

Compendium of Tools and Scales measuring Social Norms



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List of Abbreviations

ANOVA	Analysis of Variance
FGM	Female Genital Mutilation
GBV	Gender Based Violence
GEM	Gender Equitable Men
G-NORM	Gender Norm
GNS	Gender Norm Scale
IN	Injunctive Norms
IPV	Intimate Partner Violence
IRH	Institute for Reproductive Health
NGO	Non-Governmental Organization
PINS	Personal and Injunctive Norms Scale
PN	Personal Norms
SBC	Social and Behavior Change
SNAP	Social Norms Analysis Plot
SNES	Social Norms Espousal Scale
SNET	Social Norms Exploration Tool
SSGN	Strength of Social Gender Norms
STIs	Sexually Transmitted Infections
TPB	Theory of Planned Behavior
UN	United Nations
UNFPA	United Nations Population Fund
UNICEF	United Nations Children's Fund
USAID	United States Agency for International Development

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I. Introduction and Scope

Purpose and Scope

According to the Cambridge dictionary, “compendium is a short but complete account of a particular subject, especially in the form of a book.” Similarly, the Merriam-Webster dictionary defines a compendium as “a brief summary of a larger work or of a field of knowledge.”

In line with these definitions, the purpose of this compendium is to provide a comprehensive and accessible resource that catalogs and analyzes existing scales and tools used to measure social norms. By undertaking a scoping review, this document aims to offer a detailed comparative analysis of these measurement instruments. It seeks to highlight their theoretical foundations, methodologies, and application contexts, while also identifying their strengths, and limitations. Furthermore, this compendium will explore the adaptability and responsiveness of these scales and tools to recent developments and changing social dynamics. Through this thorough documentation and comparison, the compendium intends to support researchers and practitioners in selecting appropriate scales and tools for their specific needs, informing the design of interventions, and fostering knowledge sharing within the field.

What are Social Norms?

Social norms encompass the unwritten guidelines that dictate acceptable behaviors within a specific society or community. These norms establish the standards for what is perceived as typical and suitable conduct in various situations. They influence behaviors such as attire choices for formal events like weddings, expectations regarding modesty in public, customary greetings, and even dining customs where traditions dictate men often eat before women.

Norms intertwine with individual, social, material, and structural factors to shape human behavior. While they can limit human actions, they also have the potential to inspire positive actions. Norms are rarely uniform; there are often areas of debate and individuals who decide to go against the norm, despite potential consequences. Consequently, norms can flex, evolve, and transform over time.

Numerous fields, including anthropology, sociology, behavioral economics, and evolutionary psychology, have proposed theories on the emergence, endurance, and impact of social norms. Some theories highlight norms' role in shaping group identity¹, while others underscore their utility in facilitating cooperative behaviors that benefit the entire group². Norms can be instilled

¹ Social Identity Theory: Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. *The Social Psychology of Intergroup Relations*, 33, 47. This theory highlights how norms shape group identity by emphasizing the importance of group membership in self-concept and behavior.

² Functionalist Theory: Parsons, T. (1951). *The Social System*. Free Press. This theory suggests that norms facilitate cooperative behaviors that benefit the entire group by maintaining social order and stability.

through socialization and reinforced via education, media, and daily examples of behavior³. Alternatively, they may be imposed from above by authoritative figures.⁴ Despite the valuable insights offered by each theory, there is no universally accepted consensus on the exact mechanisms and reasons behind the evolution and persistence of norms.

It is also important to mention here that the widely accepted perspective defines social norms as individuals' beliefs regarding 1) what behaviors others typically engage in, and 2) what behaviors others endorse or disapprove of. This framework is particularly useful to quantify norms. In various fields, professionals use different terms to describe these interconnected concepts. Social psychologists commonly refer to beliefs about others' behaviors as 'descriptive norms' and beliefs about approved or disapproved behaviors as 'injunctive norms,' a term originally coined by Robert Cialdini⁵. Cristina Bicchieri's approach labels these as 'empirical expectations' for perceptions of what others do and 'normative expectations' for perceptions of what is expected of individuals⁶.

Importance of Measuring Social Norms

Measuring social norms is of critical importance across numerous disciplines and societal contexts. These norms serve as invisible yet powerful guidelines that shape individual behaviors and societal interactions. Understanding and quantifying social norms provide valuable insights into why people behave the way they do, illuminating patterns that influence everything from health practices and economic decisions to cultural traditions and environmental stewardship. By measuring social norms, researchers, policymakers, and practitioners can identify prevailing attitudes and behaviors within communities, facilitating the development of targeted interventions and policies that are more likely to be accepted and effective. Furthermore, measuring shifts in social norms over time helps track societal changes, assess the impact of interventions, and anticipate future trends. This knowledge not only enhances our understanding of human behavior but also informs strategies aimed at promoting positive societal outcomes and addressing challenges such as inequality, public health crises, and environmental sustainability.

³ Social Learning Theory: Bandura, A. (1977). *Social Learning Theory*. Prentice Hall. This theory underscores the role of socialization, education, and media in instilling and reinforcing norms through observational learning and imitation.

⁴ Social Norms Theory: Cialdini, R. B., & Trost, M. R. (1998). Social influence: Social norms, conformity and compliance. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.), *The Handbook of Social Psychology* (4th ed., Vol. 2, pp. 151-192). McGraw-Hill. This theory examines the mechanisms through which norms are established, maintained, and enforced, including socialization, education, and authoritative imposition.

⁵ Cialdini, R. B., Kallgren, C. A., & Reno, R. R. (1991). A focus theory of normative conduct: A theoretical refinement and reevaluation of the role of norms in human behavior. *Advances in Experimental Social Psychology*, 24, 201-234. doi:10.1016/S0065-2601(08)60330-5

⁶ Bicchieri, C. (2006). *The Grammar of Society: The Nature and Dynamics of Social Norms*. Cambridge University Press.

Overview of Document Structure

This document provides a comprehensive exploration of the measurement of social norms, aiming to illuminate the methodologies, theories, and challenges inherent in this complex field of study. Beginning with a clear definition and conceptual framework of social norms, it delves into the theoretical foundations from disciplines such as sociology, psychology, anthropology, and economics.

The document discusses various scales and tools used to measure social norms, including Social Norms Espousal Scale, Participatory Research toolkit, G norms scale, Social Norms Exploration Tool, Vignette based scale and so on. It emphasizes the key features of these scales and tools, a guide of how to use them, example items, application, limitations, and differentiation points. The document aims to inform researchers, policymakers, and practitioners on selecting scales and tools to effectively measure and understand social norms across diverse contexts.

II. Methodological Considerations

Problem statement

There are numerous documents available in the public domain regarding the measurement of social norms. However, there is limited documentation on their listing, comparison of how these scales and tools differ from one another, or how they complement each other. There is also a need to explore whether these measurements are dynamic and responsive to recent developments or if they remain static. Identifying gaps in this regard is another area of concern.

Objective

Considering this problem statement, our objective is to create a compendium where these measurement tools shall be listed and documented. A comprehensive comparative analysis of existing scales and tools for measuring social norms shall be conducted as the part of the exercise.

Specific Research Objectives

The specific research objectives are as follows:

- i. Listing the available literature and documents on scales and tools available in public domain on measurement of social norms.
- ii. To identify and document the key components and methodologies of each scale and tool.
- iii. Assessing the contextual embeddedness of scales and tools (source and context).
- iv. Assessing each scale and tool for its key features, use case, applicability, and limitations.
- v. Analyzing how these scales and tools differ from one another and identifying areas of overlap or complementarity.
- vi. Proposing potential solutions or areas for further research.

Process for selecting the Scales and Tools

For preparing this document, a range of scales and tools were carefully selected to provide a comprehensive overview. The selection process involved a scoping review, focusing on scales and tools that have been frequently used and widely cited by researchers and practitioners. To ensure relevance and contemporary applicability, only those tools developed or prominently utilized within the past 20-25 years were included.

The included scales and tools were chosen based on their application in studies related to social norms within the developmental domain. This includes areas such as health-seeking behavior, family planning, gender norms, education, and other related fields. By focusing on development

domain, is it aimed to provide insights into how social norms influence key aspects of development and to offer practical tools for researchers and practitioners working in these areas.

List of the Scales and Tools

The list of the scales and tools used for the purpose of this compendium is as follows:

1. Social-Norm Espousal Scale
2. Personal and Injunctive Norms Scale
3. Gender Norms Scale
4. Social Norms Analysis Plot
5. Social Norms Exploration Tool
6. Participatory Research Toolkit
7. Social Norms and Beliefs about Gender Based Violence (GBV) Scale
8. Vignette based Scale
9. Strength of Social Gender Norms (SSGN) Scale
10. Fertility Norms Scale

III. Scales and Tools used in the measurement of Social Norms

The findings pertaining to scales and tools used in the measurement of social norms are presented as follows:

Tools/Scales used in Quantitative or Mixed Method research approaches:

1. Fertility Norms Scale

Fertility Norms Scale (FNS) is a 10-item scale which captures expectations around pronatalism, childbearing early in marriage and community pressure. This measure may be useful for social norms-focused evaluations in family planning. The scale was developed by a team of researchers (Nandita Bhan, Rebecka Lundgren, Nicole Johns, Sangeeta Chatterji, Edwin Thomas, Namratha Rao, Mohan Ghule, and Anita Raj) in 2021 to measure fertility norms and examined its reliability and validity in a rural community in Maharashtra, India.⁷

A 10-item scale was developed to capture internalized expectations and pressures around childbearing on newly married couples based on previous qualitative work in the community and guidance from experts. Exploratory factor analysis was conducted to understand factor structure and assess the internal consistency reliability and construct validity.

Purpose and overview

The Fertility Norms Scale is a crucial tool designed to measure societal expectations and pressures related to childbearing in different cultural contexts, particularly in rural India. It helps researchers understand how cultural norms influence people's decisions about when and how many children to have. The scale assesses both what individuals perceive as expected of them (injunctive norms) and what behaviors they observe in others (descriptive norms) regarding fertility. This information is vital for designing interventions and policies that support reproductive health and empower individuals to make informed choices free from undue societal pressures.

By validating its reliability and accuracy through rigorous research, the Fertility Norms Scale provides a solid foundation for studying how cultural norms shape fertility decisions. It enables comparisons across different communities and helps policymakers and health professionals tailor strategies to better meet the reproductive health needs of diverse populations. The scale aims to foster understanding and support initiatives that promote reproductive autonomy and equitable

⁷ <https://onlinelibrary.wiley.com/doi/abs/10.1111/sifp.12227>

access to healthcare services, ensuring individuals can make decisions about their fertility that align with their own preferences and circumstances.

Key Features of the Fertility Norms Scale

The key features of the Fertility Norms Scale are explained as follows:

i. Measurement of Injunctive and Descriptive Norms

The FNS assesses both injunctive norms (perceived expectations or pressures) and descriptive norms (perceived behaviors of others) related to childbearing. This dual approach provides a comprehensive understanding of how societal norms influence fertility decisions.

ii. Gender-Specific Assessment

It identifies and differentiates between gender-specific fertility norms, acknowledging that societal expectations around childbearing often vary between men and women. This aspect highlights the gendered nature of reproductive pressures and roles.

iii. Subconstructs

The scale breaks down fertility norms into specific subconstructs, such as pronatalism, pressure for early childbearing, and sanctions for delaying children. This granularity helps in pinpointing distinct societal pressures and expectations related to fertility.

iv. Psychometric Validation

Rigorous validation ensures that the scale is reliable and valid for use in diverse cultural and demographic settings, such as rural communities in India. This validation process confirms the scale's accuracy in measuring what it intends to assess.

v. Cross-Cultural Applicability

Designed to be adaptable across different cultural contexts, the FNS facilitates comparative research on fertility norms and behaviors. This feature allows for insights into how norms vary and influence reproductive choices globally.

Example Items

The example items under the Fertility Norms Scale are given as follows:

- In my community, it is expected for newly married couples to have a child soon after marriage.
- In my community, it is expected for all married couples to have children.
- In my community, people feel a lot of pity for married couples who are unable to have children.
- In my community, people speak badly of married women who have not had a child after two or more years of marriage.

- In my community, people speak badly of married men who have not had a child after two or more years of marriage.
- In my community, people will think there are marital or health problems if a couple has not had a child after two or more years of marriage.
- In my community, it is unacceptable for couples to choose not to have children.
- In my community, it is common to ask married couples without a child when they will have children.
- In my community, it is common for parents of the bride to pressure couples to have children soon after marriage.
- In my community, it is common for parents of the groom to pressure couples to have children soon after marriage.

How to use the Fertility Norms Scale?

