

# Part I

## Theories for Social Dilemmas

- Many social problems can be conceived of as social dilemmas (Chap. 1).
- The definition of a social dilemma in real society is proposed as follows (Chap. 1). A social dilemma is a social situation in which a person has to make a choice between a defective behavior and a cooperative behavior. Defective behavior contributes to increasing private benefit (or self-interest) in the short term, with a consequent decrease to public benefit (or public-interest) in the long term. Cooperative behavior contributes to increasing public benefit in the long term, with a consequent decrease to private benefit in the short term.
- Several representative types of social dilemmas are introduced (Chap. 2).
- Strategies to solve social dilemmas can be categorized as either a structural or a psychological strategy. A structural approach attempts to induce people's cooperation by changing the environmental factors surrounding the behavior, while a psychological strategy relies on people's spontaneous cooperation by acting on the psychological factors (Chap. 3).
- Most of the conventional political measures taken to solve social dilemmas in the real world have been structural strategies such as improvements to taxation, law, and physical systems. In contrast, not enough discussion on psychological strategies has been undertaken to date, and there is now a need to examine those psychological strategies that are both effective and realistic (Chap. 3).
- When considering the psychological strategies, it is necessary to take into account three key psychological factors: knowledge, trust, and moral obligation (Chap. 3).
- In order to solve social dilemmas in real society, it is important to distinguish defective behaviors performed out of habit, and to understand the processes of behavior change and habit change. Based on this understanding, a process model for behavior change is proposed (Chap. 4).