



Table of Contents

Introduction	2
Research Question and Hypothesis	4
Conceptual Model	4
B.1. Managerial Relevance	5
B.2. Effect Size and Causal Claims: Correlation does not Prove Causation	5
Theory	6
A. Descriptive and Injunctive Norms Effects	6
B. The Effect of Social Norm Nudges and Sustainable Choices	8
Critical Evaluation of Studies	10
Critical Synthesis	25
Introduction	25
Qualitative Meta-Analysis	26
Quantitative Meta-Analysis	29
Methodology	33
A. Research Question and Hypothesis Development	33
B. Research Strategy and Design	34
C. Participants and Procedures	35
Measurements	36
Effect Size Parameter	37
Result	37
Discussion	41
Appendix A: Questions	44
Appendix B: Dataset	48
Appendix C: Hours Spent	51
References	52