

Welcome to Day 2!

Measurement of social norms



What is Norms' Assessment?

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As we understood what are social norms. Now it is the time to know how to assess these social norms!

What to assess?

1. Descriptive norms

What people in a group normally do,
typical behavior

Do you think other people engage in
the behavior?

2. Injunctive norms

What people in a group deem to be
appropriate behavior

Do people in your community expect you to
engage in the respective behavior?

Social Norms Exploration Tool

**WHAT
IS
SNET**



Participatory, learning and action tool that guides a rapid **social norms exploration**



Is team-based, qualitative process allowing for rapid identification of reference groups & understanding social norms influencing behaviors



Guidance on how to use the information in program design, strategy adjustment, and evaluation

Who is it for?

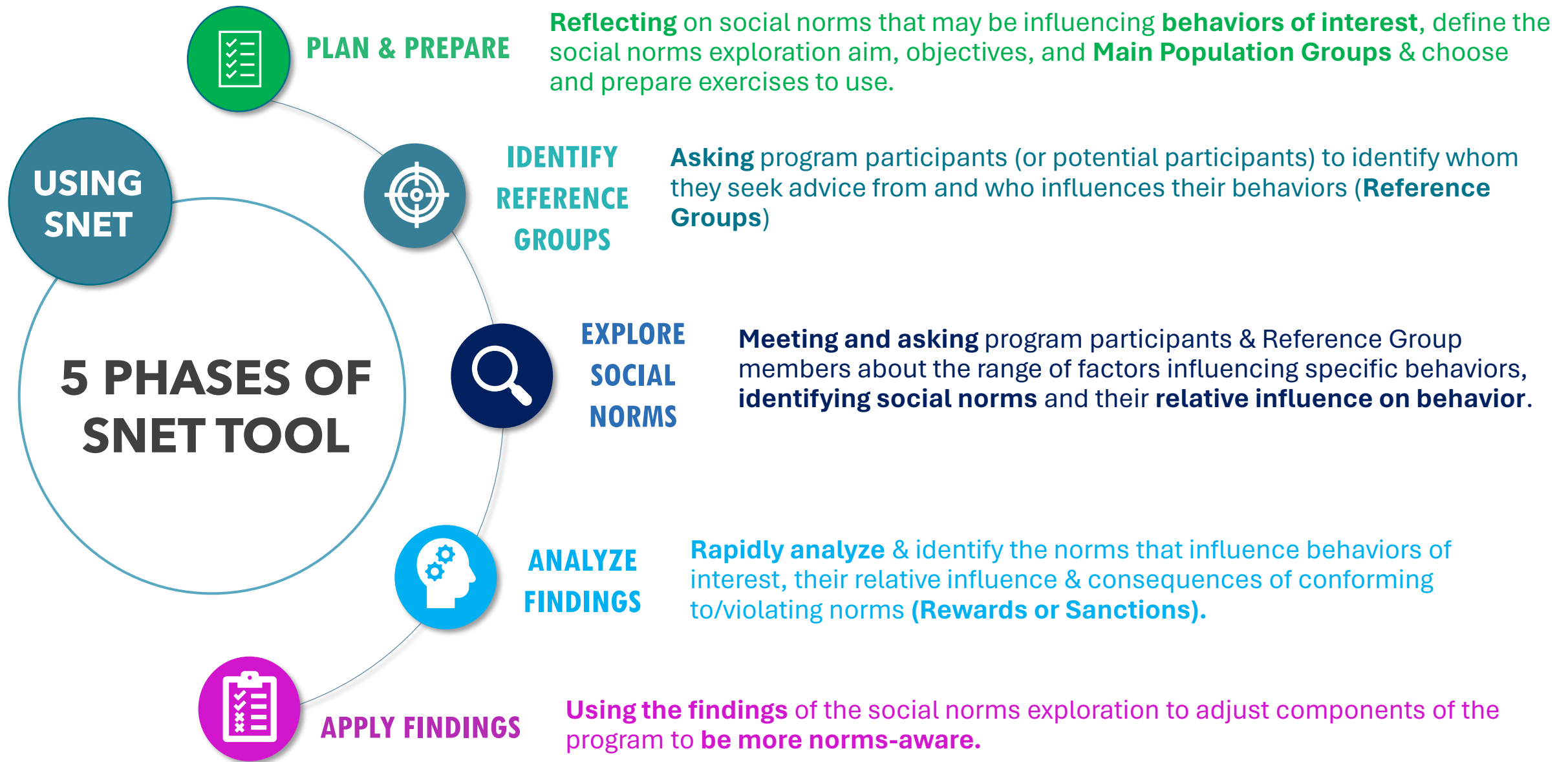
For use by project planners & implementers, focused on community-based programming

