

## Influence of Expectations, Norms and Motives on Perceived Conflict\*

- At a Campground in Chirisan National Park -  
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### 休養客의 期待, 規範 및 休養動機가 相衝認知에 미치는 影響\*

- 智異山 國立公園 野營場을 對象으로 -  
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#### ABSTRACT

This paper examined the effects of users' expectations, norms and recreation motives on perceived conflict in a recreation setting. The study used data collected at Second Campground in Chirisan National Park, Korea, during the summer of 1994. Of the total 280 questionnaires distributed, 253 questionnaires(90.4%) were usable. About 82% of the respondents perceived conflict by others' late-night-singing. This study supported the notion that perceived conflict occurs when norms, expectations, and recreation motives are interfered with by others' incompatible behaviors. Solitude/nature motive factor was a better predictor of perceived conflict than norm-interference or expectation-interference. However, the relative predictability of each variable on perceived conflict could be various depending on different kinds of recreation motives, specific ways of measuring norms, expectations and conflict. Management implications were discussed.

*Key words* : expectations, norms, recreation motives, perceived conflict, expectation-interference, norm-interference

#### 요 약

본 연구는 휴양지에서 휴양객들이 갖는 기대, 규범, 휴양동기가 상충인지에 어떻게 영향을 미치는가에 대하여 조사하였다. 연구 데이터는 1994년 8월중에 설문조사를 통하여 지리산국립공원 내에 위치한 제2야영장에서 수집되었다. 배포된 총 280 설문중 253(90.4%)부가 본 연구에 유효하게 이용되었다. 응답자의 약 82%가 다른 야영객들이 밤늦게 부르는 노래소리에 의해 상충감을 느낀 것으로 나타났다. 본 연구의 결과에 의하면, 상충인지는 휴양객의 기대, 규범과 휴양동기가 다른 사람들의 상충되는 행동에 의해 방해될 때 발생되며 이러한 사실은 기존의 이론에 부합되는 것이다. 관련변수를 이용한 다중회귀분석에서 고독/자연과의 접촉을 위한 휴양동기는 규범충돌인자나 기대충돌인자보다 상충인지에 대한 설명력이 높음이 확인되었다. 하지만 각 변수의 상충인지를 설명하는 능력은 휴양동기의 종류, 규범, 기대, 그리고 상충인지를 측정하는 방법에 따라 달라질 수 있다. 이와 같은 결과를 휴양자원의 관리적 관점에서 토의했다.

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## INTRODUCTION

User conflict is one of the most common and difficult management problems for recreation planners and managers(Hammitt, 1988). Many studies have found asymmetrical conflict between different types of activity groups, especially, related to the types of recreational equipment groups use. Users who participate in non-motorized activities tend to be bothered more by motorized activities, while motorized activity participants are not bothered by encountering non-motorized activities (fishermen vs. skiers : Gramann and Burdge, 1981 ; oarpowered vs. motorpowered white water rafters : Shelby, 1980b ; paddling canoeists vs. motor craft users : Adelman, Heberlein and Bonnickson, 1982 ; skiers vs. snowmobilers : Knopp and Tyger, 1973 ; horse riders vs. backpackers : Stankey, 1973 ; motorboaters vs. canoeists : Ivy, Stewart and Lue, 1992). Group size also has been found as a major cause of asymmetrical antipathy ; users favor encountering numerous small parties over meeting one large group(Stankey, 1973 ; Pfitster and Frenkel, 1976).

Jacob and Schreyer's(1980) theoretical study on conflict changed the previous definition of conflict as the confrontation between incompatible types of activities. They explained more systematically the underlying causes of conflict in outdoor recreation settings. They defined conflict as "goal interference attributed to another's behavior" (Jacob and Schreyer, 1980, p.369). According to the theory, people are assumed to participate in recreation to achieve certain goals or desired outcomes. When the achievement of such goals or desired outcomes are interfered with by another group or individual's incompatible behavior, user conflict situations occur(Jacob and Schreyer, 1980). Some empirical studies have suggested evidence for this goal-interference theory(Driver and Bassett, 1975 ; Gramann and Burdge, 1981 ; Jackson and Wong, 1982). These studies, however, didn't directly measure goal-interference, and conflict problems were inferred from apparently incompatible goals and behaviors(Manning, 1986 ; Ruddell, 1989).