The steps to use the Fertility Norms Scale are explained as follows:

i. Preparation and Contextualization

Before using the Fertility Norms Scale, it is essential to understand the cultural and social context of the target population. The FNS was designed based on expert guidance specific to the Indian context but can be adapted for other settings. Begin by reviewing the 10-item measure, which focuses on injunctive fertility norms related to societal pressures and sanctions for childbearing.

ii. Participant Recruitment

Identify and recruit eligible participants for the survey. Obtain informed consent, ensuring participants understand the purpose of the study and their rights.

iii. Data Collection

Conduct surveys using trained researchers, ideally sex-matched with participants to ensure comfort and privacy. Separate interviews for women and men help maintain confidentiality and reduce response bias.

iv. Administering the Scale

The FNS items should be integrated into a broader survey that collects sociodemographic and health-related information. Each item on the FNS is rated on a 5-point Likert scale ranging from strongly agree to strongly disagree. Ensure participants understand each item and response options clearly. Contextualize items in reference to the participant's community, defined as "the people you are most often around and those that you may listen to more often."

v. Ensuring Data Quality

Implement data quality protocols to ensure consistency and minimize errors. Regularly check the collected data for completeness and accuracy. Store data in a deidentified format on password-protected servers to maintain confidentiality.

vi. Data Analysis

Examine frequency distributions and interitem correlations of the FNS items. Conduct exploratory and confirmatory factor analyses to assess scale dimensionality and reliability (using Cronbach's alpha). Categorize fertility norms into high, moderate, and low norm groups based on aggregate scores.

vii. Interpretation and Application

Interpret the results in the context of the study's goals. High scores on the FNS indicate stronger traditional fertility norms and greater pressure for childbearing. Use the findings to inform family planning (FP) and gender equity interventions, tailoring strategies to address identified norms and pressures. Share results with stakeholders and participants, providing insights into fertility norms and their impact on health and well-being.

Application of the Fertility Norms scale

The Fertility Norms scale can be applied in various types of studies that aim to understand or address issues related to reproductive health, family planning, and social norms around fertility. Here are some examples of studies where the Fertility Norms scale can be effectively utilized:

- i. **Reproductive Health Studies:** It can be used in family planning programs to assess the impact of family planning interventions on changing fertility norms and behaviors. It can also be used to understand the influence of social norms on contraceptive use and preferences among different populations.
- ii. **Public Health Studies:** The Fertility Norms scale can be used in public health studies to explore how fertility norms affect maternal health outcomes and child spacing. It can also be used in population health surveys to gather data on reproductive behaviors and attitudes in different communities or regions.
- iii. **Sociological Studies:** The Fertility Norms scale can be used in gender studies to examine the role of gender norms in shaping fertility behaviors and family planning decisions. It can also be used in cultural anthropology to investigate how cultural beliefs and practices influence reproductive health and fertility norms.
- iv. **Other studies:** The Fertility Norms scale can be used in community-based Interventions to evaluate the effectiveness of interventions aimed at changing fertility-related social norms in specific communities.

Limitations of the Fertility Norms Scale

The limitations of the scale are explained as follows:

S.no	Limitations	Details
1.	Reliability and Validity	The scale needs to be rigorously tested and validated by other studies as well.
2.	Qualitative Insights	While useful for quantitative analysis, the scale may not capture qualitative insights into why certain norms exist or how they are maintained. It also needs to focus on capturing the depth and richness of individual experiences and narratives related to fertility.
3.	Training requirements	Need to factor in time taken for proper administration of the scale as it may require extensive training for researchers and enumerators, especially in diverse cultural contexts.
4.	Resource Intensive	Implementing the scale, especially in large or remote populations, can be resource-intensive in terms of time, personnel, and financial costs.

How Fertility Norms Scale differs from other social norms tools/scales?

S.no	Features	Fertility Norms Scale	Other social norms tools/scales
1.	Conceptual focus	It specifically measures societal expectations and norms surrounding fertility behaviors, such as ideal family size, timing of childbirth, and reproductive roles.	These might measure norms in areas like gender roles, violence, health behaviors, or general social attitudes, without focusing specifically on fertility-related issues.
2.	Specificity in Measurement	Includes items that are focused on understanding norms around reproduction, such as family size preferences or gender roles in childbearing.	Typically include a broader set of items that assess norms across various domains, not limited to reproduction, and might address broader social attitudes and behaviors.

Conclusion

The Fertility Norms Scale is a specialized tool designed to measure societal expectations and pressures surrounding fertility, with a particular focus on pronatalism, early childbearing, and community influence in newly married couples. Developed and validated in a rural community in Maharashtra, India, in 2021, the FNS provides critical insights into how fertility norms shape

reproductive behaviors and decisions. Compared to other social norms scales, the FNS is distinct in its narrow focus on fertility-related norms, offering a targeted approach to understanding and addressing the specific cultural pressures that influence family planning and reproductive health. This makes it a valuable tool for both researchers and policymakers aiming to design effective interventions in reproductive health and family planning programs.

2. Gender Norm Scale

The G-NORM (gender norm) scale was developed by Erica Sedlander, Jeffrey B. Bingenheimer, Michael W. Long, Minati Swain & Rajiv N. Rimal in 2022.⁸ The G-NORM scale is a theory-based assessment tool that aims to measure individuals' beliefs and perceptions related to gender norms. Gender norms measurement involves assessing the societal and cultural rules, expectations, and beliefs about appropriate behaviors and roles for individuals based on their gender. These measurements help in understanding how gender norms influence behaviors, attitudes, and social outcomes, and are essential for developing interventions to promote gender equality. The GNS has been developed and adapted by various researchers and organizations over time. **This is the currently preferred measure for assessing social norms utilized in global surveys to track norms longitudinally.**

Purpose and Overview: The primary requirement for developing the Gender Norms Scale was to understand how societal expectations about gender roles influence individual behaviors and attitudes. The scale was developed to identify and measure the extent to which individuals adhere to or reject traditional gender norms, providing data to inform interventions aimed at promoting gender equality. It also sought to address the limitations of the GEM (Gender Equitable Men) scale, which only measures attitudes. Since the GEM scale has often been incorrectly used to measure norms, the G-NORM scale was created specifically to measure social norms more accurately.

Key Features of the Gender Norms Scale

The key features of the Gender norm scale are explained as follows:

i. Attitudinal Measures

- **Beliefs and Values:** It helps in assessing individual beliefs about gender roles and gender-specific behaviors (e.g., beliefs about the roles of men and women in the household and workplace).
- **Perceptions of Gender Equality:** It helps in evaluating attitudes toward gender equality in various domains such as education, employment, and political participation.

ii. Behavioral Measures

- **Gendered Practices:** It helps in measuring actual behaviors that reflect adherence to or deviation from gender norms (e.g., division of household labor, participation in caregiving).

⁸<https://link.springer.com/article/10.1007/s11199-022-01319-9>

- Decision-making: It helps in assessing who makes decisions in different areas of life, such as financial decisions, family planning, and social interactions.

iii. Perception of Others' Beliefs and Practices

- Community Norms: It helps in gauging perceptions of what others in the community believe and do regarding gender roles and behaviors.
- Social Influence: It helps in understanding the perceived pressure from family, peers, and society to conform to gender norms.

Example Items

A few of the original items under the Gender Norm Scale are given as follows:

- “In most families you know, only men are the ones who earn money for the family.”
- “In most families you know, women ask permission from their husband or mother-in-law to leave the house.”
- “In most families you know, women eat whatever is left over after the rest of their family has finished eating.”
- Women stop going to school after they get married.
- There are times when a husband beats (hits) his wife.
- Boys are more educated than girls.
- Women should take care of their husbands, children, and in-laws before they take care of themselves.
- Women should ask permission from their husbands to get medical treatment of any kind.
- It should only be a woman’s job to take care of the children.
- Women should be beaten in certain circumstances.

How to Use the Gender Norm Scale

Using the Gender Norm Scale involves several steps to effectively measure and understand attitudes, beliefs, and perceptions related to gender roles and behaviors within a specific population. **Here’s a general guide on how to use the GNS:**

i. Developing the Gender Norm Scale

- Clearly articulate the specific research objectives related to gender norms that the scale will address.
- Identify the dimensions of gender norms (e.g., personal beliefs, perceived social expectations) that are relevant to study.
- Develop a conceptual framework or theoretical basis that underpins the scale's development.
- Review existing literature on gender norms to inform the development of scale items and dimensions.

- Finalize the scale by selecting a set of items that best represent the intended dimensions of gender norms.
- Organize items into sections or subscales if applicable (e.g., personal beliefs, perceived social expectations).
- Determine the response format (e.g., Likert scale) and scoring instructions.
- Adapt the scale to fit the specific cultural, social, and linguistic context of study population.

ii. Administer the Scale

Administer the GNS to study participants according to the chosen method of administration.

iii. Scoring and Data Management

- Scoring Procedure: Determine the scoring procedure for the GNS. Typically, Likert-type scales are used where respondents rate each item on a scale (e.g., from strongly disagree to strongly agree).
- Data Entry: If using paper-based surveys, ensure accurate and consistent data entry. If using online platforms, ensure data security and integrity throughout the collection process.

iv. Data Analysis

- Descriptive Analysis: Calculate descriptive statistics (e.g., means, frequencies) to summarize responses for each item and each section of the GNS (e.g., personal beliefs, perceived social expectations).
- Comparative Analysis: Compare responses between different groups (e.g., gender, age, educational level) to identify patterns and differences in gender norms perceptions.
- Factor Analysis: Conduct factor analysis to examine the underlying structure of the scale and confirm the distinctiveness of different constructs (e.g., personal norms vs. injunctive norms).

v. Interpretation and Reporting

- Interpreting Results: Interpret the findings in relation to research objectives and hypotheses. Consider how the results reflect prevailing gender norms within the studied population and what implications they have for understanding behavior and attitudes.

Application of the Gender Norms Scale

The Gender Norm Scale is applied in various fields of research and practice to assess attitudes, beliefs, and perceptions related to gender roles and behaviors within different populations. Here are some key applications of the Gender Norm Scale:

i. Research Studies

- **Quantitative Studies:** Researchers use the GNS to conduct surveys and studies to measure the prevalence and impact of gender norms on individuals' attitudes and behaviors.
- **Comparative Analysis:** Researchers compare gender norms across different demographic groups (e.g., age, gender, socioeconomic status) to identify variations and trends.
- **Longitudinal Studies:** The GNS is used in longitudinal studies to track changes in gender norms over time and assess the effectiveness of interventions.

ii. Program Evaluation and Monitoring

- **Impact Assessment:** Organizations and agencies use the GNS to evaluate the impact of programs and interventions aimed at promoting gender equality and challenging harmful gender stereotypes.
- **Monitoring Progress:** The scale helps in monitoring progress towards achieving gender equality goals and targets set by international frameworks (e.g., Sustainable Development Goals).

iii. Gender-Responsive Programming

- **Designing Interventions:** Practitioners use insights from the GNS to design gender-responsive programs and interventions tailored to the specific needs and challenges faced by different genders.
- **Capacity Building:** The scale informs capacity-building efforts aimed at enhancing awareness and understanding of gender norms among stakeholders, including community leaders and service providers.

iv. Academic and Theoretical Research

Theory Development: The GNS contributes to the development and refinement of theories related to gender roles, social norms, and behavioral change.

v. Educational Settings

Curriculum Development: Educators use insights from the GNS to develop gender-sensitive educational curricula and programs that promote critical thinking and awareness of gender issues among students.

Limitations of Gender Norm Scale

The key limitations of the Gender Norm Scale are specified as follows:

S.no	Limitations	Details
1.	Cultural Specificity	Gender norm can vary significantly across different cultural contexts, and a scale developed in one cultural setting may not adequately capture the nuances of gender norms in another. Therefore, adaptations and validations are often necessary to ensure the scale's applicability and validity across diverse populations.
2.	Individual perception	Unlike other social norms scale, GNS is focused on individual perceptions of community beliefs and behaviours (rather than individual beliefs and behaviours).
3.	One referent group	While asking about village level norms, only one reference group (the community) was included, asking about other referent groups like husbands or mother-in-law may have produced different results.
4.	Social Desirability Bias	Respondents may provide socially desirable responses rather than reflecting their true beliefs or behaviors. This bias can distort the measurement of gender norms, as individuals may respond in ways that conform to societal expectations rather than accurately reflecting their personal beliefs or practices.
5.	Limited Scope of Measurement	The GNS typically focuses on attitudes, beliefs, and perceptions related to gender roles and behaviors. While valuable, this focus may overlook other dimensions of gender, such as identities, expressions, and experiences, which are equally important in understanding the full spectrum of gender diversity and inequality.
6.	Temporal Validity	Gender norms can change over time due to social, economic, and political factors. A scale that measures gender norms at a specific point in time may not capture shifts in societal attitudes and practices over time. Longitudinal studies or repeated cross-sectional assessments may be necessary to account for temporal changes in gender norms.
7.	Validity	The scale was tested in two blocks in one rural district of India among women of reproductive age. Testing the scale in another context and including men would have added to the validity of the scale.
8.	Moderately fit two-factor model	The fit of the final two-factor model in the confirmatory factor analyses was found to be moderately good, though not excellent, which raises concerns about the underlying

theoretical model. Future research attempting to replicate the scale in other settings may need to explore this issue further.

How Gender Norm Scale differs from other social norms tools/scales?

S.no	Features	Gender Norm Scale	Other social norms tools/scales
1.	Focus on Gender Roles and Behaviors	The GNS is designed to specifically assess norms surrounding gender roles, expectations, and behaviors within a society or community. It focuses on how individuals perceive and conform to societal expectations based on their gender.	Typically measure broader social norms that may include attitudes towards various societal behaviors, norms, and values without specific emphasis on gender roles.
2.	Cultural and Contextual Relevance	The GNS often undergoes adaptations and validations to ensure cultural relevance and applicability across different populations and contexts. This sensitivity is crucial given the diversity of gender norms worldwide.	May not always undergo such adaptations, potentially lacking specificity in capturing cultural nuances related to gender roles.
3.	Measurement of Gender Equality and Stereotypes	Includes items that assess beliefs about gender equality, division of labor, leadership roles, and stereotypes related to masculinity and femininity.	While they may touch on gender-related topics, they often do not comprehensively measure specific constructs such as gender stereotypes and roles.
4.	Application in Gender-Specific Research and Policy	Widely used in research focused on gender equity, women's empowerment, gender-based violence prevention, and related policy development.	Applied to broader social and behavioral research without specific emphasis on gender dynamics.

