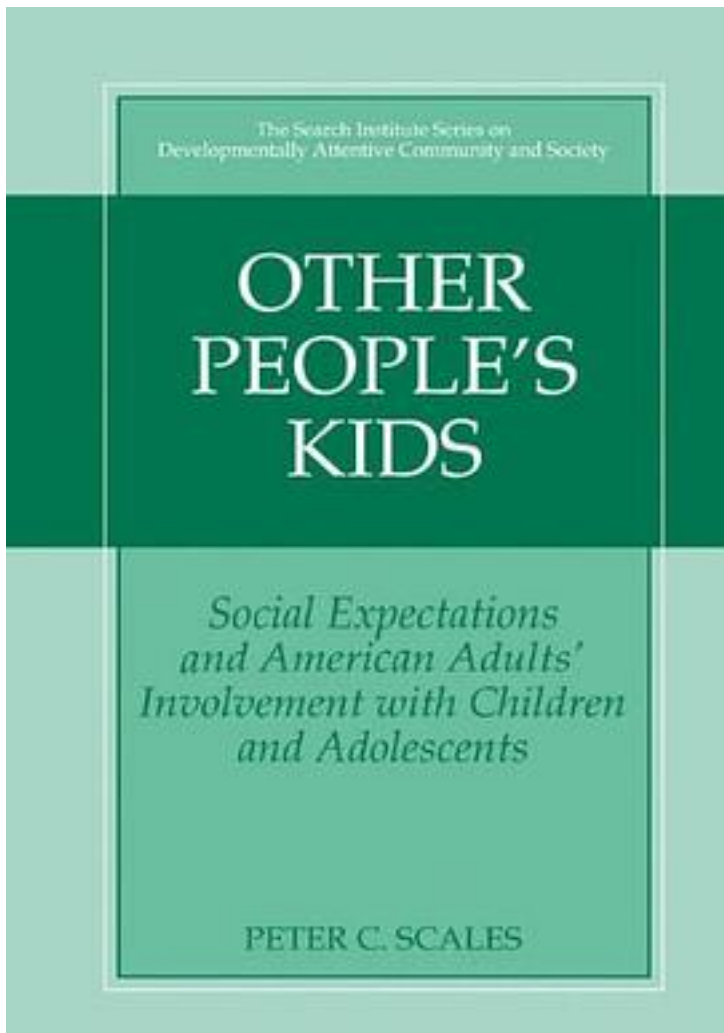


# Other People's Kids



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According to the study conducted by Gallup Organization, only a minority of Americans

experience consistent normative motivation for engaging with other people's children. Social norms theory suggests that adults are more likely to get deeply involved if that involvement is viewed as highly important, and if they perceive a social expectation to do so. This volume examines the nature of social norms in general and in relationship to children and adolescents. The book examines the complex dynamics of understanding the appropriate roles of parents and other adults in young people's healthy development. The volume also presents the study's findings in detail, including numerous areas of consensus among American adults, differences among American adults, and the gap between perceived importance and actual engagement. A wide-ranging literature synthesis suggests implications for both personal and collective actions with potential to change norms that inhibit engagement and to strengthen values that encourage engagement.

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