When is it used?

Easily integrated into different phases of new or existing programs

What does it include?

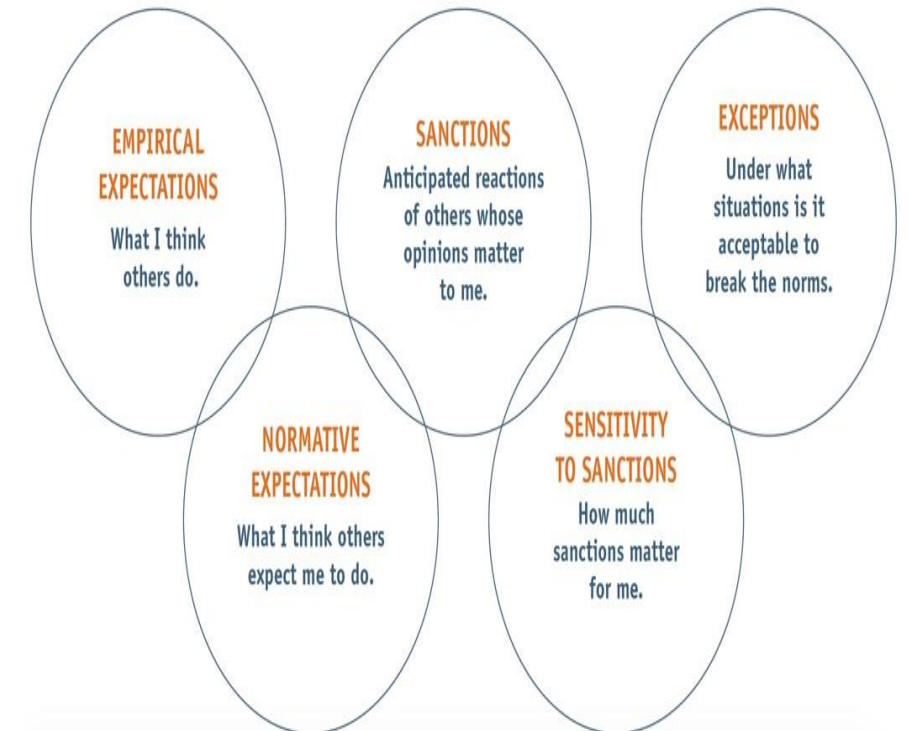
Provides basic information & templates for use in social norm exploration



Social Norms Analysis Plot (SNAP) Framework

- Based on Bicchieri's synthesis of social norms theory – recommendation to guide in development and analysis of vignettes as qualitative methods to measure social norms
 - Also used for practical application of social norms theory
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- Developed to identify, assess the strength of, and measure change in social norms – differentiating them from behaviors and attitudes
 - Is also helpful to develop vignettes and inform ways that interventions can be further tuned for greater impact.

CARE SOCIAL NORMS ANALYSIS PLOT (SNAP) FRAMEWORK



Assessment of Descriptive norms

- 1 What proportion of married women in your community do you think use a modern contraceptive (such as the pill, an IUD, or condom)?
- 2 What proportion of married women in your community do you think can decide when they want to use contraception?
- 3 What proportion of married women in your community do you think use a traditional (standard days method, LAM) contraceptive?

