Identifying strategies for norm change

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Recap from previous webinar:
Social norms assessment

It is a process of **identifying whether a norm exists for a target population within a given reference group** as it relates to a behavioral outcome of interest

Example: Using interviews with vignettes to uncover reactions to a fictional story.

After assessing and diagnosing social norms, design **monitoring and evaluation processes**

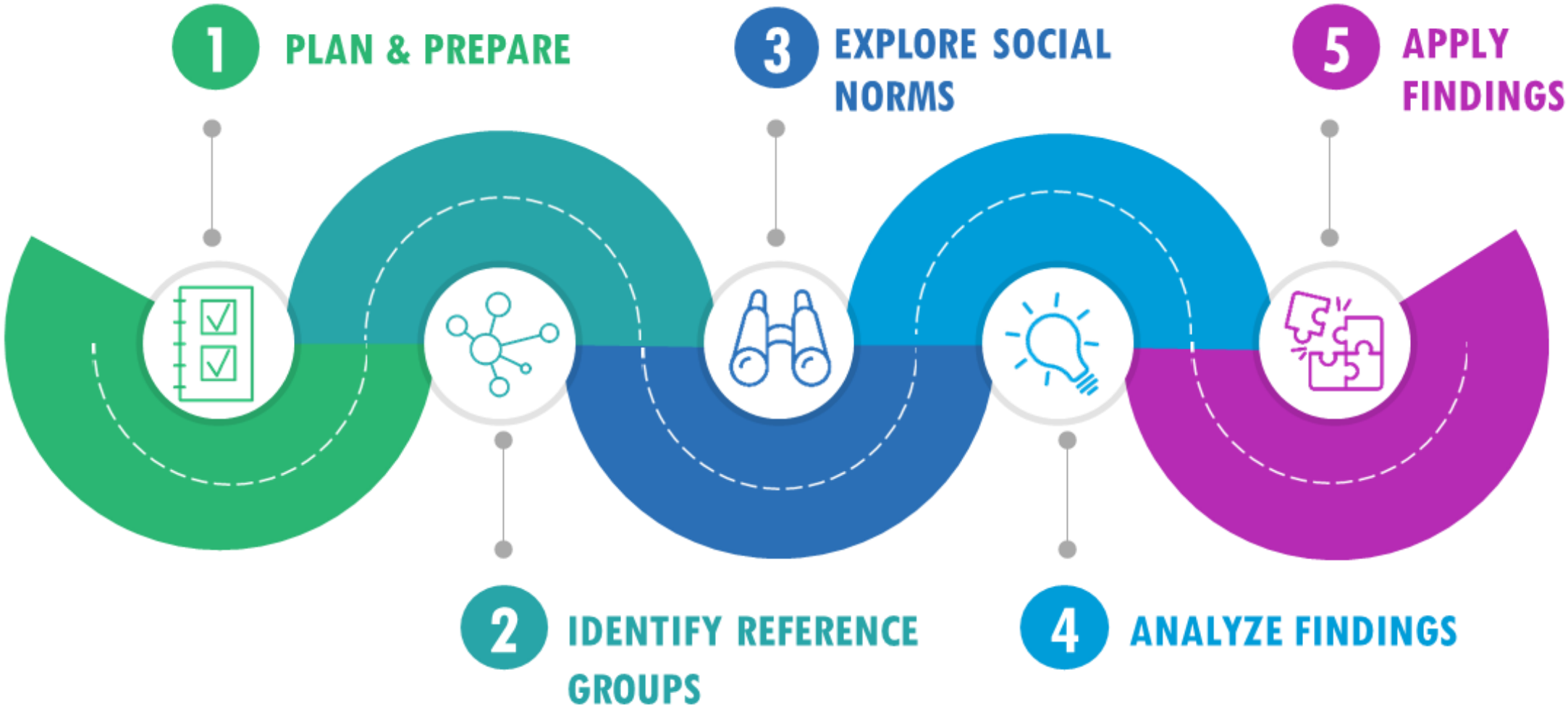
There are multiple methods and methodologies to assess norms

Interviews & vignettes are useful to understand reference groups and how communities may react to norms being challenged.

Ranking exercises allow us to learn how certain norms supersede others & **surveys** reveal how typical something is in a community.

Focus groups help understand the group's ideas about an issue.

