

...and the *Journal of the American Medical Association* (JAMA) published a study by Dr. David A. Asch, a professor of medicine at the University of Wisconsin-Madison, and his colleagues. The study, titled "The Effects of Social Norms on Medical Students' Attitudes and Intentions," found that medical students' attitudes and intentions were significantly influenced by the social norms of their peers. The researchers found that students who were exposed to a social norm that valued patient autonomy and shared decision-making were more likely to adopt these attitudes and intentions themselves. This finding has important implications for medical education, as it suggests that social norms can be used as a tool to shape students' attitudes and intentions.