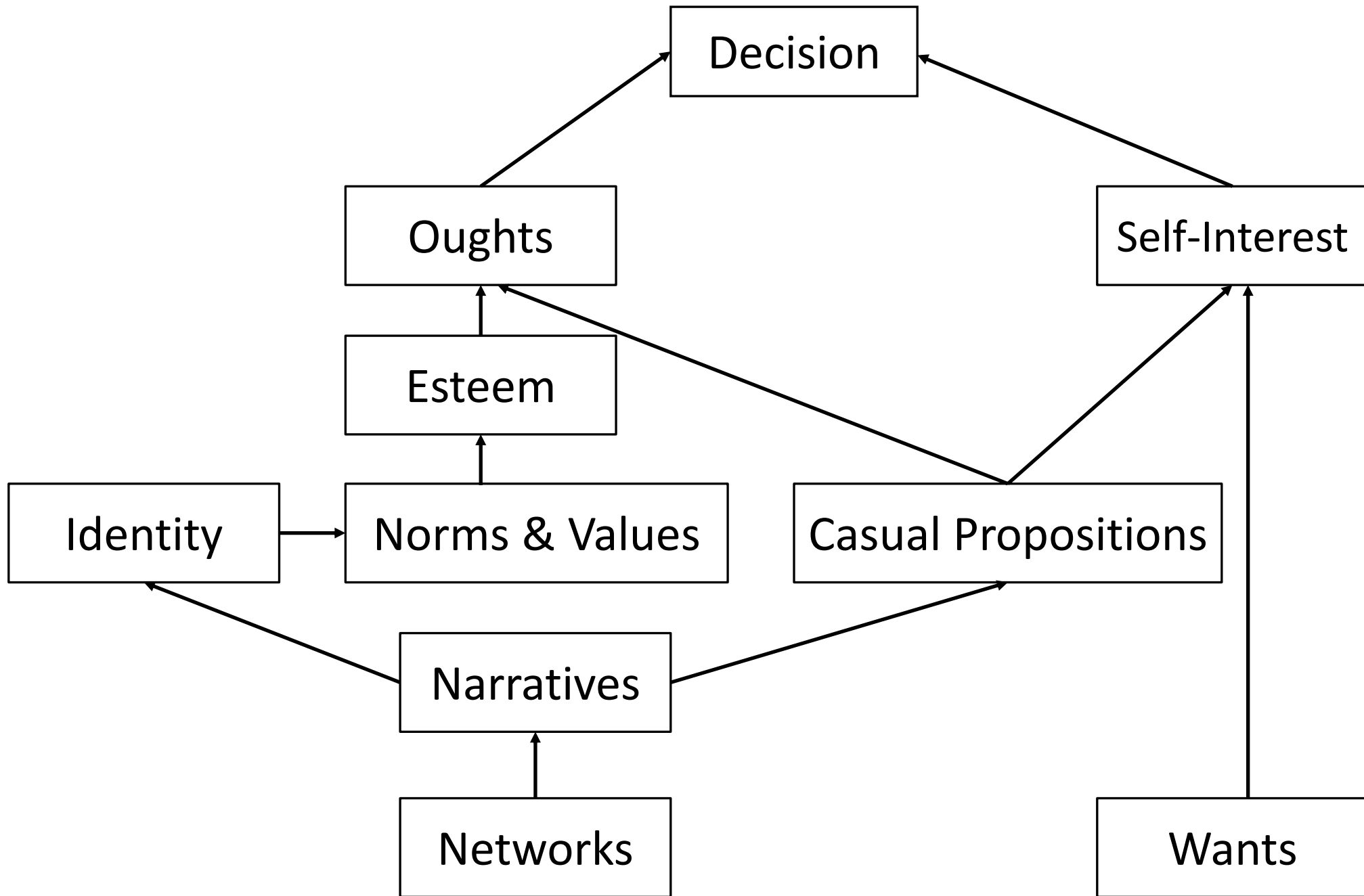
