

The Norms-Letter

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FROM EVIDENCE TO INSIGHTS

In her [article](#), Seema Jayachandran explores the lack of women's participation and success in the labour market from a social norms perspective and offers a complex picture. She suggests that the concern for women's safety while at work or commuting to work may serve as a barrier to women's employment. In some cases, this concern may be genuine, as women face the risk of sexual harassment. However, in others, families may impose restrictions on women's mobility, even when women themselves may not feel at risk. Jayachandran calls this "an expression of a patriarchal norm".

Norms around women's safety may dictate decision-making early in life, starting with the choice of the educational institute. Women, either out of their own or their family's sense of safety, may choose to attend educational institutes closer to home, even if that means compromising on the quality of education.

In fact, as stated in Jayachandran's article, "women's concerns for safety translate into 20% lower expected post-college earnings".

Some measures that have been tested in the developing world and may be used by practitioners include having women's only public transportation and conducting interventions that show real-life video footage or testimonial videos of working women and their families to provide them with social proof. For a more detailed discussion on this subject, refer to Jayachandran's [article](#).

TACKLING SOCIAL NORMS IN PRACTICE

Ed-tech has proved to be a significant tool to promote positive change and bring behavioural shifts among young people. In the year 2022, Howard Delafield International (HDI), launched Go Nisha Go (GNG), an exemplary example of using game-based learning to change behaviour and advance normative change. The mobile game aims to challenge regressive social and gender norms that restrict young girls in their day-to-day lives & expects to build and increase girls' agency in making informed choices. Click [here](#) to access a detailed case study on GNG, created in collaboration with HDI.



AT A GLANCE

Theme: Gamification to tackle social norms restricting young girls

Organisation: Howard Delafield International (HDI)

Social Norms: Girls are expected to stay indoors while menstruating, take decisions approved by families, consent to advances by boys and not know/ask about contraception

Intervention: Mobile-based game

MORE READING

- Engage: Listen to '[Behavioural Grooves](#)', as [Cristina Bicchieri](#), Professor of Philosophy and Psychology at the University of Pennsylvania, speaks about how social norms are bundles of expectations that shape human behaviour.
 - Learn: Read "[Everybody Wants to Belong](#)", a practical guidebook by UNICEF to tackle and leverage social norms in behaviour change programming.
 - Participate: Audit "[Social Norms, Social Change](#)", a joint Penn-UNICEF course on the identification and diagnosis of social norms.
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Join the collaborative today!

Individual

Organisation