Ruddell and Gramann(1991) developed a direct measurement of conflict in their study of the Bird Island Basin area of Padre Island National Seashore in Texas. They found that visitors who had a desire for social compatibility(a desire to be around people who are considerate and respectful of others) were more likely to consider their recreation experiences interfered with by loud radios.

Norm-interference is another major source of use conflict in recreation settings(Jacob and Schreyer, 1980 ; Michener, DeLamater and Schwartz, 1990 ; Ruddell and Gramann, 1991). A norm, in social psychology literature, is defined as a rule or standard that specifies how members of a social group are expected to behave under given circumstances(Michener, DeLamater and Schwartz, 1990). A norm regulates behaviors by providing guidelines for what action is appropriate in particular situations(Vander Zanden, 1987 ; Michener, Delamater and Schwartz, 1990). Norms are often distinguished as either personal norms or social norms. While individuals may have diverse personal norms, shared social norms can be formed by social interaction processes(Cancian, 1975 ; Black and Heberlein, 1979). Shared social norms may contribute to social order, allowing individuals to experience stability and predictability in society(Vander Zanden, 1987). Subsequently, conflict situations may be reduced.

The definition of norms in the resource management field has been extended to include resource conditions(e.g., amount of litter, number of campers in campground, etc.), as well as behavior. Norms, in the recreation field, have been defined as standards an individual uses to evaluate activities, behaviors, or environmental conditions as acceptable or appropriate(Vaske, Shelby, Graefe and Heberlein, 1986). Norm-interference occurs when users encounter a situation in violation of standards.

Ruddell and Gramann's(1991) empirical study supported norm-interference as another variable to predict conflict in a recreation setting. They found that people whose standards were more strict than the social norm(mode) were more apt to be interfered with by actions that exceeded

the prescribed limits set by the social norm.

Expectation in a recreation setting is another important component to determine perceived crowding(Schreyer and Roggenbuck, 1978 ; Shelby, 1980a ; Bultena, Field, Womble and Albrecht, 1981 ; Shelby, Heberlein, Vaske and Alfano, 1983) and perceived conflict(Jacob and Schreyer, 1980 ; Ivy, Stewart and Lue, 1992). Some studies of crowding found that people felt more crowded when they saw more people than they expected to see(Shelby, 1980a ; Shelby, Heberlein, Vaske and Alfano, 1983). A recent study by Ivy et al.(1992) found that canoeists who expected fewer motor-boaters than they actually saw perceived more conflict than those who expected more motor-boaters. In other words, users perceived more crowding or conflict when their expectations were interfered with by actual situations they encountered. As the extent of negative discrepancy from expectation grows, perceived conflict will increase. These studies suggest that expectation is a major standards to evaluate actual conditions and determine the extent of perceived conflict.

As mentioned above, recreation motives, norms and expectations have been found to be important influential factors on perceived conflict. In spite of the many conflict studies in recreation, there are only a few empirical studies on how these factors could influence perceive conflict, especially norms and expectations. And also, there have not been any studies which deal with these three factors together. Fig. 1. shows a conceptual model of the relationship between user

norms, expectations, and perceived conflict.

This paper is conducted to find out how norms, expectations, and recreation motives influence perceived conflict by late night singing at a campground in Chirisan National Park. This study also examines which variable, among three major factors, is the most influential factor on perceived conflict. Better understanding of these questions will help managers cope with this problem more effectively.

