

論文の内容の要旨

論文題目 Essays on the Economic Analysis of Social Norms and Gender
(社会規範とジェンダーの経済学的分析について)

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Traditional economic theory assumes that people are self-interested and pursue their material interest. In reality, however, people usually care about 'how one should be' or 'what is the appropriate behavior.' Namely, people respect social norms and choose their behavior accordingly, even at the expense of their material benefit. Therefore, social norms substantially influence our behaviors.

Recently, the policymakers have started to utilize 'nudge' policies to enhance people's concerns toward social norms and to promote norm-compliant behaviors. An example of such a policy is to provide with information on others' behaviors. While the evidence has found that the information increases the peoples' norm-compliant behaviors, our understandings of the underlying psychological processes of such an observation are left as a black box.

In response to these backgrounds, chapter 2 asks a question of why we follow social norms and how it interacts with the behavior of others. To approach this question, we use a standard revealed preference approach. Based on Yagasaki (2018), the chapter investigates the psychological process underlying the observed phenomenon mentioned above by developing a behavioral model where individuals feel pride and shame in a comparison with their own behaviors and those of others, and by axiomatizing these behaviors. Our model axiomatized in this chapter is consistent with a recent experiment conducted by Klinowski (2016). Recently, there is growing attention toward the nudge policies, which promote individuals' norm-compliant behaviors such as saving energies and charitable donation. The obtained implication also links to its design and welfare evaluations.

As Akerlof and Kranton (2000) claim, we in the real world live our lives as a member of multiple social categories. People play many roles of the social categories; men and women, black and white, jocks and nerds, rich and poor, constituting the society and the market. And individuals with such roles may decide caring the ways of behaviors by attempting to meet the

expectation from the society in the form of norms rather than their own intrinsic incentives. As such, we always concern about the social categories we belong to and how we should behave as a member of these social categories.

Among many social categories, one of the pressing issues in our society is gender: the categories of men and women. Suppose that, as many existing studies have observed, women are expected to behave as 'typical' women being risk averse (Eckel and Grossman, 2002, 2008) and less competitive (Niederle and Vesterlund, 2007). If one of them deviates from the image of the social category taking risks and actively participating in the competitions in the market, she would be punished by being placed in unfavorable positions in labor and marriage markets (Bursztyn et al., 2017b). Taking account that the half of population is occupied by them, this can be the source of inefficiency in the economy because the traits characterized by the gender norms of 'typical' women can deter them from taking opportunities of pursuing to utilize their resources in terms of abilities and skills for economic activities in the market. Therefore, it is also important to look at how these traits are associated with economic outcomes. Moreover, if the female gender norms prohibit women to perform appropriately in the economy, it is required to find effective solutions.

Chapter 3 explores how these gender-linked behavior traits such as competitiveness and risk attitudes are associated with educational achievements, which in turn, can largely affect their labor market outcomes in the future. Specifically, based on Yagasaki and Nakamuro (2018), we show that the gender differences in competitiveness and risk attitudes are associated with the gender gap in the math achievement that has been attracting many social scholars for long period. While being more competitive, a part of male gender norms, leads to a positive relation with math achievement, being risk averse, a part of female gender norms can also have the association in the same direction. These results imply that behaving like a man does not necessarily improve the gender gap in math achievement. Thus, the effects of policies intended to encourage girls to “lean in” (Sandberg, 2013) - girls should be more competitive, and take on more risks, etc. - are overall ambiguous and may result in unexpected and unwanted outcomes. As such, we rather argue that designing institutions to address the gender gap is more promising than policies that are designed to change the way women behave (Niederle and Yestrumskas, 2008; Niederle, Segal, and Vesterlund, 2014; Bohnet, 2016).

Chapter 4 argues how to overcome the effects of gender norms with policy interventions. Specifically, we follow Yagasaki (2019) to investigate which policy is more effective to improve

the women's participation in the competition, under the society where being competitive contradicts with female gender norms. The previous studies have already found that women's ``masculine" ambitious behaviors generally lead to their unfavorable positions in marriage and dating market. Given the women's social cost to participate in the competitions, it requires careful consideration to avoid the cost of the social image that women's participation in the competition is not appropriate as women. In this chapter, we show that affirmative action policies, which grant preferential treatment to women, only have limited impacts to mitigate the negative effect of the social image of women's participation in the competition. On the other hand, it is demonstrated that introducing prosocial incentives, such as the opportunity to attend charitable activities, regarded as ``feminine activities" into the competitive environment, can be an alternative solution. Finally, we argue the practical policy implications based on the results of the present and previous studies, mentioning what we should concern about in designing the policies to improve the women's participation in the competitions.

Chapter 5 concludes this dissertation.

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