

Hartmut Esser

## **Lecture „The Model of Frame-Selection“**

### **1. Schedule**

Monday, 11/05/15, 10:00-11:30, 13:30-15:00, G 302

Tuesday, 12/05/15, 8:15-9:45, 10:00-11:30, B 602

Wednesday, 13/05/15, 10:00-11:30, 11:45-13:15, B 602

### **2. Program**

The main aim of the lecture is the presentation of a model that integrates different types of behavior and action and three of the most important paradigms in social sciences to one comprehensive theory. The three approaches are rational choice theory, theories of norms and institutions and symbolic-interactionist resp. cultural approaches (in its traditional and/or more recent versions). The program of the lecture consists of six parts:

1. The Problem and the Aim
2. Basics 1: Theory Development
3. Basics 2: Situation and Action
4. Three Approaches
5. The Model of Frame-Selection
6. Applications, Bycatches, Extensions

The first three parts open up the setup to align the aim and the basic assumptions of the model in a more general methodological and theoretical framework, like logical content, research programs and scientific progress or the varieties in the microfoundations of social sciences and the necessity to integrate them into a “general theory of action”. The second three parts spell out the details of the Model of Frame-Selection: Its theoretical roots, the Model itself and certain application, some reactions and bycatches and possible extensions.

Shortly before the start of the lecture detailed (but not too much!) references for relevant texts are given. To gain a first impression of what is waiting the following text is recommended: Kroneberg, Clemens, 2014: Frames, Scripts, and Variable Rationality: An Integrative Theory of Action S. 97-123 In: Manzo, Gianluca (ed.), Analytical Sociology: Norms, Actions, and Networks. Hoboken, NJ: Wiley.

### **3. Examination**

The examination will be in form of a paper on a selected topic (see the list below) to be delivered within six weeks after the lecture (1st July 2015).

## **4. Readings**

### **Session 1: The Problem and the Aim**

Biccieri 2006, ch. 1 and 2  
Deppe, Schwindt, Kugel, Plaßmann and Kenning 2004  
Gintis 2008

### **Session 2: Basics 1: Theory Development**

Kalter and Kroneberg 2014  
Lakatos 1970, ch 1 and 2  
Popper 1979

### **Session 3: Basics 2: Situation and Action**

Kroneberg und Kalter 2012

### Session 4: Three Paradigms

Fazio 1990  
Fehr and Hoff 2010  
Gross 2009  
Vanberg 2010

### **Session 5: The Model of Frame Selection**

Esser 1993  
Kroneberg 2014  
Esser and Kroneberg 2015

### **Session 6: Applications, Bycatches and Extensions**

#### a. Applications

Best and Kneip 2011  
Kroneberg, Yaish and Stocké 2010

#### b. Bycatches

Duwfenberg, Gächter and Hennig-Schmidt 2011  
Costa 2014  
Ellingsen, Johannesson, Mollerstrom and Munkhammar 2012

c. Extensions

Montgomery 1998  
Rubinstein 2015  
Tutic 2014  
Tutic 2015  
Vollmer 2013

**4. List of (possible) contributions** (to deal with in the examination-paper)

Boudon 1998  
Cookson 2000  
Costa 2014  
Deppe et. al. 2004  
Dufwenberg et al 2011  
Ellingsen, Johannesson, Mollerstrom and Munkhammar 2012  
Engel und Rand 2014  
Esser 1993  
Gross 2009  
Keizer, Lindenberg and Steg 2013  
Lindenberg and Steg. 2007  
Montgomery 1998  
Rand Greene and Nowak 2012  
Rubinstein and Zhou 1999  
Rubinstein 2013  
Sandroni 2011  
Salant and Rubinstein 2008  
Tutic 2014  
Tutic 2015  
Vollmer 2013  
Wikström 2006