More specific objectives are :

1. to examine whether the discrepancy between expectations and reported conditions affects the degree of perceived conflict,
2. to examine whether the discrepancy between personal norms and reported conditions affects the degree of perceived conflict,
3. to examine the relative effects of norms, expectations, and recreational motives on perceived conflict,
4. to examine which variable, between norm-interference(or expectation-interference) and norms alone(or expectation alone), explains perceived conflict more.

## METHODS

### 1. Study Site, Sampling, Procedures

This study was conducted in 1994 at a developed campground, Second Campground, located within Chirisan National Park(CNP) in Korea. Second Campground is located at the entrance of the northern part of the CNP, which belongs to Chollabukdo Province. This campground is one

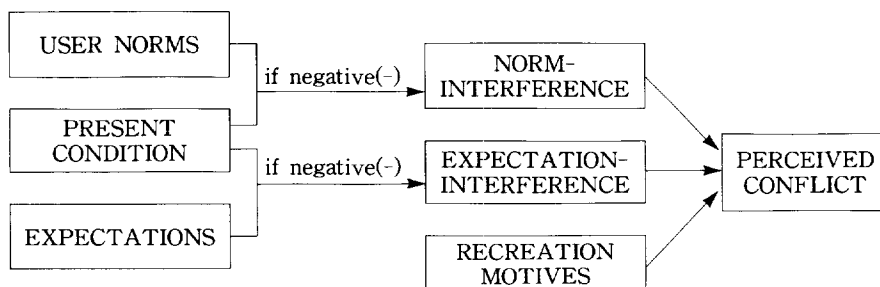


Fig. 1. Conceptual model of the relationship between user norms, expectations, recreation motives, and perceived conflict

of three easily accessible campgrounds that are located near this entrance area. It is a flat campground which may accommodate from 60 to 80 tents.

Late-night-singing at Second Campground was selected for the study because it was regarded as an appropriate subject in relation to the purpose of this study. According to the pretest, many people perceived late night singing as an important problem for their recreation experience and the analysis of the pretest also showed there existed multiple tolerance norms at 10:00 p.m. and 12:00 p.m. It might cause conflict problem between these subgroups.

The subjects for the study were obtained from on-site visitors at Second Campground during the month of August, 1994. The survey sample was composed of all individual campground users over 17 years old. Of the total 280 questionnaires distributed, 253 questionnaires(90.4%) were usable for data analysis.

Data collection was conducted by on-site survey questionnaire administration.

## 2. Measures

### Reported present conditions

To measure present condition, respondents were asked, "In this campground, how late at night did other campers make noise by singing?" They were asked to check a specific time from the given response scale of one hour intervals which ranged from 6:00 p.m. yesterday through midnight to 6:00 o'clock this morning. Responses included, "I didn't hear any noise from singing."

### Users' expectations

To measure user expectation, respondents were asked, "In this campground, how late at night did you expect other campers to make noise by singing?" The response scale was the same as for measuring present conditions(See above). Responses included, "I didn't know what to expect."

### Users' personal norms

For measuring users' personal norms, a scale was patterned after Shelby's single item format measure of social norm(See Shelby, 1991). Users completed the following statement: "In this campground, it would be OK for me if other campers

make noise by singing as late as...\_\_\_o'clock at night(others' making noise after this time will make my camping experience become unpleasant)." The response scale was the same as those used for measuring present conditions and expectations (See above). An option of, "It doesn't matter to me" was also given.

### Perceived conflict

Perceived conflict was measured by asking respondents to indicate the amount of interference with their camping experience that would be caused by late night singing in the campground. This measure was partly patterned after the measurement of perceived conflict designed by Rud-dell and Gramann(1991). The five-point, Likert-type scale choices ranged from, "Never interfered(1)," "Interfered a little(2)," "Interfered somewhat(3)," "Interfered a lot(4)," to "Interfered very much(5)."

