

# AMERICAN JOURNAL OF INTERNATIONAL LAW

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## Constructing Norms for Global Cybersecurity

*Martha Finnemore and Duncan B. Hollis* 425

Efforts to design cybersecurity norms have focused on content: the behaviors that norms require or prohibit. But design must also be informed by insights into how such norms actually work. Drawing on extensive social science research, this article examines cybersecurity norms as social norms—the processes by which norms form, spread, and create effects in the world—and shows how those processes ultimately feed back on themselves to shape norms' content. These insights are used to understand the challenges of cybersecurity and to generate guidance and cautions, with particular attention to the strategic tradeoffs involved, in constructing new cybersecurity norms.

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