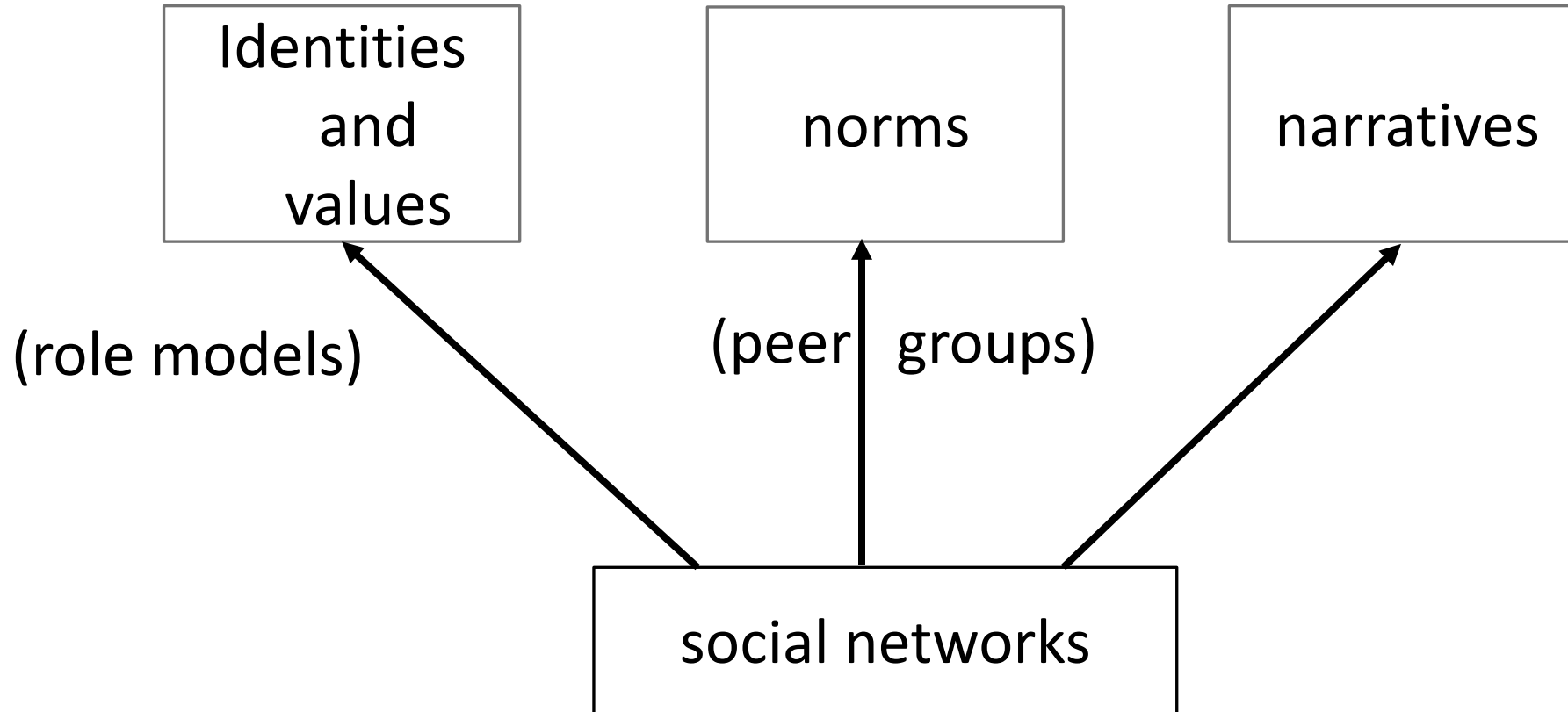