## RESULTS

Regarding the relationship between norm-interference and perceived conflict, it was specifically hypothesized that users whose personal norm for quiet time was exceeded by the reported present conditions would perceive more conflict. If the individual's tolerable time was not exceeded by the reported condition, it was regarded as a "positive condition." If the tolerable time was equal to the reported present condition, it was regarded as a "neutral conditions." And if the reported conditions exceeded tolerable time, it was categorized as a "negative condition." Statistical analysis showed significant differences in the degree of perceived conflict among these three subgroups (Chi-square=20.222, df=2, Prob>Chisquare=0.0001). Users who experienced negative conditions(Mean:3.2) perceived a higher degree of conflict than users who experienced neutral(Mean:2.5) and positive(Mean:2.3) conditions(Table 1). There were no significant differences between users who experienced neutral and positive conditions.

For the relationship between expectation and perceived conflict, it was predicted that users whose expected quiet time was exceeded by pre-

sent conditions would perceive higher conflict. Discrepancies were categorized into three sub-groups. If the expected time was negatively exceeded by the present condition, it was regarded as a "negative condition." If the expected time was equal to the present condition, it was regarded as a "neutral condition." And if the present condition didn't exceed the expected time of singing, it was categorized as a "positive condition." Analysis showed significant differences in

perceived conflict among the three groups(Chi-square=23.906, df=2, Prob>Chi-square=0.0001). Users who experienced negative conditions(Mean : 3.4) perceived a higher degree of conflict than users who experienced neutral(Mean : 2.9) and positive(Mean : 2.4) conditions(Table 2).

**Table 1.** Effect of discrepancy between present condition and personal norm on perceived conflict

Discrepancy	Perceived conflict			
	N	Mean	SD	Mean Rank
Negative(-)	138	3.2	1.3	117.4
Neutral (0)	37	2.5	1.1	83.0
Positive (+)	33	2.3	1.0	74.7

Kruskal-Wallis Test : Chi-square=20.222 df=2  
 Prob>Chi-square=0.0001

**Table 2.** Effect of discrepancy between present condition and expectation on perceived conflict

Discrepancy	Perceived conflict			
	N	Mean	SD	Mean Rank
Negative(-)	73	3.4	1.3	122.0
Neutral (0)	51	2.9	1.4	97.3
Positive (+)	73	2.4	1.0	77.2

Kruskal-Wallis Test : Chi-square=23.906 df=2  
 Prob>Chi-square=0.0001

Multiple regression analysis was conducted to compare the influence of norm-interference, expectation-interference, and recreation motives on perceived conflict. For this purpose, standardized regression coefficients(SRC) were used to determine relative importance of each variable to perceived conflict. Before the analysis, 12 items of recreation experience motives were factor analyzed using the varimax rotation method in order to reduce the number of variables. This analysis generated three factors from the process, as shown in Table 3. These three factors are : 1) self-training/enjoy natural landscape, 2) solitude/nature, and 3) social activity.

The results showed that standardized regression coefficients(SRC) are in the following order : F2(solitude/nature)(SRC : 0.261), norm-interference (SRC : -0.246), expectation-interference (SRC : -0.163), F3(social activity)(SRC : -0.150), and F1(self-training/natural landscape)(SRC : -0.085). The coefficients of norm-interference and F3(solitude/nature) motive factors were significantly different from zero in this model(Table 4). In other words, as the negative gap between the tolerance level and reported condition of the time

**Table 3.** Factor Analysis(Varimax rotation method) of motive items

Motive items	Factor loadings		
	F1	F2	F3
To learn nature	0.50	0.49	0.12
Being self-reliant	0.45	0.35	0.36
To be alone	0.74	0.08	-0.12
For physical exercise	0.71	0.02	0.18
To enjoy the natural landscape	0.49	0.44	0.07
To test my ability of mental patience	0.68	0.05	0.29
To experience peace and quiet atmosphere	0.11	0.54	-0.41
To release tension(away from daily routine)	-0.08	0.79	0.10
Being in nature	0.27	0.78	0.03
Getting together with family/friends	-0.20	0.44	0.64
For social interaction with organized groups	0.18	-0.02	0.61
To release stress by playing freely	0.27	-0.05	0.67
Eigenvalue	2.43	2.29	1.69
Total variance explained : 53.4%			

of singing increased, users perceived more conflict. The users who rated 'solitude/nature' as an important experience also tended to perceive more conflict from late singing at night.