Response

1. None
2. Some
3. Many
4. Most
5. No idea

Assessment of Injunctive norms

- 1 In my community, it is expected for newly married couples to have a child soon after marriage.
- 2 In my community, it is expected for all married couples to have children.
- 3 In my community, people speak badly of married men who have not had a child after two or more years of marriage.

Response

1. Agree
2. Disagree

As we used various scales to measure the social norms (descriptive and injunctive); we estimate the extent of descriptive or injunctive norms via composite scores!

For. E.g., we have 5 questions to assess the descriptive norms with 5 responses than the composite score may range from say 1 to 25; hence we can say up to how much extent descriptive norms exist in a community around certain behavior.

Tools for norms assessment

Tools for norms assessment

**The Five
Whys**

**Problem
Tree
Analysis**

Vignettes

The Five Whys

Purpose

Identify reasons (root causes) of a behavior and prioritize the most important reasons

GROUP PARTICIPATORY APPROACH

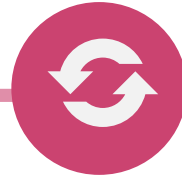
Explore the social norms that influence the behavior(s) of interest, learn which may be most influential, and understand the extent that social norms are influencing behaviors and reactions to following a norm



How to conduct "Five Whys"



Take the identified behavior of interest and then probe to focus in on why the behavior happens to uncover underlying factors.



For each explanation that emerges to explain "why" a behavior happens, ask "why?" four more times, diving deeper into each explanation



Examine the factors that emerged and circle any that are norms-focused.



Once selected, discuss each of the focused factors.
Why do these happen? Are there positive or negative sanctions for complying or not complying?



Problem Tree Analysis

Problem tree analysis

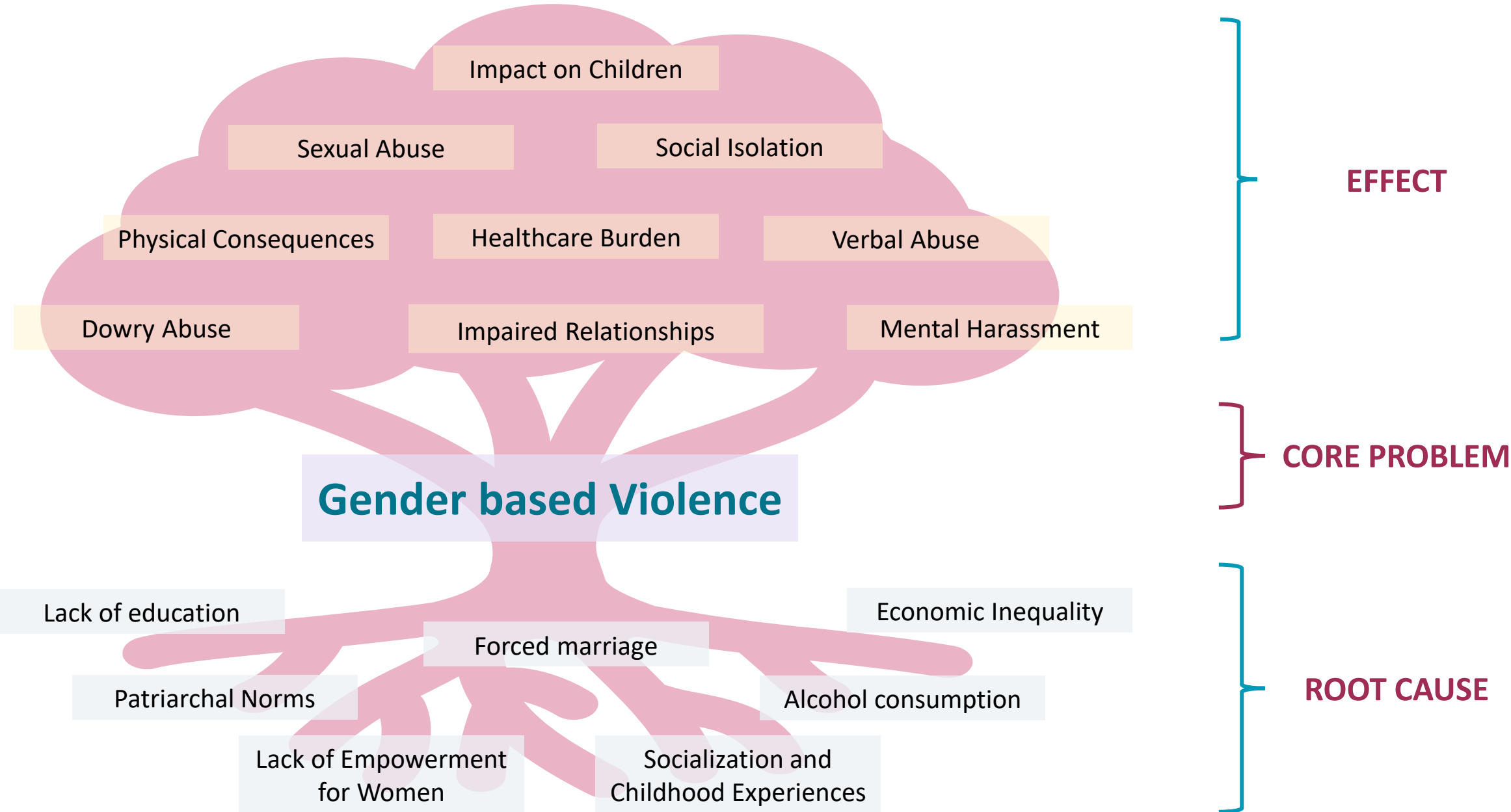
The Problem Tree Analysis provides a template for mapping causes and effects to better understand the chain of connected circumstances that led to the current situation. Using the tree as a metaphor, you separate the causes (roots) from the effects (branches) of a central issue (trunk).