Conclusion

The Gender Norm Scale represents a critical advancement in understanding and measuring societal attitudes and behaviors related to gender roles. Developed to address the complexities of gender norms across diverse contexts, the scale provides valuable insights into how individuals

perceive and conform to societal expectations, influencing their attitudes and behaviors. Despite its limitations and challenges, the GNS continues to serve as a pivotal tool for researchers, practitioners, and policymakers in advancing gender equality agendas and informing interventions aimed at challenging and reshaping harmful gender stereotypes and norms worldwide.

3. Personal and Injunctive Norms Scale

The Personal and Injunctive Norms Scale (PINS) was designed by Cristina Bicchieri and colleagues in 2014-16.⁹ The concept of personal and injunctive norms was introduced as part of her work on social norms, particularly in her 2006 book "The Grammar of Society: The Nature and Dynamics of Social Norms." However, the specific scales measuring personal and injunctive norms were developed later, around 2014-2016, as part of broader research on measuring social norms in practical settings.

Cristina Bicchieri is a prominent scholar in the field of social norms and behavioral science. The scale was developed to address the need for a comprehensive tool that measures both personal norms (individuals' own beliefs about what they should do) and injunctive norms (individuals' perceptions of what others believe they should do), especially in contexts where social expectations play a crucial role.

Prior to the development of the Personal and Injunctive Norms Scale, there were several tools and frameworks used to measure social norms (notably Theory of Planned Behaviour Instrumented developed by Icek Ajzen in the 1980s; Social Norms Approach Instruments developed by Wesley Perkins and Alan Berkowitz in the 1980s; Descriptive and Injunctive Norms Scales; Normative Beliefs Questionnaire; and so on), albeit often with limitations that Bicchieri's work aimed to address.

Personal Norms

Personal norms refer to an individual's internalized standards and values that guide their behavior. These norms are intrinsically motivated and reflect what individuals believe they should do based on their moral principles and personal beliefs. Personal norms are self-imposed and can influence behavior independently of external social pressures.

Injunctive Norms

Injunctive norms, on the other hand, pertain to perceptions of what behaviors are approved or disapproved by others. These norms are socially constructed and represent the expectations of significant others or society at large. Injunctive norms are external pressures that can guide behavior by signaling what is considered acceptable or unacceptable within a social group.

⁹ https://www.irh.org/wp-content/uploads/2016/09/Bicchieri_MeasuringSocialNorms.pdf

Key Features of the Personal and Injunctive Norms Scale

The key features of the Personal and Injunctive Norms Scale are explained as follows:

i. **Separate Measurement**

It assesses personal norms (individual beliefs) and injunctive norms (perceived social expectations) as distinct constructs.

ii. **Items Reflecting Beliefs and Expectations**

The scale includes items that capture individuals' beliefs about what they personally think is appropriate behavior (personal norms) and what they perceive others expect them to do (injunctive norms).

iii. **Likert Scale or Rating Format**

Responses are often gathered using Likert scales or similar rating formats to quantify the strength of agreement or disagreement with each item.

iv. **Reliability and Validity**

It is designed to be reliable and valid, ensuring consistency and accuracy in measuring both personal and injunctive norms.

v. **Adaptability**

The scale can be adapted for different contexts and behaviors, making it versatile for various research or intervention settings.

vi. **Cross-Cultural Applicability**

Some versions of the scale are designed to be culturally sensitive, allowing for comparisons across different cultural or social groups.

vii. **Psychometric Properties**

Researchers typically validate the scale to ensure it effectively measures personal and injunctive norms, including factor analyses to confirm the structure of the scale.

viii. **Research Applications**

It is used in various fields such as psychology, sociology, and health behavior research to understand how personal and social norms influence attitudes and behaviors.

Example Items

Personal Norms (PN):

- "I believe it is important to recycle regularly."
- "I think it is necessary to donate to charitable organizations each year."
- "I feel obligated to speak up when I witness unfair treatment."

Injunctive Norms (IN):

- "My family expects me to recycle regularly."
- "Most of my friends believe that donating to charitable organizations is a good practice."

- "In my community, people are expected to confront injustice when they see it."

How to Use the Personal and Injunctive Norms Scale

The step-by-step process of how to use the Personal and Injunctive Norms Scale is specified below:

i. Define the Research Objectives

The specific behaviors or attitudes intended to measure in relation to personal norms and injunctive norms shall be clearly outlined.

ii. Select or Adapt Items

- The relevant items or statements that reflect both personal norms (e.g., internalized beliefs) and injunctive norms (e.g., perceived social expectations) shall be carefully selected.
- It shall be ensured that the items are clear, concise, and applicable to the context of study.

iii. Develop a Survey Instrument

- A survey questionnaire or interview guide shall be designed incorporating the selected PN and IN items.
- A Likert scale or a similar response format shall be used to capture respondents' agreement or disagreement with each statement (e.g., 1 = Strongly Disagree to 5 = Strongly Agree).

iv. Administer the Scale

The survey or interviews shall be distributed to the target population. Clear instructions on how to respond to the PN and IN items shall be provided.

v. Analyze the Data

The descriptive statistics (e.g., mean, standard deviation) for each PN and IN item shall be calculated. This shall be followed by an examination of patterns in responses to identify prevailing personal norms and perceived injunctive norms within the population. It may also be considered to conduct inferential statistical analyses if comparing groups or exploring relationships between norms and behaviors.

vi. Interpret the Findings

The results shall be interpreted to understand the influence of personal and injunctive norms on behaviors or attitudes of interest. This shall be followed by discussing implications of the findings for theory, practice, or policy development. It may also be interpreted how normative perceptions may contribute to behavior change interventions or community-based initiatives.

Application of the Personal and Injunctive Norms Scale

The Personal and Injunctive Norms Scale is applied in the following domains or areas:

- i. **Behavioral Research:** The Personal and Injunctive Norms Scale is used extensively in behavioral studies to explore how individuals' personal norms and injunctive norms influence decision-making and behavior.
- ii. **Health Behavior:** Understanding personal and injunctive norms can help in designing interventions to promote healthy behaviors, such as smoking cessation, healthy eating, and regular physical activity. For instance, if people perceive strong injunctive norms supporting healthy eating within their social circle, they might be more inclined to adopt these behaviors.
- iii. **Environmental Behavior:** The scale can assess how personal and social norms influence behaviors like recycling, conserving energy, and reducing waste. Environmental campaigns can be tailored to strengthen both personal and injunctive norms to foster sustainable behaviors.
- iv. **Psychometric Properties:** The reliability and validity of the Personal and Injunctive Norms Scale are critical for ensuring accurate and meaningful measurements. Reliability refers to the consistency of the scale, while validity pertains to how well the scale measures what it is intended to measure. Researchers often conduct factor analysis, reliability tests (such as Cronbach's alpha), and validity assessments to refine the scale and confirm its psychometric robustness.

Limitations of Personal and Injunctive Norms Scale

While the Personal and Injunctive Norms Scale is a valuable tool for measuring social norms, it has several limitations that researchers and practitioners should consider:

S.no	Limitations	Details
1.	Context-Specificity	The scale items often need to be tailored to specific behaviors and contexts, which can limit the comparability of results across different studies or settings.
2.	Complexity in Interpretation	<ul style="list-style-type: none"> • Discrepancies between personal norms and injunctive norms can be complex to interpret. For instance, individuals may internally disagree with a behavior but perceive high social pressure to conform, leading to nuanced insights that require careful analysis. • Ambiguity in Responses: Respondents might find it challenging to distinguish between their personal beliefs and perceived social expectations, leading to potential ambiguity in responses.
3.	Measurement Challenges	As with many survey-based tools, responses can be subject to social desirability bias, where respondents provide

		answers, they believe are socially acceptable rather than their true beliefs.
4.	Scope and Focus	The scale focuses specifically on normative influences and may not capture other important factors influencing behavior, such as individual psychological traits, environmental constraints, or broader socio-economic factors. Norms are often intertwined with attitudes, beliefs, and intentions, which can make it challenging to isolate the unique influence of norms from these related constructs.
5.	Temporal Stability	The scale might not differentiate between norms that are stable and long-lasting versus those that are more transient and context dependent.
6.	Generalizability	While the Personal and Injunctive Norms Scale is effective for assessing norms within the general population, it may require modifications when applied to specific subgroups, particularly marginalized communities.

How Personal and Injunctive Norms Scale differs from other social norms tools/scales?

S.no	Features	SNES	Other social norms tools/scales
1.	In-depth Analysis of Normative Influence	PINS allows for a nuanced understanding of the interplay between personal convictions and social expectations, helping to distinguish the influence of internal and external normative pressures.	Other scales may not provide this level of detail, often focusing on general attitudes or broad perceptions without clearly separating internal and external influences.
2.	Theoretical Foundation	The scale is grounded in Bicchieri's theoretical framework, which distinguishes between different types of norms and their impact on behavior.	While other scales may be based on theories such as the Theory of Planned Behavior (TPB) or the Social Norms Approach, they may not offer the same theoretical distinction between personal and injunctive norms.
Comparison with Specific Scales			
		Focus	Difference
3.	Theory of Planned Behavior (TPB) Instruments	Measures attitudes, subjective norms (a mix of injunctive and descriptive norms), and perceived behavioral control.	TPB combines personal and social influences into a single subjective norm construct, whereas PINS explicitly

			separates personal norms from injunctive norms.
4.	Social Norms Approach Instruments	Primarily used in health and education to measure misperceptions of peer behaviors (descriptive norms).	Focuses on descriptive norms (perceived behaviors of others) rather than injunctive norms and does not usually separate personal norms.
5.	Descriptive and Injunctive Norms Scales	Measures what people believe others are doing and what people believe others think they should do.	These scales do measure injunctive norms, but PINS uniquely combines this with personal norms for a more comprehensive view of normative influences.
6.	Normative Beliefs Questionnaire	Measures beliefs about what others do (descriptive norms) and what others approve of (injunctive norms).	Similar to descriptive and injunctive norms scales, it lacks the explicit measurement of personal norms which PINS provides.

Conclusion

Developed by Cristina Bicchieri and colleagues in 2014, the Personal and Injunctive Norms Scale stands as a pivotal tool in social norms research, distinctively measuring both personal norms—individuals' internal beliefs about behavior—and injunctive norms—perceptions of what others expect. This scale addresses the critical need for nuanced measurement within contexts where social expectations significantly influence behavior. Despite its strengths, such as its theoretical grounding and ability to dissect normative influences, PINS requires careful adaptation for diverse populations and behaviors, due to its limitations in capturing context-specific nuances and potential biases in self-reported data. Nonetheless, its application across disciplines—from health behavior to organizational dynamics—highlights its utility in understanding and leveraging normative influences for norms shifting interventions.

4. Social Norms and Beliefs about Gender Based Violence (GBV) Scale

The Social Norms and Beliefs about Gender Based Violence (GBV) Scale is a 30-item measure developed by Nancy Perrin and Nancy Glass in 2019. It assesses harmful social norms and personal beliefs related to gender-based violence (GBV) against women and girls.¹⁰ The scale includes three sub-scales: “Response to Sexual Violence,” “Protecting Family Honor,” and “Husband’s Right to Use Violence,” within two domains of injunctive social norms and personal beliefs. Researchers and practitioners use this scale to evaluate the impact of GBV prevention programs in low-resource and complex humanitarian settings. By collecting parallel data on various GBV outcomes, it helps validate the scale across diverse contexts.

Key features of the Social Norms and Beliefs about GBV Scale

The key features of this scale include the following:

- i. **Measurement of Social Norms:** It assesses the extent to which individuals within a community endorse or reject norms that perpetuate or challenge GBV. This can include beliefs about the acceptability of violence against women, the roles of men and women in relationships, and stereotypes related to masculinity and femininity.
- ii. **Attitudes Towards GBV:** The scale measures individual attitudes towards different forms of GBV, such as physical, sexual, and emotional violence. It explores attitudes towards victims and perpetrators of GBV, as well as perceptions of responsibility and blame.
- iii. **Cultural and Contextual Sensitivity:** Depending on the context, the scale may be adapted to reflect cultural norms and local understandings of GBV. This ensures that the scale is relevant and sensitive to the specific community being studied.
- iv. **Quantitative Assessment:** Often, the scale is structured to provide quantitative data through surveys or structured interviews. It allows researchers to quantify levels of endorsement of harmful norms or attitudes towards GBV within a population.
- v. **Validity and Reliability:** Like any measurement tool, the scale aims to be valid and reliable, meaning it accurately measures what it intends to measure and produces consistent results over time and across different settings.
- vi. **Use in Research and Interventions:** The scale is used in research studies to understand the social determinants of GBV, evaluate interventions aimed at changing social norms, and inform policy and programming to prevent and respond to GBV effectively.

¹⁰ <https://conflictandhealth.biomedcentral.com/articles/10.1186/s13031-019-0189-x>

How to use the Social Norms and Beliefs about Gender Based Violence (GBV) Scale?

