

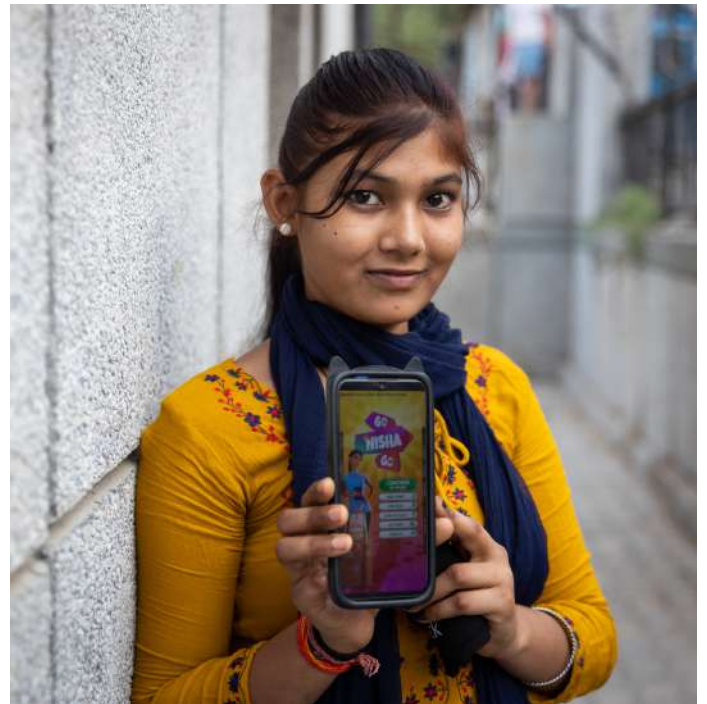
SOUTH ASIA SOCIAL NORMS LEARNING COLLABORATIVE

CASE STUDY

FOSTERING NORM-CHANGE THROUGH GAMIFICATION

South Asia ranks the lowest on the Gender Gap Index, implying the glaring difficulties women and girls face (World Economic Forum, 2022). A lot of this may be attributed to the regressive social and gender norms that contribute to gender inequalities in the distribution of power and resources. Focusing on young girls, these regressive norms may hinder their development and undermine their overall wellbeing. Adolescence is indeed a critical phase of an individual's life (Liang et. Al, 2019).

Ed-tech, specifically gamification, has proven to be a significant tool to promote positive behaviours among young people (Bassanelli et. al, 2022). Evidence suggests game-based education has the potential to teach, train, and educate, especially when it comes to learning new skills and making behavioural shifts which cannot be acquired by rote learning (Michael & Chen, 2006). Ed-tech gained more prominence during the COVID-19 pandemic and continues to be used post the pandemic (UNESCO, 2023). Therefore, it is time that the power of ed-tech is utilised to bring on normative shifts and improve the overall well-being of young girls.



GO NISHA GO - MY LIFE, MY CHOICE - CASE STUDY



Launched: June 2022
Implemented by: Howard Delfield International



Target Audience: Adolescent Girls (15-19 years)
Social Norms: Girls must stay indoors while menstruating, take decisions approved by their families, consent to advances by boys and not know/ ask about contraception



Intervention: Game based learning using mobile phones
Expected Outcomes: Improved knowledge on menstrual hygiene practices & sexual and reproductive health seeking behavior, ability to make decisions regarding reproductive health, ability to determine career and life goals.

The Go Nisha Go™ (GNG) game is an exemplary example of using game-based learning to change behaviour and advance normative change among young girls. As per the HDI team, “GNG is a mobile game made with girls and for girls in India by Howard Delafield International through the USAID funded Game of Choice, Not Chance™ (GOC) initiative. GOC uses gameplay to empower young people as choice-makers. In the game, players role-play relatable scenarios inspired by girls’ lived experiences and learn about topics that are often considered taboo.



Objective

The objective of the game is to build girls' knowledge, confidence, and self-efficacy, so they are better informed and may become active decision-makers in the big and small matters that affect their lives and future.

Target Audience & Accessibility

GNG is designed with and for adolescent girls in India aged 15-19 years. The language used is Hindi along with hinglish (colloquial hindi written in Roman script) text. Although the content is relevant for all girls of this age group, the game was co-designed with girls belonging to lower and middle socio-economic groups residing in urban and peri-urban areas of Delhi, Rajasthan, and Bihar. It is compatible with lower end phones and catered to the typical Indian girl's digital habits and preferences for game play.

Targeted Norms



Social norms around diminished mobility during menstruation. The game aims to target such norms, bust myths, and encourages 'normalising' menstruation.



Social norms that regulate subject and career choices of girls. This game nudges girls to follow their dreams and explore internship options.



Norms that restrict girls from refusing/ saying NO to inappropriate advances/ partners. The game nudges girls to understand the risks, consent, and to negotiate with their partners for their choice.



Taboo of knowing and/or asking about contraception among unmarried girls. The game helps increase girls' fertility awareness and helps build their agency to refuse sex and negotiate use of contraception.



Social and gender norms around early and/or child marriage. The game nudges girls to negotiate with their parents to delay marriage, and pursue careers/education and their own dreams.

Specific Insights from the HDI team



Exploratory research was conducted to understand the physical, emotional, and digital world of girls (Sample: 384 girls).

The findings highlight that the girl displays persistent desire to be a “Good Girl” and struggles with multiple pushes and pulls which dictate their choices.

Design testing sessions were running parallel to game development to ensure concurrent feedback and in time adaptation.



The game combines behavioral science, human-centered design, game-based learning, & interactive storytelling, with direct-to-consumer resources to generate a novel approach for improving girls reproductive health knowledge and access.



A randomised controlled trial (RCT) is being conducted using encouragement design among 1975 girls in three cities: Delhi, Jaipur, and Patna. The indicators of tracking include:

- Knowledge on MHM products, contraceptives
- Age of legal marriage, and consensual sex
- Intention to seek care in case of sex/ contraception /menstruation related concerns.
- Perception around participation in deciding time/partner for marriage.
- Perception around participation in deciding use of contraception, consent, negotiation with parents on daily life choices.

Reach and Impact

The HDI team proudly states, “As of March 2023, 165,000+ players have downloaded it. Eighty four percent of players are aged 15-19, 64 percent are girls, and 85 percent belong to Delhi, Rajasthan, and Bihar, our three pilot states. The game has received a rating of 4.4 out of 5 on Play Store and 90 percent of reviews are positive.”



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About SA-SNLC

South Asia Social Norms Learning Collaborative (SASNLC) is a platform for discussing various facets of social norms, its impact on lives of men and women, programming to address regressive norms and measurement of the same. A platform for researchers, practitioners, academicians and other enthusiasts. PCI and CSBC jointly host this platform in India. To know more about our work, click [here](#).