Importance of Problem Tree

- Provide a **guiding rationale** for systems design and evaluation
- Indicate how one or more problems are the **causes** of a higher-level problem (i.e. the effect).
- Shows how problems are **interrelated**.
- Highlights problems that need to be **tackled consecutively** to resolve the main constraint.

Problem tree Example



Group Exercise

Each team is tasked with creating a Problem Tree related to the provided topic.

Time allotted (10 minutes)

1 *Expectations on Expressing Emotions*

2 *Discrimination Against LGBTQ+*

3 *Gender Inequality*

4 *Mental Health Stigma*

5 *Peer Pressure and Substance Abuse*



The image features a soft, pink, 3D-rendered paper sheet that is curled at its corners, creating a sense of depth and movement. In the center of the sheet is a large, light-pink oval cutout. Inside this oval, the word "Vignettes" is written in a bold, teal-colored, sans-serif font. The overall aesthetic is clean, modern, and minimalist, with a focus on soft colors and geometric shapes.

Vignettes

Vignettes

A vignette is a short and vivid portrayal that, **captures a moment, character, or emotion** often without a detailed plot. It provides a brief and powerful snapshot, aiming to **express a specific mood or idea** in a concise and impactful manner.

In other words, vignette use **short stories or depictions** of behavior involving fictional characters with enough relevant similarity to those you are questioning.



Vignettes help us explore how social norms affect our behavior. They reveal which norms matter the most and how they influence how we act and react. Using good probing, vignettes give us a better and more detailed understanding of the situation.

Crafting Effective Vignettes for Understanding

Vignette must not be complex. Ensure the vignette is straightforward so that participants can easily grasp the story.



Make sure the vignettes are familiar; participants should be able to connect with the characters and setting.



Ensure the story is understandable to your target audience by working with people who know about the local area.



Clearly state important details and minimize the chances for participants to make assumptions or fill in information



Vignettes Example



Pooja has been married for 7 years. Pooja has two children, a boy aged 4 and an infant baby girl turning 1 year.

One day her husband comes home and says he wants another child. Pooja understands that a woman should always submit to her husband, but she also sees that her husband is struggling.