Model I, which includes variables such as norm-interference and expectation-interference, better explained the variation of perceived conflict than did model II, which includes norms(tolerance levels) and expectations. While the former explained 22.5% of the total variation in perceived conflict, the latter explained only 10.2%. Model II showed that the 'solitude/nature' motive (SRC : 0.296) better explained perceived conflict than did 'social activity'(SRC : -0.157), norms (SRC : -0.120), 'self-training/natural landscape' (SRC : -0.089), or expectation(SRC : 0.006), in order. Only a coefficient of motive factor for 'solitude/nature' and 'social activity' were statistically significant(Table 4).

## DISCUSSION

This study supported findings from previous studies that norms(or tolerance levels), expectations, and motives are important variables in explaining conflict perception(Jacob and Schreyer, 1980 ; Ruddell and Gramann, 1991 ; Ivy, Stewart and Lue, 1992). Tolerance and expectation by themselves didn't influence conflict perception (Table 4). Perceived conflict only occurred when users' normative standards or expectations were interfered with by conditions they encountered. This result is consistent with the theoretical

study by Jacob and Schreyer(1980), and with the findings from perceived crowding studies(Schreyer and Roggenbuck, 1978 ; Shelby, 1980a ; Shelby, Heberlein, Vaske and Alfano, 1983). In other words, perceived conflict depends on situations encountered in relation to expectations or personal norms. Even if a person's tolerable level or expectation level is high, he or she may perceive conflict if the present situation exceeds tolerance or expectation levels.

This study also supports the conflict theory posed by Jacob and Schreyer(1980), in which conflict is perceived when another group's or individual's behavior interferes with the attainment of a goal or desired outcomes of recreation participation. The users who rated 'solitude/nature' as an important experience tended to perceive more conflict from singing in late night. This result is also consistent with findings(Driver and Bassett, 1975 ; Gramann and Burdge, 1981 ; Jackson and Wong, 1982 ; Ruddell and Gramann, 1991) from previous studies.

Ruddell and Gramann(1991) explained that norms might be more stable cognitive psychological constructs than motives because recreation goal are apt to change easily, depending on the situation and coping strategies to maximize satisfaction (Manning, 1986 ; Shelby, Bregenzer and Johnson, 1988). Differently from the finding from Ruddell's study(1989), a recreation motive factor(solitude/nature motive in this paper) explained perceived conflict better than norm-interference or expectation-interference. However, norm-interference and

**Table 4.** Multiple regression of norms, expectations and motives on perceived conflict

Factors	Regression Coeff.	
	Model I (SRC)	Model II (SRC)
Tolerance	-0.134 (-0.246)**	-0.096 (-0.120)
Expectation	-0.095 (-0.163)	0.004 ( 0.006)
Self-training/Natural landscape	-0.155 (-0.085)	-0.160 (-0.089)
Solitude/Nature	0.460 ( 0.261)**	0.522 ( 0.296)**
Social activity	-0.257 (-0.150)	-0.268 (-0.157)
Constant	2.392	3.425
R2	0.225	0.102
F (5, 150)	10.012	4.515

\* p<0.05, \*\* p<0.01, \*\*\*p<0.001

1) SRC : standard regression coefficients

2) Tolerance in Model I : norm-interference ; Tolerance in Model II : tolerance level

3) Expectation in Model I : expectation-interference ; Expectation in Model II : expectation level

expectation-interference were better predictors of perceived conflict than other recreation motive factors such as social activity and self-training/natural landscape. This may imply that the relative predictability of each variable could be various depending on different kinds of motives, specific ways of measuring norms, expectations and perceived conflict in different types of recreation settings.