## 5. References

- Best, H., & Kneip, T. (2011). The Impact of Attitudes and Behavioral Costs on Environmental Behavior: A Natural Experiment on Household Waste Recycling. *Social Science Research*, 40(3), 917-930.
- Bicchieri, C. (2006). *The Grammar of Society: The Nature and Dynamics of Social Norms*. Cambridge: Cambridge University Press.
- Boudon, R. (1986). *Theories of Social Change: A Critical Appraisal*. Berkeley: University of California Press.
- Boudon, R. (1998). Limitations of Rational Choice Theory. *American Journal of Sociology*, 104(3), 817-828.
- Cookson, R. (2000). Framing Effects in Public Goods Experiments. *Experimental Economics*, 3, 55-79.
- Costa, A., Foucart, A., Hayakawa, S., Aparici, M., Apesteguia, J., Heafner, J., & Keysar, B. (2014). Your Morals Depend on Language. *PLoS ONE*, 9(4). Doi 10.1007/s00355-014-0830-y: 10.1371/journal.pone.0094842
- Deppe, M., Schwindt, W., Kugel, H., Plaßmann, H. & Kenning, P. (2004). Nonlinear Responses Within the Medial Prefrontal Cortex Reveal When Specific Implicit Information Influences Economic Decision Making. *Journal of Neuroimaging*, 15, 171-182.
- Dufwenberg, M., Gächter, S., & Henning-Schmidt, H. (2011). The Framing of Games and the Psychology of Play. *Games and Economic Behavior*, 73, 459-478.
- Ellingsen, T., Johannesson, M., Mollerstrom, J., & Munkhammar, S. (2012). Social Framing Effects: Preferences or Beliefs? *Games and Economic Behavior*, 76, 117-130.
- Engel, C., & Rand, D. G. (2014). What does “Clean” Really Mean? The Implicit Framing of Decontextualized Experiments. *Economics Letters*, 122, 386-389.
- Esser, H. (1993). The Rationality of Everyday Behavior. *Rationality and Society*, 5(7), 7-31.
- Esser, H. & Kroneberg C. (2015). The Model of Frame Selection. An Integrative Theory of Action. In E. J. Lawler, Sh. R. Thye and Jeongkoo Y. (Eds.). *Order on the Edge of Chaos: Social Psychology and the Problem of Social Order*. Cambridge University Press: Cambridge, UK (forthcoming).
- Fazio, R. H. (1990). Multiple Processes by which Attitudes Guide Behavior: The MODE Model as an Integrative Framework. *Advances in Experimental Social Psychology*, 23, 75-109.
- Fehr, E., & Hoff, K. (2011). Introduction: Tastes, Castes and Culture: the Influence of Society on Preferences. *The Economic Journal*, 121(556), F396-F412.
- Gintis, H. (2006). Behavioral Game Theory and Sociology. Unp. Paper.
- Gintis, H. (2008). Five Principles for the Unification of the Behavioral Sciences. Unp. Paper
- Gross, N. (2009). A Pragmatist Theory of Social Mechanisms. *American Sociological Review*, 74, 358-379.
- Heiner, R. A. (1983). The Origin of Predictable Behavior. *American Economic Review*, 73, 560-595.
- Kalter, F., & Kroneberg, C. (2014). Between Mechanism Talk and Mechanism Cult: New Emphases in Explanatory Sociology and Empirical Research. In J. Friedrichs & A. Nonnenmacher (Eds.), *Soziale Kontexte und Soziale Mechanismen. Sonderheft 54 Kölner Zeitschrift für Soziologie und Sozialpsychologie* (pp. 91-115). Wiesbaden: Springer VS.
- Keizer, K., Lindenberg, S., & Steg, L. (2013). The Importance of Demonstratively Restoring Order. *PLoS ONE*, 8(6), 1-7.

- Kroneberg, C. (2014). Frames, Scripts, and Variable Rationality: An Integrative Theory of Action. In G. Manzo (Ed.), *Analytical Sociology: Actions and Networks* (pp. 97-123). New York: Wiley.
- Kroneberg, C. and Kalter, F. (2012). Rational Choice Theory and Empirical Research: Methodological and Theoretical Contributions in Europe, *Annual Review of Sociology*, 38, 73-92.
- Kroneberg, C., Yaish, M., & Stocké, V. (2010). Norms and Rationality in Electoral Participation and in the Rescue of Jews in WWII. An Application of the Model of Frame Selection. *Rationality and Society*, 22(1), 3-36.
- Lakatos, I. (1970). Falsification and the Methodology of Scientific Research Programs. In I. Lakatos and A. Musgrave (Eds.), *Criticism and the Growth of Knowledge* (pp.91-138). London: Cambridge University Press.
- Lindenberg, S., & Steg, L. (2007). Normative, Gain and Hedonic Goal Frames Guiding Environmental Behavior. *Journal of Social Issues*, 63(1), 117-137.
- Montgomery, J. D. (1998). Toward a Role-Theoretic Conception of Embeddedness. *American Journal of Sociology*, 104(1), 92-125.
- Nauck, B. (2007). Value of Children and the Framing of Fertility: Results from a Cross-cultural Comparative Survey in 10 Societies. *European Sociological Review*, 23(5), 615-629.
- Plassmann, H., Kenning, P., & Ahlert, D. (2006). The Fire of Desire: Neural Correlates of Brand Choice. *European Advances in Consumer Research*, 7, 516-517.
- Popper, K. R. (1972). The Aim of Science. In K. R. Popper (Ed.), *Objective Knowledge. An Evolutionary Approach* (pp. 191-205). Oxford: Oxford University Press.
- Rand, D. G., Greene, J. D., & Nowak, M. A. (2012). Spontaneous Giving and Calculated Greed. *Nature*, 489(7416), 427-430.
- Rompf, S. (2014). System Trust and Cooperation: The Case of Recycling Behavior (*unpublished Paper*).
- Rubinstein 2013 Response time and decision making: An experimental study, *Judgement and decision making*, 8, 540-551
- Rubinstein, A. (2015). A Typology of Players: between Instinctive and Contemplative. (*unpublished Paper*).
- Rubinstein, A., & Zhou, L. (1999). Choice Problems with a 'Reference' Point. *Mathematical Social Science*, 37, 205-209.
- Salant, Y., & Rubinstein, A. (2008). (A,f): Choice with Frames. *Review of Economic Studies*, 75, 1287-1296.
- Sandroni, A. (2011). Akrasia, Instincts and Revealed Preferences. *Synthese*, 181, 1-17.
- Tutic, A. (2014). Revealed norm obedience. *Social Choice and Welfare*. Doi 10.1007/s0355-014-0803-y.
- Tutic, A. (2015). Warum denn eigentlich nicht? Zur Axionmisierung soziologischer Handlungstheorie. *Zeitschrift für Soziologie*, 44, 83-98.
- Vanberg, V. J. (2002). Rational Choice vs. Program-Based Behavior: Alternative Theoretical Approaches and their Relevance for the Study of Institutions. *Rationality and Society*, 14(1), 7-54.
- Vollmer, H. (2013). What Kind of Game Is Everyday Interaction? *Rationality and Society*, 25(3), 370-404.
- Wikström, P.-O. H. (2006). Individuals, Settings, and Acts of Crime: Situational Mechanisms and the Explanation of Crime. In P.-O. H. Wikström & R. J. Sampson (Eds.), *The Explanation of Crime. Context, Mechanisms and Development*. New Brunswick: Transaction.