Questions

- 1. Who would Pooja talk to in this situation?*
- 2. What would most married women aged 19-34 do in Pooja's situation?*
- 3. Imagine Pooja decides to stop having children as she has reached her ideal family size of two children. Would most married women in this community approve of Pooja's decision?*

Social Network Analysis

Why social networks?

- People are interconnected
- People tend to cluster according to qualities
- Connected individuals influence each other; interpersonal connections influence behaviors and attitudes
- Social networks are the foundation of reference groups

To understand individuals' behavior, we must look beyond the individual

Uncovering networks

- With whom do you discuss important matters?
- To whom would you turn for advice?
- With whom would you spend your free time?
- With whom do you share meals?

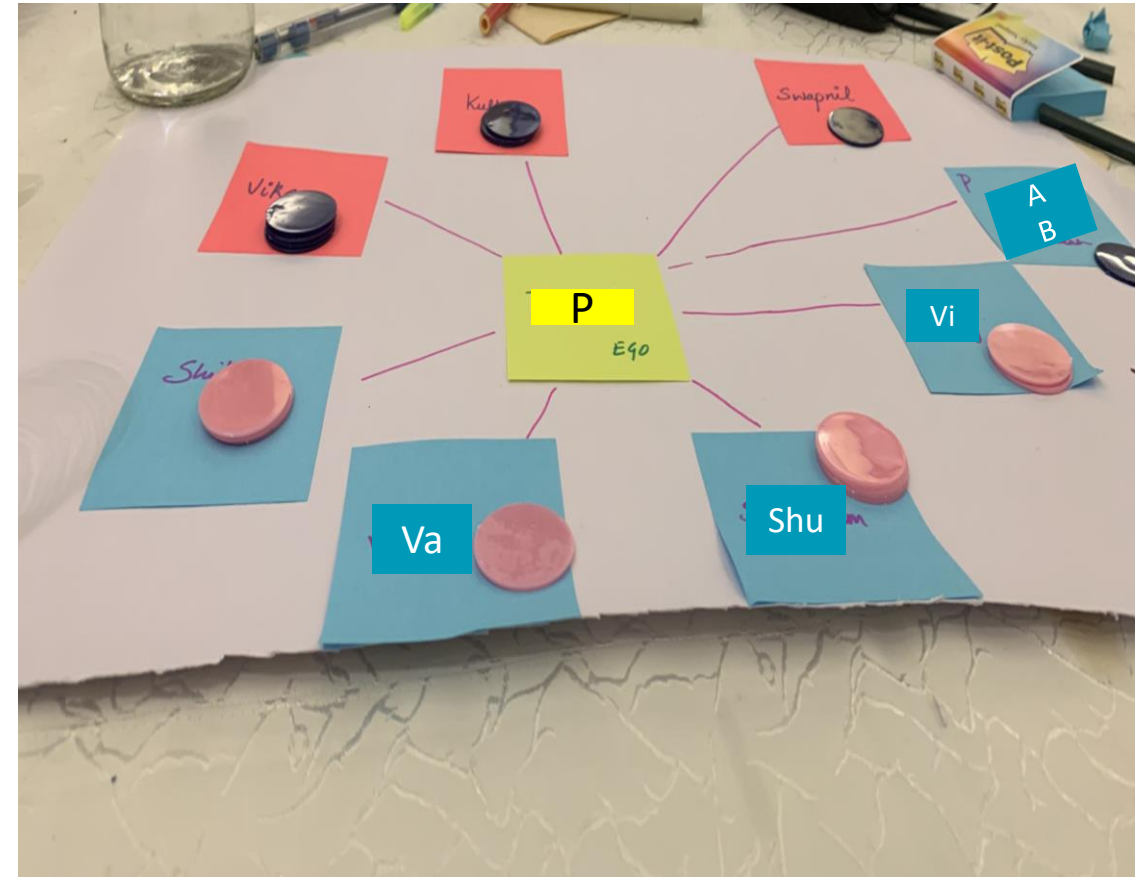
Qualitative Social Network Analysis

Social networks essentially illustrate how community members are connected and how information flows through social networks (Scott, 2000). Premise of social network theory that decision-making is dictated by social relationships, norms and expectations

Primary concern of SNA is social relationships

Methodological approaches include - Unstructured ethnographic interviews, in-depth semi-structured interviews, and problem-centered interviews.