Using the Social Norms and Beliefs about Gender Based Violence (GBV) Scale involves several steps to ensure accurate and effective measurement of social norms and beliefs related to GBV within a community or population. Here is a general guide on how to use the scale:

i. Preparation and Planning

- **Define Objectives:** Clearly define the objectives of study or intervention. Determine what specific aspects of social norms and beliefs about GBV are to be measured.
- **Adapt the Scale:** If necessary, adapt the scale to fit the cultural and contextual specifics of the community being studied. Ensure that the language and concepts are understandable and relevant to the participants.

ii. Sampling and Recruitment

- **Identify Participants:** Determine the target population for study. Ensure that the sample is representative of the community or population being studied.
- **Recruit Participants:** Use appropriate methods to recruit participants, ensuring that the process is ethical and inclusive. Obtain informed consent from all participants.

iii. Data Collection

- **Administer the Scale:** Distribute the scale to participants through surveys, structured interviews, or focus group discussions. Ensure that the administration process is standardized to maintain consistency.
- **Provide Instructions:** Give clear instructions to participants on how to complete the scale. Make sure they understand each question and how to respond.

iv. Data Analysis

- **Collect and Enter Data:** Collect the completed scales and enter the data into a database or statistical software for analysis.
- **Analyze Responses:** Analyze the responses to identify patterns, trends, and key findings related to social norms and beliefs about GBV. Use statistical methods to quantify the level of endorsement of various norms and attitudes.

v. Interpretation and Reporting

- **Interpret the results** in the context of research objectives and the specific community being studied. Consider cultural and contextual factors that may influence the findings.

vi. Application and Follow-Up

- **Inform Interventions:** Use the findings to inform the design and implementation of interventions aimed at changing harmful social norms and beliefs about GBV. Tailor interventions to address the specific norms and attitudes identified in the study.

- **Monitor and Evaluate:** Continuously monitor and evaluate the impact of interventions on social norms and beliefs about GBV. Use follow-up surveys or repeated measures to assess changes over time.

Example Items

Here are some hypothetical examples of items that might be included in the Social Norms and Beliefs about GBV Scale:

- "It is acceptable for a husband to hit his wife if she disobeys him." (Strongly Disagree - Strongly Agree)
- "Women should tolerate violence to keep the family together." (Strongly Disagree - Strongly Agree)
- "A man who does not control his wife is not a real man." (Strongly Disagree - Strongly Agree)
- "People in this community believe that sexual harassment is just a part of life." (Strongly Disagree - Strongly Agree)
- "It is a woman's responsibility to avoid getting raped by dressing modestly." (Strongly Disagree - Strongly Agree)

Application of Social Norms and Beliefs about Gender Based Violence (GBV) Scale

The scale can be applied in the following domains:

- Baseline Study:** A baseline study is conducted in a rural community using the Social Norms and Beliefs about GBV Scale to understand the prevalence and acceptance of GBV.
- Program Design:** Based on the findings, a comprehensive community intervention program is designed. This includes workshops with men and boys to challenge harmful masculinity norms, and support groups for women and girls to empower them to speak out against GBV.
- Community Involvement:** Community leaders are engaged to support the program and promote positive norms. Local cultural practices and beliefs are considered to ensure the program is culturally sensitive and acceptable.
- Monitoring and Evaluation:** The scale is administered at the midpoint and end of the program to assess changes in norms and beliefs. A significant reduction in the acceptance of GBV norms indicates the program's success.

Limitations of Social Norms and Beliefs about Gender Based Violence (GBV) Scale

The Social Norms and Beliefs about Gender Based Violence (GBV) Scale, like any research tool, has several limitations that researchers and practitioners should be aware of:

S.no	Limitations	Details
1.	Cultural Bias	The scale might not be fully applicable across different cultural contexts without significant adaptation. Questions or items may be interpreted differently depending on local customs, beliefs, and norms.
2.	Self-Reporting Bias	Respondents may answer questions in a manner they believe is socially acceptable rather than their true beliefs or behaviors. This can lead to underreporting of support for harmful norms or overreporting of progressive attitudes. Fear of Disclosure: In contexts where discussing GBV is taboo or dangerous, respondents might not feel safe to disclose their true beliefs or experiences, leading to skewed data.
3.	Complexity of Social Norms	Norms can influence behavior in indirect ways, making it challenging to attribute changes in GBV directly to shifts in social norms as measured by the scale.
4.	Measurement Challenges	Ensuring the scale's validity and reliability can be challenging, especially in diverse contexts.
5.	Implementation Constraints	Administering the scale effectively requires trained personnel, time, and financial resources, which may be limited in low-resource settings.

How Social Norms and Beliefs about Gender Based Violence (GBV) Scale differs from other social norms tools/scales?

S.no	Features	Social Norms and Beliefs about Gender Based Violence (GBV) Scale	Other social norms tools/scales
1.	Focus on Gender-Based Violence (GBV)	Specifically designed to measure attitudes and experiences related to gender-based violence.	These tools may measure broader social norms related to various topics such as health behaviors, education, or community norms. They may not specifically focus on attitudes and behaviors related to violence, particularly gender-based violence.

2.	Scope of Measurement	Covers both attitudinal and experiential aspects of gender-based violence. It examines attitudes towards gender roles and violence, as well as experiences of physical, emotional, and sexual violence.	Often focus on specific aspects of social norms such as attitudes towards education, family dynamics, or health-related behaviors. They may not comprehensively address the multifaceted nature of gender-based violence.
3.	Purpose and Application	Primarily used in research, evaluation, and policy development related to gender-based violence.	Used in a variety of contexts depending on the specific social norm being measured.
4.	Methodological Approach	Typically uses a combination of attitudinal scales (e.g., Likert-type items) and questions about personal experiences (e.g., frequency and type of violence experienced). It may include qualitative components to capture nuanced experiences.	Can vary widely in methodology, including surveys, interviews, focus groups, and observations. They may focus on quantitative data collection methods or qualitative approaches depending on the research objectives.
5.	Cultural Sensitivity and Adaptability	Recognizes the importance of cultural context in understanding attitudes and experiences related to gender-based violence. It may require adaptation to different cultural settings to ensure relevance and validity.	Similarly, must consider cultural norms and context, but may not focus specifically on gender-based violence or require adaptation for issues beyond violence.

Conclusion

The Social Norms and Beliefs about Gender-Based Violence (GBV) Scale is a specialized 30-item measure designed to assess harmful social norms and personal beliefs related to GBV against women and girls. Divided into sub-scales addressing responses to sexual violence, family honor, and a husband's right to use violence, it evaluates both injunctive social norms and personal beliefs. This scale is particularly valuable in low-resource and complex humanitarian settings, aiding researchers, and practitioners in assessing the impact of GBV prevention programs by providing culturally sensitive quantitative data. Despite its strengths, the scale's effectiveness can be limited by cultural biases, self-reporting biases, and the complexity of social norms. Unlike broader social norm measurement tools, this scale focuses specifically on GBV, covering both

attitudinal and experiential aspects, making it a critical instrument for informing policy, designing interventions, and monitoring changes in GBV-related norms and beliefs.

5. Social-Norm Espousal Scale (SNES)

The Social-Norm Espousal Scale (SNES) was designed by George Y. Bizer, Rachel A. Magin and Madeline R. Levine in 2014. The scale was developed to measure how much people are willing to follow social norms. The SNES was developed using a series of pilot studies that included 594 participants from the United States. The scale was tested in six studies with a total of 752 participations from a college campus, an internet data-collection site and an interurban train station.¹¹

The SNES was created as an individual-difference measure with which to assess the extent to which people perceive that following social norm is important and valuable. The scale was developed to measure the degree to which individuals espouse or endorse social norms within their communities. The SNES assesses personal alignment with social norms across various domains, such as health behaviors, gender roles, and social conduct. It helps researchers understand how strongly individuals adhere to or reject societal expectations and can be used to study the influence of social norms on behavior.

Purpose and Overview: The SNES was created to address the need for a tool **that could quantitatively measure individuals' endorsement of social norms, particularly in the context of health-related behaviors and community interventions.** Prior to the development of the SNES, there was a lack of standardized instruments specifically designed to capture the complex and multi-dimensional nature of social norms and their impact on individual behavior. Most existing tools were either too context-specific or lacked comprehensive coverage of the broader social norms' framework.

Key Features of the Social Norms Espousal Scale

- i. The scale focuses on measuring how strongly individuals support or adhere to prevailing social norms within their community.
- ii. Components:
 - Attitudinal Measures: Items that gauge individuals' personal attitudes towards specific behaviors that are influenced by social norms.
 - Perceived Norms: Questions that assess what individuals believe others in their community think and do regarding these behaviors.

¹¹ <https://www.sciencedirect.com/science/article/abs/pii/S0191886913013275>

iii. Structure:

- Comprises a series of statements related to specific behaviors and norms.
- The scale typically consists of statements to which respondents indicate their level of agreement or disagreement on a Likert scale (e.g., from 1 - strongly disagree to 5 - strongly agree).

Example Items

Here are some illustrative examples of items that were included in the Social Norms Espousal Scale:

- I believe it is important to follow the rules and expectations set by society (Agree/Disagree).
- I often look to my friends to see how I should behave in social situations (Agree/Disagree).
- I care a lot about what others think of my behavior (Agree/Disagree).
- I change my behavior based on whether I think others will approve or disapprove of it (Agree/Disagree).
- I go out of my way to follow social norms.
- We shouldn't always have to follow a set of social rules.
- People should always be able to behave as they wish rather than trying to fit the norm.¹²

How to Use the Social-Norm Espousal Scale

The steps on using the SNES effectively are detailed below:

i. Understand the Scale

The SNE scale typically consists of a series of statements related to social norms and behaviors. Respondents indicate their level of agreement or disagreement with each statement on a Likert-type scale, usually ranging from strongly agree to strongly disagree.

ii. Preparation of the Scale

The full list of items or statements that make up the SNE scale should be ensured. Each item should be clearly written and relevant to the social norms being measured.

Response Options: The response options should be decided. Commonly, a 5-point or 7-point Likert scale is used (e.g., 1 = Strongly Disagree, 5 = Strongly Agree).

iii. Administration of the Scale

Participants: A sample of participants relevant to the study should be chosen. The purpose of the survey should be understood by them, and consent to participate should be ensured.

¹² https://www.researchgate.net/profile/George-Bizer/publication/259120518_The_Social-Norm_Espousal_Scale/links/5eebc691a6fdcc73be893fca/The-Social-Norm-Espousal-Scale.pdf

Instructions: Clear instructions on how to complete the scale should be provided. It should be explained that there are no right or wrong answers and that honest responses based on their own beliefs and behaviors should be given.

iv. Data Collection

The scale should be distributed either in paper form or electronically, depending on the research design. It should be ensured that participants complete all items on the scale.

v. Scoring the Scale

Values Assignment: Numerical values should be assigned to each response option (e.g., 1 for Strongly Disagree to 5 for Strongly Agree).

Reverse Scoring: If any items are negatively worded, they should be reverse scored (e.g., a response of 1 becomes 5, 2 becomes 4, etc.).

Score Calculation: The scores for each item should be summed to get a total score for each participant. Higher scores typically indicate a higher espousal of social norms.

vi. Data Analysis

Descriptive statistics can be used by calculating Means, medians, and standard deviations for the total scores. For ensuring Reliability, the internal consistency of the scale should be assessed using Cronbach's alpha.

vii. Results Interpretation

The context of the study should be considered when interpreting the results. What the scores indicate about the participants' adherence to social norms should be evaluated. If applicable, the scores should be compared across different groups or conditions.

Example Items (Hypothetical)

"It is important to follow social norms even if they are disagreed with."

Example Scoring

Strongly Disagree = 1

Disagree = 2

Neutral = 3

Agree = 4

Strongly Agree = 5

Application of the Social-Norm Espousal Scale

- **Individual’s engagement with social norms:** The SNES is used to assess individual differences in how people perceive and value social norms. It provides insights into how individuals endorse or reject societal norms.
- **Health Behavior Research:** Health behavior research often explores how social norms influence individuals' health-related actions and decisions. The SNES can be helpful in investigating how social norms impact smoking behavior, alcohol consumption, or drug use among different populations; assessing how social norms related to body image, diet, and physical activity affect individuals' health behaviors; understanding how societal beliefs and peer pressure influence vaccination uptake, and so on.
- **Organizational Behavior:** Organizations use SNES to gauge how workplace norms influence employee behavior and organizational culture. The SNES is used to assess the impact of workplace norms on employee behavior and attitudes. It is also used to understand how social norms regarding diversity and inclusion impact workplace dynamics and policies.
- **Social Psychology Research:** Social psychologists use SNES to study how individuals conform to societal expectations and norms in various social contexts. It is used to investigate how and why people conform to social norms and obey authority figures; to understand how social norms influence attitudes, beliefs, and behaviors within groups, and so on.
- **Marketing and Consumer behaviour:** Marketers use SNES to understand how social norms influence consumer preferences and purchasing decisions. It is used to study how social norms impact the adoption of new products and technologies and how social norms related to brand identity and loyalty influence consumer behavior.

Limitations of SNES

The SNES, while a valuable tool for assessing individual differences in the extent to which people believe in and value social norms, does have some limitations. Let’s explore these:

S.no	Limitations	Details
1.	Capturing all nuances	The SNES may not fully capture detailed, context-dependent variations in behavior. It provides a general measure of a person's overall tendency to follow social norms but may miss how specific norms are perceived and followed in different situations.
2.	Self-Report Bias	Like many self-report scales, the SNES relies on participants’ subjective responses. Participants may provide socially desirable answers or misrepresent their actual beliefs, affecting the accuracy of the results.