Four Parts in a Research Agenda

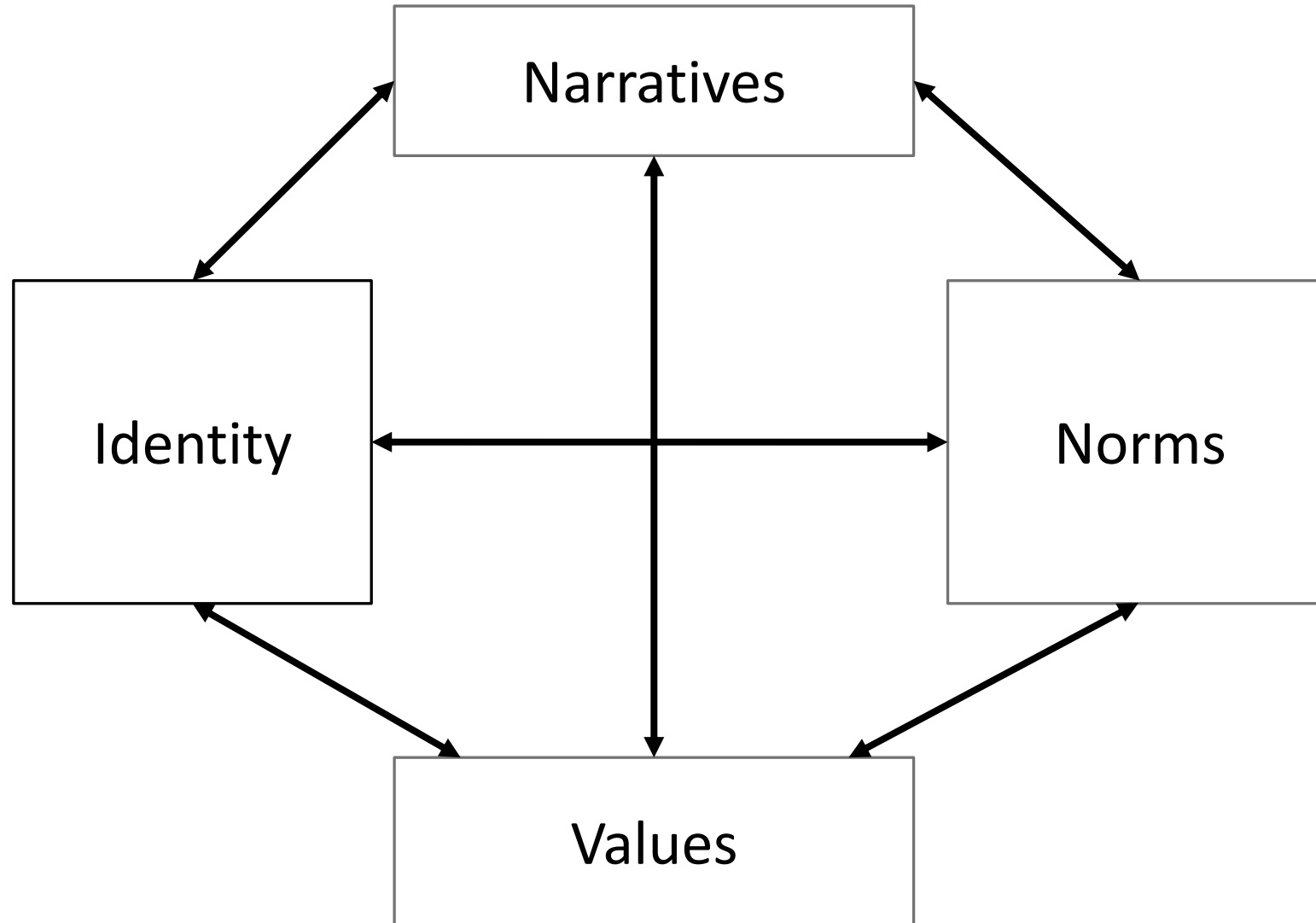
1. How is behaviour influenced by mental constructs?
2. How are mental constructs influenced by social networks?
3. Which control variables are effective?
4. How do they interact with the use of incentives?



Common Circulation



Cognitive Congruence



Coincident Incentives

Behaviour

self-esteem

peer esteem

causality and
rational self-
interest

identities &
values

norms

narratives