Information is gathered to showcase the arenas of social interaction that shape or enforce social norms, as well as the composition of network partners, patterns of influence, and the enforcement of social norms that uphold or challenge prevailing practices.



February 20, 2024

South Asia – Learning Collaborative



South Asia Learning Collaborative



The Learning Collaborative was initiated by Project Concern International (PCI) and Ashoka University (CSBC) in 2021



Works in partnership with the A4All project to generate evidence on the outcome of the agency



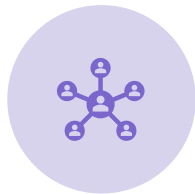
Agency for All project integrated “Agency” in 2023



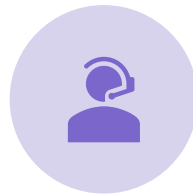
The Learning Collaborative serves as a platform

- *Researchers
- *Practitioners
- *Enthusiasts focused on Social Norms

Objectives



Facilitate Cross-Learning and Networking



Leverage global technical support



Support Evidence-Based Programming



Contribute to Global Policy Development



Support collaborative learning



Shared learning and capacity bridging

Benefits of Joining (SA-LC)



Networking Opportunities



Participate and contribute to the technical discussions



Engage in convenings and events



Disseminate and amplify work



Co-create resources

Who can become a member?

Category of members	Rationale for recruitment & engagement
Academia	<ul style="list-style-type: none"> • Contribute to social norms and agency knowledge production and dissemination. • Literature review • Blogging
Research organization	<ul style="list-style-type: none"> • Generate evidence around social norms and agency • Contribute to the literature review • Generate evidence around the impact of social norms and behavior change program
Implementation Organization	<ul style="list-style-type: none"> • Implementation of SBC program, • Integration of social norms & Agency in their programs • Share evidence on social norms and SBC programs • Participate in formative research and generate evidence
Measurement Organizations	<ul style="list-style-type: none"> • Conduct evaluations and generate evidence around social norms and agency • Contribute to technical papers/ literature reviews/ case studies, etc.
Community-Based Organization (CBOs)	<ul style="list-style-type: none"> • Local organizations that implement the SBC program and social norms and agency are integrated into their programs • Share local voices on social norms • Contribute to the case studies
Faith-Based Organizations (FBOs)	<ul style="list-style-type: none"> • Faith-Based Organizations who are interested in social norms • FBOs have integrated social norms into their programs/ projects
Individual members & Enthusiast	<ul style="list-style-type: none"> • Working on social norms and agency as a freelance consultant • Working on research, policy measurement, etc. • Interested to contribute to blogs, critical conversations, new letters, etc.



Join us!

To learn and share with the collaborative, register using an online membership form

(Link/QR Code below).

Registration is free of cost.



<https://socialnormscollaborative.net/engage/>

The South Asia Social Norms & Agency Learning Collaborative aims to promote learning and sharing of knowledge about social norms within the community. Our goal is to create a space for meaningful collaboration among organisations, academic institutions, researchers, practitioners, academicians, and others who are engaged in the domain of social norms. Come be a part of the conversation today.

Fill the membership form to become a member.

Select Type*

Organization

Individual

Name *

Email address *

Contact number *

Link to your linkedIn profile

Link to your twitter profile

What best describes you? *

Country *

Organization you are affiliated/ working with

Highest qualification *

Query

Upcoming Activities



A Critical Conversation with Krittika Gorur from Busara around the 'Strength of Social and Gender Norms' measure

Webinar on measurement of norms from different perspectives (mid-March)

Blogs and other exciting resources!

Contact us: southasialc@gmail.com

Thank you!