3.	Cultural and Contextual Variability	Social norms vary across cultures, subcultures, and situations. The SNES may not fully account for these variations, limiting its cross-cultural applicability.
4.	Lack of Predictive Power for Specific Behaviors	While the SNES predicts self-reported behavior, it may not directly correlate with specific actions. Other factors (e.g., situational cues, peer pressure) play a role in determining actual behavior.
5.	Modest Correlations with Related Constructs	The SNES shows some connection to related ideas like conformity or peer pressure, but these connections aren't very strong. This implies that other tools (conformity scales, social influence scales, peer pressure scales and so on) shall be used along with the SNES to get a fuller understanding of social norms and behaviors.

How SNES differs from other social norms tools/scales?

S.no	Features	SNES	Other social norms tools/scales
1.	Focus and Scope	<ul style="list-style-type: none"> The SNES measures the degree to which individuals endorse or espouse social norms. It assesses both personal beliefs and perceived community norms, offering a comprehensive view of normative influence. 	Many scales focus on descriptive norms, which measure perceptions of how common a behavior is within a group or community .
2.	Structure and Components	<ul style="list-style-type: none"> Likert Scale: It uses a Likert scale to rate agreement or disagreement with statements regarding norms. Combination of Attitudinal and Perceived Norms: Integrates items that measure both personal attitudes and perceptions of what others believe and do. 	<ul style="list-style-type: none"> Single-Focus Questions: Often use questions that focus solely on either descriptive or injunctive norms, not both. Behavioral Self-Reports: Some tools rely on self-reported behaviors rather than attitudes or perceptions (e.g., "How often do you engage in X behavior?").
3.	Applications	The SNES is versatile and can be used in various settings to gain a broad understanding of how	Other tools might focus on more specific aspects of behavior or social influence,

		people follow social norms. This makes it useful for designing interventions aimed at changing behaviors influenced by these norms.	offering detailed insights in narrower areas.
4.	Use-case	The SNES is helpful for creating interventions and policies that respect cultural differences and address community-specific issues. It helps understand general adherence to social norms in different cultural contexts.	On the other hand, other tools focus on specific behaviors, offering detailed insights into actions or influences, which are useful for targeting specific behavioral changes.

Conclusion

The Social-Norm Espousal Scale, developed by Shakya, Christakis, and Fowler in 2014, serves as a robust tool for assessing individuals' alignment with social norms across various domains such as health behaviors, gender roles, and social conduct. It provides valuable insights into how individuals perceive and endorse societal expectations, aiding researchers in understanding the complex dynamics of normative influence on behavior. While the SNES offers a comprehensive view of normative beliefs in the general population, its adaptation may be necessary for specific subgroups.

6. Strength of Social Gender Norms (SSGN) scale

Designed in 2018, the Strength of Social Gender Norms (SSGN) scale is a measurement tool designed to assess the degree to which individuals perceive and adhere to societal gender norms. The SSGN scale was designed in by Krittika Gorur, Ben Cislighi and Patrick Forscher in 2023.¹³ The tool was developed to address limitations of the other scales by developing and testing a measure of the strength of social norms that underlie gender disparities in employment opportunities with adolescents in India.

Key features of the SSGN scale:

The key features of this scale are explained as follows:

- viii. **Differentiation of Social Norms and Personal Attitudes:** The SSGN scale distinctly measures social norms as perceptions of community expectations, separate from individual personal attitudes towards those behaviors.
- ix. **Inclusion of Descriptive and Injunctive Norms:** The scale incorporates both descriptive norms (how common a behavior is perceived to be) and injunctive norms (perceptions of what is considered appropriate or expected).
- x. **Comprehensive Coverage of Normative Influences:** It expands beyond direct behaviors to include indirect normative influences that impact the behavior in question, such as social restrictions and caregiving responsibilities.
- xi. **Behavior-Specific Contextualization:** The scale is tailored to specific behaviors and contextual factors, ensuring that it accurately reflects the norms related to practices, such as women's employment.
- xii. **Operationalization of Normative Strength:** The SSGN scale uses the Theory of Normative Spectrum to measure the strength of social norms, providing an ordinal response scale that captures varying degrees of normative influence and potential sanctions for non-compliance.
- xiii. **Contextualized Anchors:** It includes contextualized anchors to specify the nature and intensity of normative sanctions, helping to understand the strength and impact of social norms in specific contexts.

Example Items

The Strength of Social Gender Norms (SSGN) scale measures the extent to which individuals perceive and adhere to societal expectations and norms regarding gender roles. Here are some example items that were included in this scale:

i. Descriptive Norms:

¹³ <https://online.ucpress.edu/collabra/article/9/1/75220/196647/An-Improved-Measure-for-the-Strength-of-Social>

- "How many women in your community do you think are working outside the home?"
- "In your community, how common is it for women to be the primary breadwinner in their family?"

ii. Injunctive Norms:

- "What would most people in your community say about a woman who chooses to work outside the home?"
- "How acceptable do you think it is in your community for women to be the primary earners in their households?"

iii. Behavior-Specific Contextualization:

- "How do people in your community view women returning home late from work?"
- "What are the community's expectations regarding women's involvement in decision-making outside the home?"

iv. Normative Strength:

- "How strong is the expectation in your community that women should not work outside the home?"
- "To what extent do people in your community think that women working is unacceptable?"

These items illustrate how the SSGN scale captures both the prevalence of behaviors (descriptive norms) and the perceived appropriateness of those behaviors (injunctive norms), as well as the strength of these norms.

[How to use SSGN scale?](#)

Using the SSGN scale involves several steps, these are explained as follows:

To effectively use the Strength of Social Gender Norms (SSGN) scale, follow these steps:

1. Understand the Purpose

The SSGN scale measures the strength of social gender norms affecting behaviors, particularly related to gender disparities in contexts such as employment. It is designed to capture both descriptive and injunctive norms, as well as the strength of these norms.

2. Develop a Clear Framework

- Define the Behavior: Identify the specific behavior or outcome to be studied, such as women's participation in the workforce or their role in decision-making.
- Contextualize: Ensure that the items on the scale are tailored to the specific context and behavior being studied.

3. Design the Questionnaire

- **Include Descriptive Norms:** Add items that assess how common the behavior is perceived to be within the community (e.g., "How many women in your community work outside the home?").
- **Include Injunctive Norms:** Add items that gauge perceptions of appropriateness or social approval related to the behavior (e.g., "What is the general opinion in your community about women working outside the home?").
- **Assess Normative Strength:** Include items that measure the strength of the normative expectations, using an ordinal scale to capture varying degrees of influence and potential sanctions (e.g., "To what extent do people in your community think that women should not work outside the home?").

4. Administer the Scale

- **Target Population:** Choose a representative sample of respondents who are familiar with the community norms relevant to the study.
- **Data Collection:** Distribute the questionnaire using appropriate methods, such as face-to-face interviews, online surveys, or paper forms, depending on your target population and resources.

5. Analyze the Data

- **Quantitative Analysis:** Use statistical methods to analyze responses, focusing on the frequency and strength of norms as reported by respondents.
- **Qualitative Insights:** Look for patterns or themes in the responses that provide deeper understanding of the normative context and its implications.

6. Interpret the Results

- **Norms Perception:** Evaluate how descriptive and injunctive norms are perceived in the community and their implications for behavior.
- **Strength of Norms:** Assess the strength of the norms and the level of social pressure or sanctions associated with compliance or deviation.

7. Apply the Findings

- **Interventions:** Use insights from the scale to design targeted interventions aimed at shifting social norms and improving outcomes related to gender equity.
- **Policy Recommendations:** Inform policymakers about the strength and nature of social norms to develop effective policies and programs.

Application of the SSGN scale

The Strength of SSGN scale is applied in various contexts to measure and understand the influence of social gender norms on individuals and groups. These are explained as follows:

- i. **Women’s Labor Market Participation:** Measure how community norms impact women’s employment decisions and workforce participation.
- ii. **Educational Attainment and Gender Norms:** Assess the influence of social norms on girls’ aspirations and achievements in education.
- iii. **Entrepreneurship and Gender Norms:** Examine how norms affect women’s involvement in and success with entrepreneurial ventures.
- iv. **Health and Gender Norms:** Explore how social norms shape women’s health behaviors and access to healthcare services.
- v. **Political Participation and Gender Norms:** Analyze how community attitudes towards women impact their engagement in politics and leadership roles.
- vi. **Family Dynamics and Gender Roles:** Investigate how gender norms influence household decision-making and family responsibilities.
- vii. **Violence Against Women:** Study the role of social norms in the prevalence and acceptance of gender-based violence.

Limitations of the SSGN Scale

The limitations of the scale are explained as follows:

S.no	Limitations	Details
1.	Situation Variability	Individuals' adherence to gender norms can vary depending on the context (e.g., work vs. home). The scale may not capture this variability adequately.
2.	Intersectionality	The scale may not account for the intersection of gender with other social identities (e.g., race, class, sexual orientation), which can influence the experience and perception of gender norms.
3.	Validity and Reliability	The scale's validity and reliability must be rigorously tested in different populations and contexts to ensure it measures what it intends to measure accurately and consistently.
4.	Item Overlap	Some items on the scale may overlap in meaning, which can lead to redundancy and affect the precision of the measurement.
5.	Resource Intensive	Administering the scale, especially in large or diverse populations, can be resource-intensive in terms of time, effort, and financial cost.

How SSGN Scale differs from other social norms tools/scales?

S.no	Features	SSGN Scale	Other social norms tools/scales
1.	Focus on Social Gender Norms	<p>The SSGN scale specifically focuses on measuring the strength and impact of social gender norms on individuals. It assesses perceptions of societal expectations regarding gender roles, behaviors, and attributes, as well as individuals' adherence to these norms.</p> <p>Unlike many existing scales that measure the presence or approval of norms, the SSGN scale specifically assesses the strength of social norms, providing a nuanced understanding of how strongly norms influence behavior.</p> <p>Approach: The SSGN scale is grounded in the Theory of Normative Spectrum, which categorizes norms by their strength and the degree of deviation tolerated. This theoretical foundation helps in distinguishing between various levels of normative influence, which many other scales may not explicitly address.</p>	<p>Other scales may focus on related but distinct constructs, such as gender identity, gender role conflict, gender stereotypes, or sexism. While these constructs may overlap with aspects of social gender norms, they often have different theoretical foundations and measurement approaches.</p>
2.	Multidimensional Measurement	<p>The SSGN scale typically includes multiple dimensions to capture various facets of social gender norms, such as perception of norms, personal adherence, resistance to norms, and the impact of norms on behavior and attitudes.</p>	<p>Some tools may focus more narrowly on specific dimensions of gender-related constructs, such as measuring attitudes towards gender roles or assessing gender-related stress without considering broader societal norms.</p>

3. Psychometric Properties		Developed using rigorous psychometric methods, the SSGN scale aims to ensure reliability and validity across different populations and contexts.	Other scales may vary in their psychometric properties. Some may lack robust validation in diverse populations, potentially affecting the reliability and validity of results.
4. Integration of Qualitative Insights	of	While primarily quantitative, the SSGN scale can be complemented with qualitative methods (e.g., interviews, focus groups) to provide deeper insights into the lived experiences and perceptions of gender norms among individuals.	Some tools may focus exclusively on quantitative data collection, missing out on nuanced qualitative insights that can enrich understanding of gender-related phenomena.

Conclusion

The Strength of Social Gender Norms scale serves as a vital tool for assessing the influence of societal gender norms on individuals' behaviors and attitudes. By focusing on multiple dimensions of gender-related expectations and behaviors, the SSGN scale not only provides researchers with a robust tool for understanding societal influences but also supports efforts in evaluating interventions and policies aimed at promoting gender equity and societal inclusivity. Its rigorous psychometric validation ensures reliability, making it a valuable tool in advancing gender studies and informing norm shifting interventions.

7. Vignette based scale

A vignette-based scale is a research tool used to measure attitudes, beliefs, and behaviors by presenting respondents with hypothetical scenarios (vignettes) and asking them to respond to questions based on these scenarios. This method helps to explore how people might react in real-life situations and can provide insights into social norms, moral judgments, and decision-making processes.

The concept of using vignettes in social research can be traced back to the 1950s and 1960s when researchers began to use hypothetical scenarios to study social judgments and attitudes. One of the early notable uses was by social psychologist Fritz Heider in his work on attribution theory. In the 1980s and 1990s, the use of vignette-based methodologies became more formalized and widely accepted in social science research. Researchers like Peter Rossi and Howard Freeman contributed significantly to the development of this methodology, particularly in studying social norms and decision-making processes.¹⁴ Today, vignette-based scales are widely used in various domains, including gender studies, health research, organizational behavior, and ethics. The flexibility and adaptability of this method make it suitable for exploring complex and sensitive issues.

Key Features of a Vignette-Based Scale

The key features of vignette-based scale are explained as follows:

i. Hypothetical Scenarios

- Vignettes are short, descriptive stories or situations that respondents read or hear.
- They are designed to mimic real-life contexts relevant to the research question.

ii. Contextualized Responses

- Respondents are asked to react to the scenarios, often through a set of standardized questions.
- Questions may focus on what respondents think the characters should do, what they believe the characters will do, or how they would feel or behave in similar situations.

iii. Measurement of Social Norms and Beliefs

- Vignettes can reveal underlying social norms and beliefs by examining how respondents interpret and react to different scenarios.
- They help identify variations in attitudes across different contexts and populations.