Expectations may be more easily changed than norms. For example, user expectations before arrival to a destination can be different from after arrival. Although users may have expectations before arrival, their expectations may be changed from time to time on the basis of the current information sources. This can dilute the relationship between expectation and perceived conflict. Time of expectation could be specified in the question in order to measure user expectation more objectively on the same time frame. As found in this study, although expectation was generally related to perceived conflict in one analysis (Table 2), it didn't explain perceived conflict in multiple regression analysis (Table 4). This result was different from a finding by Ivy et al. (1992), in which they found a significant relationship between expectation and perceived conflict. It might be due to the effects of multicollinearity among independent variables. Other variables might mask the effects of expectation-interference on perceived conflict. It could be supported by that expectation-interference was statistically significant in a linear regression analysis. The result could also be explained by the absence of objective time frame of expectation used in survey questionnaire as mentioned above. The availability of coping strategies which users can adopt may also be another possible reason. Campers in the study site could reduce the conflict perceptions by simply adopting coping behaviors (listening to radio, talking with other companions, participating in singing activity, etc.), while for canoeists in Ivy et al.'s study, coping strategies dealing with encountering motorboaters may be more restricted. It may result in more significant relationship between expectation-interference and the degree of conflict while the

relationship is diluted in this study. More empirical studies in various activities and settings are necessary to get more confidence about this result.

## MANAGEMENT IMPLICATIONS

Norms, expectations and recreation motives were found to be major influential factors on perceived conflict. From a managerial standpoint, successful conflict management might depend upon how these factors could be effectively controlled or managed.

As an alternative to reduce or solve conflict problems in recreation settings, managers and researchers often suggest separation of incompatible users or activities by zoning of time and areas (Lucas, 1964; Manning, 1986). Managers may provide diverse recreation experiences and conditions so that users may select the most appropriate place. This could be done by distributing information which describes specific objectives and attributes of different areas, including behavioral patterns and environmental conditions. It may reduce the probability of users' goal-interference or expectation-interference, and may provide users with better quality of experience. For example, managers might provide users with specific information describing attributes of each campground at the entrance of a national park; the size of campgrounds, number of campers accommodated, facilities, rules about quiet time and drinking alcohol, types of allowed activities, and group characteristics. It may help users determine which place they may go so that their expectations and goals are most likely to be met under the given alternatives.

In addition to the physical separation of incompatible users, use of information which is designed to change users' norms and expectations might also be another possible way to reduce perceived conflict. Providing specific information can help users have more realistic expectations and personal norms about others' behaviors and environmental conditions. It may reduce the chance of dissatisfaction due to unmet expectations or due to encountering norm-interference situations. It

is also meaningful to know how information may affect norms and expectations and subsequently perceived conflict. Information use as an indirect management strategy has often been recommended in that it fits with the essential characteristics of recreation, which includes voluntary activity and the freedom to choose(Lucas, 1982). However, some researchers have been suspicious about the effectiveness of information use in changing users' behaviors(MaAvoy & Dustin, 1983). Where it is necessary, direct management actions such as establishing rules and regulations could be implemented along with indirect management actions for more effective management outcomes.

The result that norms are the most influential factor on perceived conflict suggests that managers and researchers should be more concerned of users' norms. In wildland recreation settings, which have a relatively short development history, norms for many behaviors or activities are in the emerging stage(Shelby and Vaske, 1991). It may result in perceived conflict by the existence of incompatible norms among user groups. However, few studies have been done on this subject. More studies are needed on effects of norms on perceived conflict.

This study supported that three variables(i.e., norms, expectations, and recreation motives) are major influential factors on perceived conflict. It may be another interest that how these three factors could be dealt together in an integrated way. Better understanding on this question may lead to more effective recreation management by reducing conflict problems.

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