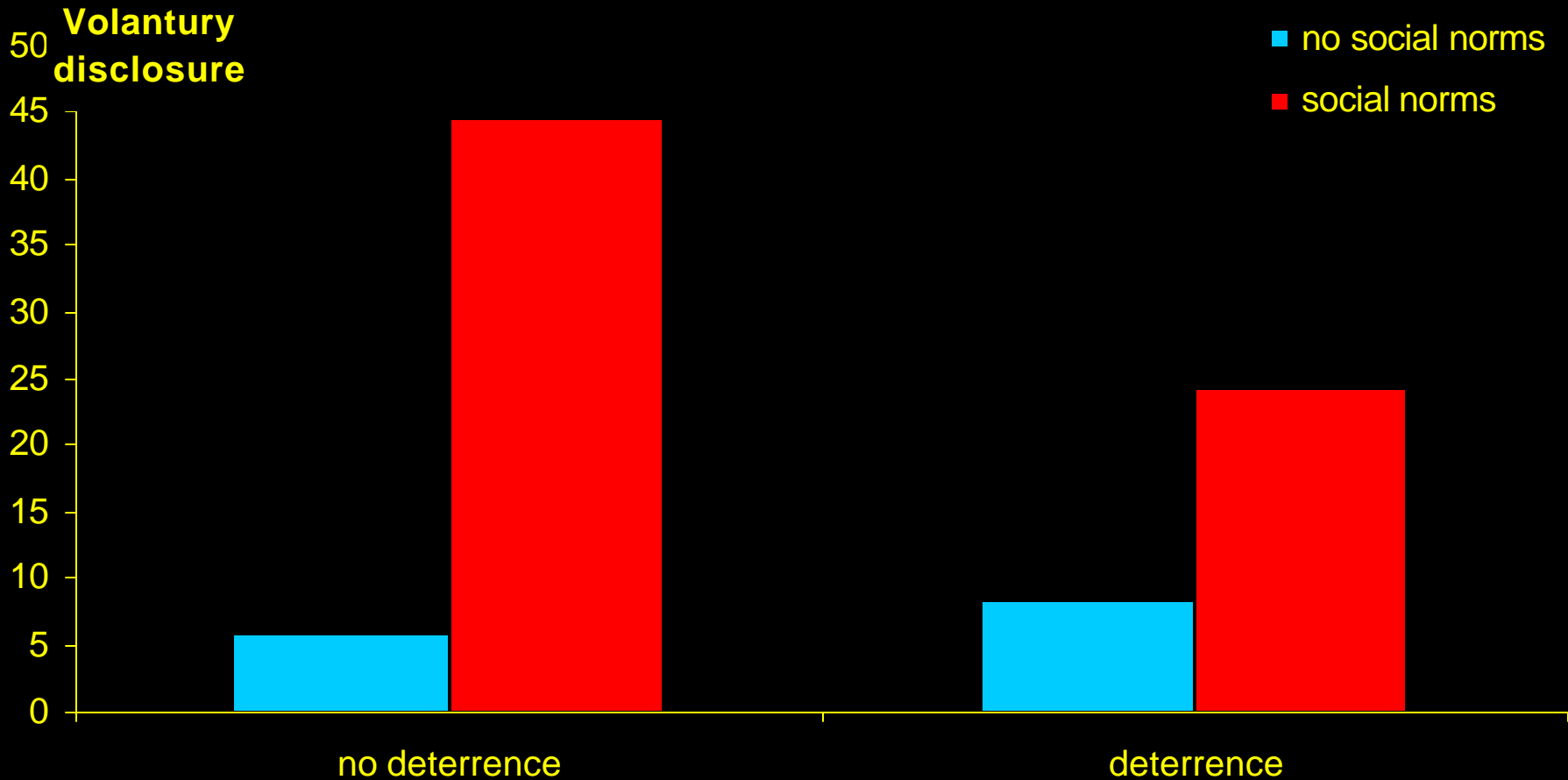


Content of the messages

What is the relationship between the content of mediareports and foreign accountholders using the voluntary disclosure scheme?

<u>Message</u>	<u>Effect on disclosure</u>
Deterrence	None / negative
Possibilities	Positive
Social Norms	Positive

Messages in mediareports and voluntary disclosure



Conclusion

Strong and consistent influence on compliance of

Personal norms

Social norms

Possibilities

Influence of deterrence on compliance

depends on other factors

is short term

appears to depend on the type of rule