¹⁴ <https://digitallibrary.tsu.ge/book/2021/may/rideri/Rossi-Evaluation-A-systematic-approach.pdf>

iv. Flexibility and Adaptability

- Vignettes can be tailored to address a wide range of issues, such as gender-based violence, ethical dilemmas, health behaviors, etc.
- They can be adapted to fit cultural, social, and linguistic contexts.

How to use Vignette-Based Scale

The steps on how to use vignette-based scale are given as follows:

i. Designing Vignettes

- **Define Objectives:** Clearly outline what is aimed to measure (e.g., attitudes towards GBV, moral judgments).
- **Vignettes (short, descriptive scenarios)** that reflect realistic situations related to the norms and beliefs under study should be created or adapted. It should be ensured that the vignettes are culturally and contextually relevant to the target population.

ii. Administration of Vignettes

- **Vignettes Presented:** The vignettes should be introduced to participants through written descriptions, oral presentations, or multimedia formats, depending on the literacy and preferences of the participants.
- **Clear Instructions Provided:** It should be explained how participants should respond to the vignettes. Typically, they will be asked to answer questions or rate their reactions to the scenarios using a Likert scale or other response format.

iii. Data Collection

Responses to the vignettes should be collected through surveys, structured interviews, or focus group discussions. It should be ensured that the process is standardized to maintain consistency.

iv. Analyzing Data

- **Quantitative Analysis:** Analyze responses using statistical methods to identify patterns and correlations.
- **Qualitative Analysis:** For open-ended questions, perform thematic analysis to extract deeper insights into attitudes and beliefs.

v. Interpreting and Reporting Results

- **Contextual Interpretation:** Consider the cultural and social context when interpreting results.
- **Actionable Insights:** Use the findings to inform policy, interventions, or further research.

Example Vignettes and Questions

- **Vignette Example for Gender-Based Violence (GBV)**

"Maria and John have been married for five years. Recently, John has started coming home late and often gets angry over small issues. One evening, John slapped Maria during an argument because she asked him about his lateness."

Questions:

- How acceptable do you think John's behavior is in this situation? (1 = Not acceptable at all, 5 = Completely acceptable)
- What do you think Maria should do in response to this incident?
 - a. Stay silent to avoid further conflict
 - b. Talk to a family member or friend about it
 - c. Seek help from a community organization
 - d. Leave the house and go to a safe place
 - In your opinion, how common is such behavior in your community?
 - What do you believe are the reasons behind John's behavior?

Application of Vignette-Based Scales

The vignette-based scale can be applied in the following domains:

- i. **Health and Nutrition Programs:** It is used to assess community attitudes towards health behaviors, such as vaccination, breastfeeding, and dietary practices.
- ii. **Gender and GBV Research:** It can be applied to explore social norms and attitudes related to gender roles, gender-based violence (GBV), and intimate partner violence.
- iii. **Research:** Used to explore complex social issues, moral judgments, and decision-making processes.
- iv. **Humanitarian and Conflict Settings:** Applied in contexts of displacement and conflict to understand norms around conflict-related behaviors, peacebuilding, and community resilience.
- v. **Program Evaluation:** Assess the effectiveness of interventions by examining changes in attitudes and behaviors through pre- and post-intervention vignettes.
- vi. **Educational Purposes:** Used in training and educational programs to facilitate discussions and reflections on ethical and social issues.

Limitations of Vignette-Based Scales

The limitations of vignette-based scales are presented as below:

S.no	Limitations	Details
1.	Hypothetical Nature	Responses to hypothetical scenarios may not always reflect real-life behavior.
2.	Cultural Sensitivity	Scenarios must be carefully crafted to be culturally relevant and sensitive.
3.	Complexity	Developing realistic and effective vignettes can be time-consuming and requires a deep understanding of the issue.
4.	Interpretation	Interpreting responses can be complex, especially when dealing with nuanced social norms and beliefs.

How Vignette-based scales differ from other social norms tools/scales?

Vignette-based scales are unique in their approach to measuring attitudes, beliefs, and behaviors. They stand out from other measurement tools and scales due to their specific features and methodologies. Here's how they differ:

S.no	Features	Vignette-Based Scale	Other social norms tools/scales
1.	Contextualization vs. Direct Inquiry	Use hypothetical scenarios to place respondents in specific contexts, asking them to respond to these scenarios as if they were real.	Typically ask respondents to answer questions directly about their beliefs, attitudes, or behaviors without providing contextual scenarios.
2.	Complexity and Realism	Offer complex, realistic scenarios that reflect real-life situations. This complexity can reveal deeper insights into social norms and decision-making processes that straightforward questions might miss.	May simplify or abstract complex behaviors and attitudes into single-item questions, potentially losing the richness of the context.
3.	Exploration of Social Norms and Beliefs	Particularly effective in exploring social norms and beliefs by illustrating how individuals might react in specific social contexts.	While capable of measuring explicit norms and attitudes, they might not capture the subtle, situational factors influencing behavior and beliefs.
4.	Response Interpretation	Responses are interpreted within the context of the vignette, allowing for a more nuanced	Responses are often interpreted in isolation, which

		analysis of how different factors within the scenario influence attitudes and behaviors.	may overlook the influence of context-specific variables.
5.	Flexibility and Adaptability	Highly adaptable to different cultural, social, and issue-specific contexts. Scenarios can be tailored to reflect local realities and specific research needs.	While adaptable, they may not provide the same level of contextual richness and might require significant modification to fit different contexts.
6.	Engagement and Realism	Tend to engage respondents more effectively by presenting relatable and realistic situations, which can lead to more thoughtful and genuine responses.	May not engage respondents to the same extent, potentially resulting in less reflective responses.
7.	Ethical and Sensitive Topics	Particularly useful for researching sensitive topics, such as gender-based violence or ethical dilemmas, by providing a hypothetical context that reduces the pressure on respondents to disclose personal experiences directly.	Direct questions about sensitive topics can lead to discomfort, non-response, or socially desirable answers, reducing the reliability of the data.

Conclusion

Vignette-based scales are a versatile and effective research tool used to measure attitudes, beliefs, and behaviors by presenting respondents with hypothetical scenarios and eliciting their responses. This method allows researchers to explore how individuals might react in real-life situations. Originating in the mid-20th century, vignette-based methodologies have evolved significantly, with contributions from notable researchers like Fritz Heider, Peter Rossi, and Howard Freeman. Today, these scales are widely used across various fields, including gender studies, health research, and organizational behavior, due to their ability to capture complex and sensitive issues. The flexibility to tailor vignettes to specific cultural and contextual settings enhances their relevance and applicability. Despite some limitations, such as the hypothetical nature of scenarios and the need for cultural sensitivity, vignette-based scales provide a rich, nuanced understanding of social phenomena.

Tools used in Qualitative research approaches:

8. Participatory research toolkit by UNICEF and UNFPA

The Participatory Research Toolkit for Social Norms Measurement is a practical guide developed by the United Nations Population Fund (UNFPA) and UNICEF in the year 2020. It's designed for researchers, program planners, implementers, and evaluation experts who want to enhance their efforts related to social norms. The toolkit provides actionable guidance on how to conduct participatory research to address challenges like female genital mutilation (FGM) and other deeply rooted issues.¹⁵

Purpose and requirement: While recent years have seen the emergence of new tools and methods to study social norms change, many still lean towards quantitative techniques or traditional qualitative methods driven solely by researchers. In response, this toolkit consolidates participatory research tools that have undergone rigorous testing and validation within UNICEF, academic institutions, NGOs, and UN agencies. These tools have been further refined through expert consultations. They are designed to be versatile, applicable across a wide range of issues such as nutrition, parenting, gender socialization, and protection. They are particularly effective in addressing social norms related to harmful practices like FGM and child marriage. They provide safe platforms for children to express their views on health and other sensitive topics, while empowering communities to play accountability roles effectively.

Key Features of the Participatory Research Toolkit

The key features of this toolkit are explained as follows:

i. **Participatory Approach**

The toolkit emphasizes participatory research methods that involve communities actively in all stages of the research process, from defining research questions to data collection, analysis, and interpretation. This approach ensures that research findings are grounded in local realities and priorities.

ii. **Versatility and Adaptability**

It includes a variety of participatory research tools that can be applied across different cultural, social, and geographical contexts. These tools are designed to address a wide range of issues, including nutrition, parenting, gender socialization, protection, and harmful practices such as FGM and child marriage.

¹⁵ <https://www.unicef.org/media/90816/file/FGM-Research-toolkit.pdf>

iii. **Evidence-Based**

The tools in the toolkit have been tested and refined through collaborations with academic institutions, NGOs, and UN agencies, ensuring their reliability and effectiveness in generating evidence for policy and programmatic interventions.

iv. **Capacity Building**

The toolkit incorporates capacity-building components to train researchers, community members, and stakeholders in participatory research methodologies. This fosters local ownership of research processes and enhances the sustainability of interventions.

v. **Programmatic Integration**

The toolkit supports integration into program cycles, enabling communities to identify and prioritize issues collectively, track changes over time, and hold stakeholders accountable for implementing interventions based on research findings.

vi. **Child-Centered Approaches**

Specific tools within the toolkit provide safe spaces for children to express their views and experiences on health and other sensitive topics, ensuring their voices are heard and considered in decision-making processes.

[How to Use the Participatory Research Toolkit](#)

Using the Participatory Research Toolkit by UNICEF and UNFPA involves several key steps to ensure effective implementation of participatory research processes. Here's a general guide on how to use the toolkit:

i. **Familiarize with Toolkit Components**

Begin by thoroughly reviewing the contents of the toolkit. Understand the range of participatory research tools available and their specific applications. Identify which tools are most relevant to the research objectives and context.

ii. **Define Research Objectives and Questions**

Clearly define the research objectives and questions in consultation with stakeholders and community members. Ensure that these objectives align with the principles of participatory research, focusing on community engagement and empowerment.

iii. Adapt Tools to Context

Adapt the selected tools to fit the specific cultural, social, and geographical context of the community where the research will be conducted. Modify tools as needed to ensure they respect local norms and sensitivities.

iv. Training and Capacity Building

Conduct training sessions for researchers, community members, and stakeholders on the use of participatory research methodologies and the specific tools from the toolkit. Emphasize the importance of ethical considerations, informed consent, and confidentiality.

v. Community Engagement and Participation

Engage community members actively throughout the research process. Facilitate participatory activities such as focus group discussions, participatory mapping, storytelling, and other methods included in the toolkit. Encourage diverse voices and perspectives to contribute to the research findings.

vi. Data Collection and Analysis

Implement the chosen participatory research tools to collect data. Ensure that data collection methods are inclusive and accessible to all community members, including marginalized groups. Capture qualitative insights and quantitative data as appropriate.

vii. Interpretation and Synthesis

Analyze the collected data collaboratively with community members and stakeholders. Use participatory methods to interpret findings and identify key themes, patterns, and priorities that emerge from the data.

viii. Documentation and Dissemination

Document the entire research process, including methodologies used, challenges faced, and lessons learned. Prepare comprehensive reports and presentations that communicate findings to stakeholders, policymakers, and the broader community.

ix. Reflection and Learning

Reflect on the strengths and weaknesses of the participatory research approach used. Facilitate learning sessions with stakeholders to identify areas for improvement and opportunities for future research collaborations.

Application of Participatory Research Toolkit

The Participatory Research Toolkit by UNICEF and UNFPA is typically applied in various community-based research settings where inclusive and participatory methodologies are beneficial. Here are some common application contexts:

- i. **Community Development Programs:** It is used in programs focused on community development, where understanding local perspectives and priorities is essential for effective interventions.
- ii. **Health and Nutrition Initiatives:** The toolkit is applied in health and nutrition programs to assess community health needs, perceptions of health services, and behaviors related to nutrition and health practices.
- iii. **Gender Equality and Social Inclusion:** It is utilized in initiatives addressing gender norms, women's empowerment, and the inclusion of marginalized groups in decision-making processes.
- iv. **Child Protection and Education:** The toolkit supports research on child protection issues, educational barriers, and child rights advocacy within communities.
- v. **Humanitarian Settings:** In humanitarian emergencies, the toolkit helps assess and address the specific needs and vulnerabilities of affected populations through participatory approaches.
- vi. **Policy Development and Advocacy:** It is used to generate evidence for policy advocacy and development, ensuring that policies are grounded in local realities and community voices.

Overall, the toolkit is applied wherever there is a need to engage communities actively in research processes, promote local ownership of development initiatives, and ensure that interventions are responsive to community needs and aspirations.

Limitations of Participatory Research Toolkit

S.no	Limitations	Details
1.	Resource Intensity	Participatory research often requires significant time commitments from both researchers and participants. It can be more costly due to the need for extensive training, facilitation, and often, higher levels of engagement activities.
2.	Skill and Capacity Requirements	Researchers and facilitators need specific skills to effectively engage young people and to use participatory methods, necessitating thorough training.
3.	Ethical and Safety Concerns	Participatory methods can elicit sensitive information from young participants, necessitating robust mechanisms for protecting their privacy and well-being.
4.	Power Imbalances	Ensuring genuine participation can be challenging, especially in contexts where there are significant power imbalances between adult researchers and young participants.

