SOCIETAL FORCES SHAPE THE EFFECTIVENESS, GROWTH, AND LEGITIMACY of market institutions, which in turn affect the rules and values of societal actors. The chapters in this part of the Report explore the range of interactions between society and market institutions. Chapter 9 on *Norms and Networks* discusses how the informal institutions used by societal groups influence transactions in the market. Finally, Chapter 10 on the *Media* looks at the institution that, in reflecting and disseminating the views of members of society, can improve the working of markets by greatly reducing the costs of information flows.