5.	Participant Fatigue and Engagement	Respondents may become fatigued or disengaged if the research process is too lengthy or demanding.
6.	Scalability and Generalizability	Participatory research is often context-specific, which can limit the generalizability of findings to broader populations. Scaling up participatory methods to larger populations can be difficult due to logistical and resource constraints.

How Participatory Research toolkit differs from SNET and SNAP?

S.no	Features	Participatory Research Toolkit	SNET	SNAP
1.	Focus	Engages communities directly in the research process to understand and shift social norms.	A tool designed to explore and map social norms within a specific context or population.	Analyzes social norms and their role in influencing behavior and social change.
2.	Approach	Emphasizes participatory methods, involving community members in identifying, discussing, and analyzing social norms.	Typically used to identify and understand existing social norms and their influence on behavior.	Provides a structured process for analyzing data on social norms, including understanding their origins, functions, and impacts.
3.	Methods	Includes tools for participatory data collection, such as community mapping, focus groups, and workshops.	May include surveys, interviews, and other data collection methods to explore how social norms operate.	Often involves quantitative and qualitative analysis techniques to assess the effectiveness of interventions and understand the mechanisms of social norms.
4.	Purpose	Aims to ensure that the perspectives and experiences of community members are integral to the research and intervention design.	Helps researchers and practitioners understand the landscape of social norms and their impact on behaviors and attitudes.	Aims to provide insights into how social norms can be targeted for change and how interventions can be designed to be effective.

How Participatory Research toolkit differs from other social norms tools/scales?

S.no	Features	Participatory Research Toolkit	Other social norms tools/scales
1.	Focus on Participation	Emphasizes active involvement of children and young people in the research process. Participants are not just subjects but co-researchers, contributing to the design, data collection, analysis, and dissemination stages.	Typically involve participants as respondents or informants. These tools often use structured surveys, interviews, or observations where participants provide data but are less involved in shaping the research process.
2.	Empowerment and Capacity Building	Aims to empower young people by building their research skills and enhancing their understanding of the issues being studied.	Generally, do not emphasize capacity building or empowerment. The primary goal is to gather data on social norms rather than to develop the skills and agency of the participants.
3.	Methodological Flexibility	Employs a variety of qualitative and participatory methods, such as focus groups, workshops, role-playing, and creative activities like drawing and mapping. These methods are adaptable to the specific context and needs of the participants.	Often rely on more standardized quantitative methods such as surveys and questionnaires. While they may include qualitative components like interviews, they are usually less flexible and participatory in nature.
4.	Data Interpretation and Utilization	Encourages participants to be involved in data interpretation and the creation of recommendations. This collaborative approach ensures that the findings and subsequent actions are grounded in the participants' lived experiences and insights.	Data interpretation is typically conducted by researchers or analysts, with limited involvement from the participants. The findings are often used to inform policy or program design without direct input from those who provided the data.
5.	Outcome Focus	Aims to create a sense of ownership and agency among young participants, leading to outcomes that are not only research-based but also developmental and empowering.	Primarily focused on generating data to understand social norms and inform interventions. The primary outcomes are knowledge and policy recommendations,

			rather than participant empowerment.
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Conclusion

The Participatory Research Toolkit for Social Norms Measurement provides a practical and comprehensive guide for researchers, program planners, implementers, and evaluation experts to enhance their efforts in understanding and addressing social norms. This toolkit emphasizes a participatory approach, ensuring active community involvement throughout the research process, and is versatile enough to be applied across various cultural, social, and geographical contexts. It combines evidence-based tools, capacity-building components, and child-centered methodologies. Despite its advantages, the toolkit's implementation can be resource-intensive and requires skilled researchers to handle ethical concerns and power imbalances effectively. Nonetheless, its unique focus on participation, empowerment, and methodological flexibility sets it apart from traditional research tools, making it a valuable resource for promoting local ownership of development initiatives and ensuring that interventions are responsive to community needs and aspirations.

9. Social Norms Analysis Plot (SNAP) developed by CARE

The Social Norms Analysis Plot (SNAP) was developed by CARE in 2017 to provide a comprehensive and visual tool for understanding and addressing social norms within communities.¹⁶ Designed by Dr. Suzanne F. Bell and Dr. Lindsay Stark, SNAP aims to disentangle the complex web of norms that influence behaviors, particularly in the context of gender and reproductive health. By offering a systematic and participatory approach, SNAP enables program designers, evaluators, and community members to identify and analyze the strength and impact of various norms on specific behaviors. Its visual representation of data makes it accessible and informative, facilitating community engagement and fostering discussions aimed at changing harmful norms. The tool's flexibility allows it to be adapted to diverse cultural settings, enhancing its utility in cross-cultural research and interventions.

The framework defines components of social norms upon which tools are built, allowing the evaluator to assess the strength of a particular norm and ways it may have shifted over time. The first three components of the SNAP framework are drawn directly from social norms theory and describe the nature of the norm in a given context: Empirical Expectations (what I think others do), Normative Expectation (what I think others expect me to do), and Sanctions (anticipated opinion or reactions from others). The other two components of the SNAP framework further characterize the strength of the norm in question in its current state: Sensitivity to Sanctions (how social sanctions influence behavior) and Exceptions (under what circumstances it is considered acceptable to deviate from the norm).¹⁷

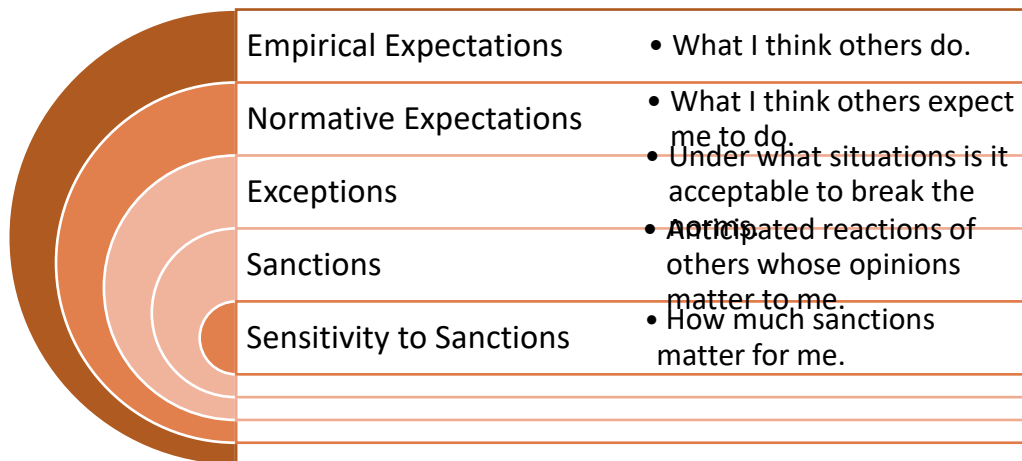


Figure 1 CARE Social Norms Analysis Plot Framework

¹⁶ https://www.care.org/wp-content/uploads/2020/11/TP_Social_Norms_measurementFINAL.pdf

¹⁷ https://caretippingpoint.org/wp-content/uploads/2019/11/TP_Social_Norms_FINAL.pdf

Purpose and Overview: Social norms are often complex and multi-faceted, influencing behaviors in ways that are not always visible or straightforward. There was a need for a tool that could disentangle these complexities and provide a clear visual representation of how different norms operate and interact within a community. SNAP helps identify, analyze, and visualize social norms, making it easier to understand the relationships between norms, behaviors, and outcomes. SNAP provides a systematic approach for program designers and evaluators to map out the norms influencing target behaviors and track changes over time.

Key Features of the Social Norms Analysis Plot

The Social Norms Analysis Plot has several key features that make it a valuable tool for analyzing and understanding social norms:

i. Visual Representation

SNAP uses graphical plots to visually represent the strength and influence of different social norms on specific behaviors. This visual approach makes complex data more accessible and easier to interpret for diverse audiences, including community members and stakeholders.

ii. Participatory Approach

The tool is designed for use in participatory settings, involving community members, stakeholders, and program implementers in the analysis process. This participatory nature ensures that the insights generated are grounded in local knowledge and experiences, fostering ownership and collective action towards changing harmful norms.

iii. Flexibility and Adaptability

SNAP can be adapted to various cultural contexts, ensuring its relevance and applicability across different settings. This flexibility allows it to be used globally, accommodating the unique social norms and behaviors of diverse communities. The tool can be applied to analyze norms related to a wide range of behaviors, from health practices and gender roles to educational and economic activities.

iv. Systematic Analysis

SNAP provides a structured method for identifying, categorizing, and analyzing the multiple norms that influence a particular behavior. This systematic approach helps in understanding the interactions and relative strengths of different norms, aiding in the development of targeted interventions.

v. Comprehensive Understanding

The tool examines various dimensions of social norms, including personal norms (individual beliefs), injunctive norms (perceived societal expectations), and descriptive norms (perceived

behaviors of others). This comprehensive analysis helps in capturing the full scope of how norms influence behaviors.

vi. Actionable Insights

By mapping out the social norms and their impacts, SNAP provides actionable insights for designing and implementing effective interventions. It helps in identifying key leverage points for normative change, guiding program strategies to address and shift harmful norms.

vii. Monitoring and Evaluation

SNAP can be used to monitor and evaluate changes in social norms over time. This capability is crucial for assessing the impact of interventions and programs aimed at norm change, allowing for adjustments and improvements based on empirical evidence.

Example Items

When analyzing social norms, a plot might include the following example items:

- Prevalent attitudes towards gender-specific roles in the household and workplace.
- Social expectations regarding behavior and responsibilities for men and women.
- Traditional rituals and customs influencing gender dynamics.
- Cultural beliefs affecting social status and interactions between genders.
- Distribution of power and decision-making authority in families and communities.
- Influence of patriarchal or matriarchal structures on social interactions.

How to Use the Social Norms Analysis Plot

The steps to use the Social Norms Analysis Plot are explained as follows:

i. Identify Key Social Norms

The specific social norms to be analyze shall be listed. These can include gender roles, cultural practices, power dynamics, access to resources, social and legal policies, and media representation.

ii. Gather Data

This is followed by collection of qualitative and quantitative data relevant to each social norm. This can involve surveys, interviews, focus groups, and secondary data sources like research studies and reports.

iii. Categorize and Code Data

The data shall be then organized by categorizing it under each identified social norm. Coding techniques shall be used to identify patterns and themes within the data.

iv. Plot Data Points

A graphical tool (such as a bar chart, line graph, or radar chart) shall be used to plot the data points. Each axis or segment of the plot should represent a different social norm.

v. Analyze Relationships and Trends

The plot shall be examined to identify relationships, correlations, and trends among the different social norms. It is pertinent to look for patterns that indicate how these norms interact and influence each other.

vi. Interpret Findings

Insights should be drawn from the visual representation of data. Consideration should be given to how the norms reinforce or contradict each other and their overall impact on the target group or society.

vii. Formulate Strategies

Based on the analysis, strategies should be developed to address negative social norms or strengthen positive ones. These strategies can inform policymaking, program design, and advocacy efforts.

Application of SNAP

The application of a social norms analysis plot involves several key uses in social sciences, policy development, and advocacy:

- i. **Understanding Social Dynamics:** It helps researchers and practitioners understand the complex interplay of social norms within a community or society, including how norms evolve and influence behaviors.
- ii. **Policy Formulation:** Governments and organizations use social norms analysis plots to inform policy decisions by identifying which norms are promoting or hindering desired outcomes. For example, in gender equality initiatives, understanding norms around roles and expectations can guide policies aimed at promoting equity.
- iii. **Program Design:** Nonprofits and development agencies utilize social norms analysis to design effective programs that resonate with local cultures and norms. This ensures interventions are culturally sensitive and more likely to be accepted and adopted by the target population.
- iv. **Behavioral Change Campaigns:** In public health and social marketing, analysis of social norms helps design campaigns that challenge harmful behaviors or promote positive changes. For instance, campaigns against smoking or promoting vaccination can benefit from understanding prevailing social norms.
- v. **Evaluation and Impact Assessment:** Researchers use social norms analysis plots to evaluate the effectiveness of interventions or policies over time. By tracking changes in

norms and behaviors, they can assess the impact of their initiatives and make adjustments as needed.

Limitations of SNAP

While social norms analysis plots are valuable tools for understanding and addressing societal norms, they come with several limitations:

S.no	Limitations	Details
1.	Simplification of Complexities	Plots may oversimplify the intricate nature of social norms, which are often deeply embedded in cultural, historical, and contextual factors. They may not capture the nuances and variations within different subgroups or communities.
2.	Subjectivity in Data Interpretation	Interpretation of data plotted in social norms analysis can be subjective, influenced by researchers' biases or preconceived notions. This subjectivity can affect the accuracy and reliability of findings.
3.	Limited Quantitative Data	Social norms are often qualitative and context-dependent, making it challenging to quantify them accurately. Plots based on insufficient or biased data may lead to misleading conclusions.
4.	Generalization Issues	Plots may generalize norms across diverse populations or regions, overlooking variations within different demographic groups or cultural contexts. This can limit the applicability of findings to specific contexts.
5.	Complex Causality	Establishing causal relationships between social norms and behaviors can be challenging. Plots may suggest correlations without confirming causation, requiring additional research to validate findings.

How SNAP differs from other social norms tools/scales?

S.no	Features	SNAP	Other social norms tools/scales
1.	Visual representation	SNAP uses graphical plots to visually represent data, illustrating the relationships and interactions between different social norms and behaviors. This visual representation makes complex data more accessible and easier to interpret.	The traditional tools/scales typically present data in numerical or textual formats.
2.	Interactive	SNAP encourages interactive engagement in the analysis	Traditional scales are static in nature.

		process. It involves stakeholders in discussing and interpreting the plotted data.	
3. Focused application		SNAP is specifically designed to map out and analyze the complex web of norms influencing specific behaviors, such as those related to gender roles, health practices, or community norms.	Traditional scales may measure general attitudes or behaviors related to norms.
4. Community Engagement		SNAP emphasizes a participatory approach, involving community members and stakeholders in the analysis process. This participatory nature ensures that local knowledge and perspectives are integrated into the interpretation of data, enhancing the relevance and applicability of findings.	Traditional scales may not involve a participatory approach.
5. Actionable Insights		The graphical nature of SNAP facilitates the identification of actionable insights and strategic interventions to promote positive behavioral changes aligned with desired social norms.	Other tools/scales may require more interpretation or additional steps to translate findings into actionable strategies.

Conclusion

The Social Norms Analysis Plot, developed by CARE in 2017, represents a significant advancement in understanding and addressing social norms within communities. Led by Dr. Suzanne F. Bell and Dr. Lindsay Stark, SNAP offers a visually intuitive tool to disentangle the dynamics of social norms, particularly in contexts such as gender and reproductive health. By combining quantitative data with qualitative insights in a participatory framework, SNAP enables stakeholders to map and analyze norms effectively, enabling community engagement and supporting evidence-based interventions. Its adaptability across diverse cultural settings enhances its utility in cross-cultural research and interventions, making SNAP a valuable asset for promoting norm shifting interventions worldwide.

10. Social Norms Exploration Tool (SNET)

The Social Norms Exploration Tool (SNET), developed in the year 2019-2020, by the Institute for Reproductive Health (IRH) at Georgetown University in collaboration with the USAID-funded Passages project and members from the Bill & Melinda Gates Foundation-funded Learning Collaborative to Advance Normative Change, is a valuable resource for understanding and addressing social norms.¹⁸

The SNET facilitates participatory learning and action by guiding exploration of social norms. Designed for rapid assessment, SNET employs a team-based, qualitative approach to swiftly gather community-level insights. It aims to provide a preliminary understanding of how social norms in program communities influence behaviors and actions from a programmatic standpoint. The SNET has been field-tested in over 15 settings globally.

Purpose and Overview: In the past, formative assessments have largely overlooked the influence of social norms within programs. Consequently, there are few formative assessment tools explicitly designed to thoroughly explore social norms in depth to guide program design, implementation strategies, and evaluation. However, the landscape is changing as many social and behavior change (SBC) programs now recognize the importance of addressing social norms and other factors that perpetuate harmful behaviors, which can hinder sustained program impact. As awareness of the role of social norms grows, programs are increasingly interested in strategies to shift these norms to achieve their objectives. This heightened interest in social norms underscores the need for practical methodologies to pinpoint key influencers and identify the specific social norms driving behaviors of interest, incorporating crucial insights from communities. The Social Norms Exploration Tool was developed precisely to address this gap.

Key Features of the SNET

i. **Comprehensive Analysis**

The tool allows for a thorough examination of social norms across various domains, including gender roles, health behaviors, economic practices, and community interactions.

ii. **Qualitative and Quantitative Integration**

It combines qualitative methods (such as interviews, focus groups) with quantitative data (surveys, behavioral data) to provide a holistic understanding of social norms.

iii. **Visual Representation**

Similar to SNAP, it utilizes graphical plots or charts to visually represent the strength and dynamics of social norms, making complex data accessible and interpretable.

¹⁸ https://pdf.usaid.gov/pdf_docs/PA00ZKWF.pdf

iv. Participatory Approach

It involves community members, stakeholders, and researchers in the exploration and analysis of social norms, ensuring that local knowledge and perspectives are integrated into the findings. Participatory learning exercises are used to identify Reference Groups (groups whose behavior influences others) and explore social norms that impact specific behaviors of interest.

v. Focus on Behavior Change

It is designed to specifically analyze norms that influence behaviors, helping to design interventions that effectively address harmful norms and promote positive social change.

How Social Norms Exploration Tool (SNET) differs from Social Norms Analysis Plot?		
	SNAP	SNET
1.	SNAP is primarily a visual tool that uses graphical plots to represent and analyze social norms data.	SNET encompasses a broader approach that integrates qualitative and quantitative methods to explore social norms. Sometimes, researchers/practitioners using the SNET also utilize the SNAP to assist in the analysis phase.
2.	SNAP encourages participatory engagement primarily during the interpretation and discussion of plotted data.	SNET emphasizes a participatory approach throughout the research process, including the identification of norms, data collection, analysis, and interpretation. It seeks to integrate local knowledge and perspectives at every stage.
3.	SNAP is specifically designed to analyze and visualize the relationships between social norms and behaviors. It focuses on identifying patterns and trends in normative influences on behavior.	SNET has a broader scope, aiming to comprehensively explore various dimensions of social norms across different domains. It provides a deeper understanding of how norms operate within specific contexts.
4.	The visual nature of SNAP facilitates the identification of actionable insights and strategic interventions based on plotted data. It helps in pinpointing leverage points for normative change.	SNET also aims to generate actionable insights, but its approach integrates qualitative understanding with quantitative data to offer more nuanced recommendations for interventions and policy changes.

How to use the Social Norms Exploration Tool?

Through five phases, the SNET provides with the guidance and exercises needed to conduct a social norms exploration in to incorporate actions to address norms in program. The process summary is shared as below.

- **PHASE 1: PLAN & PREPARE:** In the first phase, the Core Team reflects on social norms that they believe may be influencing behaviors of interest, then defines the social norms exploration aim, objectives, and Main Population Groups and chooses and prepares exercises to use in fieldwork.
- **PHASE 2: IDENTIFY REFERENCE GROUPS:** In this phase, the Core and Field Teams ask program participants (or potential participants) to identify whom they seek advice from and who influences their behaviors (Reference Groups).
- **PHASE 3: EXPLORE SOCIAL NORMS:** In this phase, the Field Team meets and asks program participants (or potential participants) and Reference Group members about the range of factors influencing specific behaviors, identifying more precisely social norms and their relative influence on behavior.
- **PHASE 4: ANALYZE FINDINGS:** In this next-to-final phase, the Analysis Team analyzes the information gathered in community discussions, identifying the norms that influence behaviors of interest, their relative influence, and the consequences of conforming to or violating norms (Rewards or Sanctions).
- **PHASE 5: APPLY FINDINGS:** In this final phase, the Core Team uses the findings of the social norms exploration to adjust components of the program to be more norms aware.

Application of SNET

The application of the Social Norms Exploration Tool is diverse and spans various fields where understanding social norms is crucial for designing effective interventions and promoting positive behavior change. Here are some common applications of SNET:

- i. **Behavior Change Programs:** SNET is used to identify and analyze social norms that influence behaviors related to health, education, gender roles, environmental practices, and more. It helps in designing targeted interventions that address specific norms contributing to behaviors deemed beneficial or harmful.
- ii. **Community Development:** SNET aids in understanding community dynamics and societal norms that affect development initiatives. It informs strategies to engage communities effectively, foster local ownership, and promote sustainable development outcomes.

- iii. **Health Promotion:** In public health, SNET helps in exploring norms related to health behaviors such as hygiene practices, reproductive health decisions, vaccination uptake, and substance use. Insights from SNET guide the development of campaigns and programs aimed at promoting healthier behaviors.
- iv. **Gender Norms:** SNET examines norms surrounding gender roles, rights, and expectations within communities. It informs initiatives aimed at promoting gender equality, challenging stereotypes, and empowering marginalized groups.
- v. **Violence Prevention:** Understanding social norms related to violence against women and girls, including attitudes towards intimate partner violence and harmful practices like child marriage, helps in designing interventions to prevent and address such behaviors.
- vi. **Academic Research:** Researchers use SNET to explore theoretical frameworks and empirical evidence related to social norms in various disciplines such as sociology, anthropology, psychology, and public health.

Limitations of SNET

While the Social Norms Exploration Tool offers significant benefits in understanding and addressing social norms, it also comes with several limitations that should be considered:

S.no	Limitations	Details
1.	Subjectivity in Data Collection	SNET often relies on qualitative methods such as interviews and focus groups, which can be subjective and influenced by biases of both participants and researchers. This subjectivity may affect the interpretation of norms and limit the generalizability of findings.
2.	Complexity in Analysis	Analyzing social norms is inherently complex due to their dynamic and context-specific nature. SNET requires skilled researchers to navigate the nuances of norms, which can be challenging without a clear framework or standardized methodology.
3.	Resource Intensiveness	Conducting a thorough social norms analysis using SNET can be resource intensive. It requires time, funding, and expertise to collect and analyze qualitative and quantitative data, which may not always be feasible for all organizations or research projects.
4.	Limited Quantitative Rigor	While SNET integrates both qualitative and quantitative methods, the quantitative rigor of the tool may sometimes be overshadowed by the richness of qualitative insights. This could limit the ability to draw statistically significant conclusions about normative behaviors.
5.	Measuring Change Over Time	Tracking changes in social norms over time using SNET can be challenging. The tool may lack robust mechanisms for

		longitudinal analysis, hindering the ability to assess the impact of interventions on normative shifts.
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How SNET differs from other social norms tools/scales?

S.no	Features	SNET	Other social norms tools/scales
1.	Comprehensive Approach	SNET typically adopts a multi-method approach that combines qualitative and quantitative methods to comprehensively explore social norms.	Traditional tools/scales may use either of quantitative or qualitative research method.
2.	Participatory Engagement	SNET emphasizes participatory engagement with community members and stakeholders. In addition to the participatory approach, its most unique and important feature is that it is designed to be rapid - with no more than two weeks in a community including data collection and preliminary analysis.	Some traditional scales may rely solely on researcher-driven data collection and may be time consuming as well.
3.	Cultural Adaptability	SNET is designed to be adaptable to different cultural contexts and settings.	Some traditional scales may be context specific and may not be generalized in different contexts.
4.	Focus on Behavior Change and Intervention	SNET is particularly geared towards informing behavior change interventions	Many tools measure social norms as a descriptive aspect of a community
5.	Integration with Program Design and Evaluation	Unlike purely academic tools, SNET is closely integrated with programmatic goals and objectives.	

Conclusion

The Social Norms Exploration Tool represents a significant advancement in understanding and addressing social norms. By employing a participatory learning approach and integrating qualitative and quantitative methods, SNET allows for a comprehensive analysis of social norms across various domains. Its emphasis on behavior change and intervention makes it a crucial tool for designing effective programs and policies. Despite its strengths, SNET faces challenges such as

subjectivity in data collection and resource intensiveness, which must be navigated to maximize its impact.

IV. Comparison matrix for the tools and scales used to measure social norms

S.no	Tool/Scale	Focus and Utility	Measurement Scope	No. of Items	Where was it tested?	Suitable Research Design	Key Limitations
1.	Fertility Norms Scale	Measures societal expectations and pressures related to fertility behaviors, including pronatalism and early childbearing.	Fertility norms and reproductive pressures	10	India	Quantitative Assessment	Limited to fertility-related norms, requiring adaptation for use in different cultural settings; needs more qualitative insights.
2.	Gender Norms Scale	Measures attitudes and adherence to gender norms and roles.	Gender norms and roles	28	India	Quantitative assessment	May not capture evolving or intersectional perspectives on gender norms.
3.	Personal and Injunctive Norms Scale	Measures attitudes and adherence to gender norms and roles.	Individual beliefs and perceived norms	24	Italy, USA and South Africa	Quantitative assessment	Relies on self-reporting, which may be influenced by social desirability bias.
4.	Social Norms and Beliefs about Gender Based Violence Scale	Assesses attitudes and beliefs related to social norms about gender-based violence.	Gender-based violence norms	30	Somalia and South Sudan	Quantitative assessment	Responses may be influenced by societal taboos or biases, affecting data accuracy.

5.	Strength of Social Gender Norms Scale	Assesses the strength and influence of social norms related to gender roles and behaviors.	Strength and influence of gender norms	32	India	Quantitative assessment	Measures perceived rather than actual influence of gender norms, limiting accuracy of behavioral predictions.
6.	Social-Norm Espousal Scale	Measures general adherence to social norms across contexts.	General adherence to social norms	14	USA	Quantitative assessment	Limited in capturing nuances of specific norms in different contexts.
7.	Vignette-Based Scale	Uses scenarios to assess responses to hypothetical social situations and norms.	Situational responses to social norms	N.A.	N.A.	Quantitative assessment	Relies on hypothetical scenarios, which may not fully reflect real-world behaviors.
8.	Participatory Research Toolkit	Facilitates community participation in research to uncover and address local norms.	Community involvement in research	N.A.	Ethiopia, Guinea, Jamaica,	Qualitative and participatory	Requires substantial time and resources to ensure effective community participation and data collection.
9.	Social Norms Analysis Plot	Visualizes social norms data to understand normative beliefs and behaviors.	Visualization of normative beliefs	N.A.	Nepal and Bangladesh	Qualitative and quantitative use	Requires interpretation that may vary based on researcher perspective.

10.	Social Norms Exploration Tool	Explores and identifies social norms within specific communities or groups.	Local or specific cultural norms	N.A.	In over 15 settings, including in the Democratic Republic of Congo.	Qualitative exploration	Findings may be context-specific and not easily generalizable across populations.
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