Social Norms Exploration Process



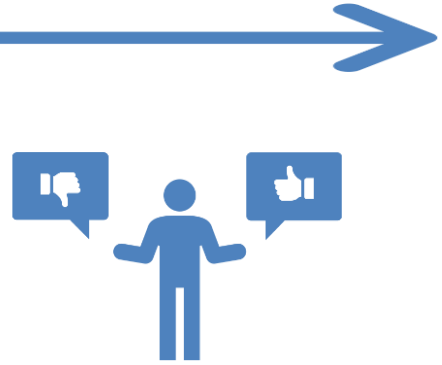
How does change h**appen**?

1

Change is not just about communicating knowledge to people.

New knowledge

(New attitudes)



New behaviour

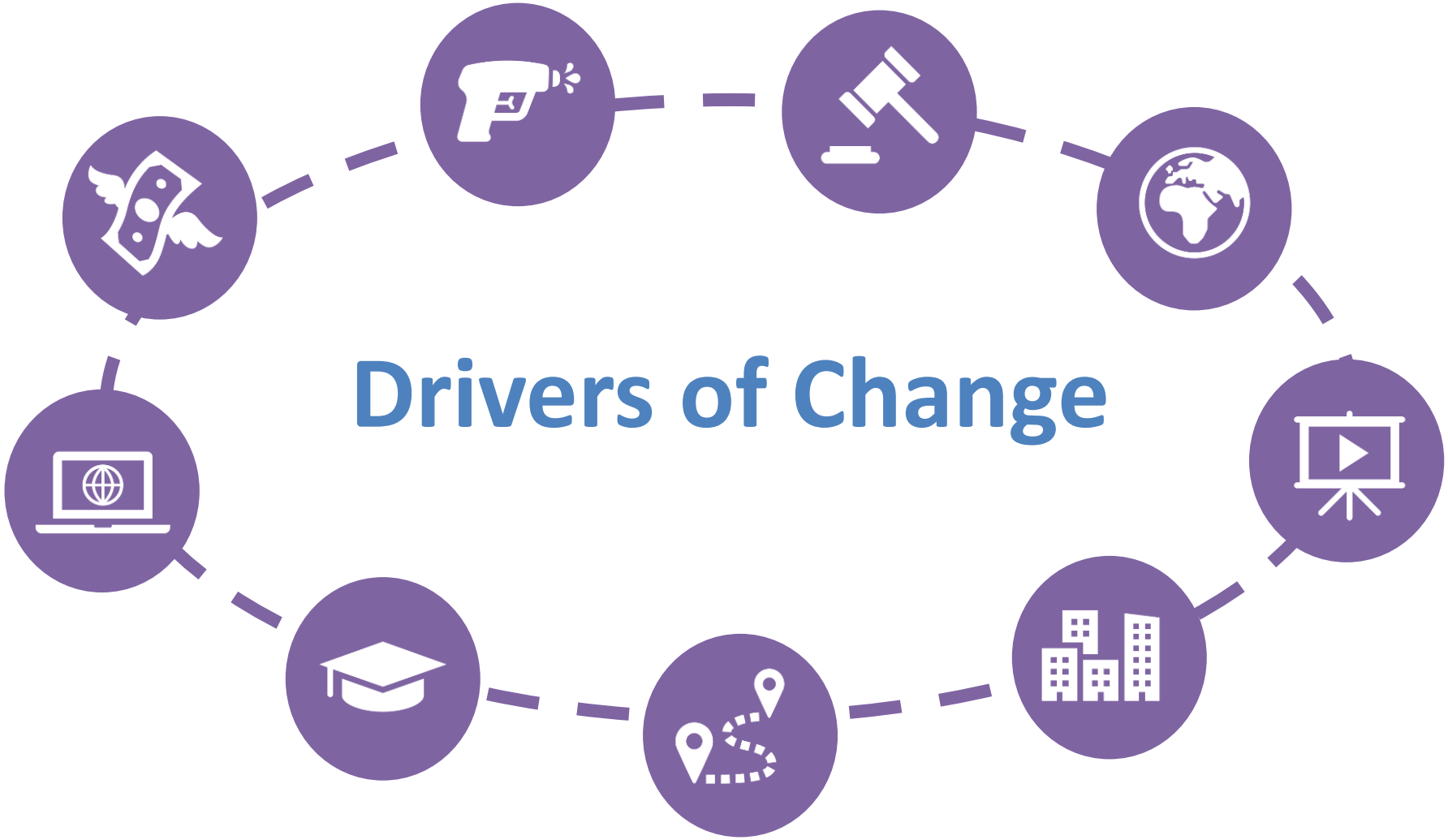
This is how change actually happens!

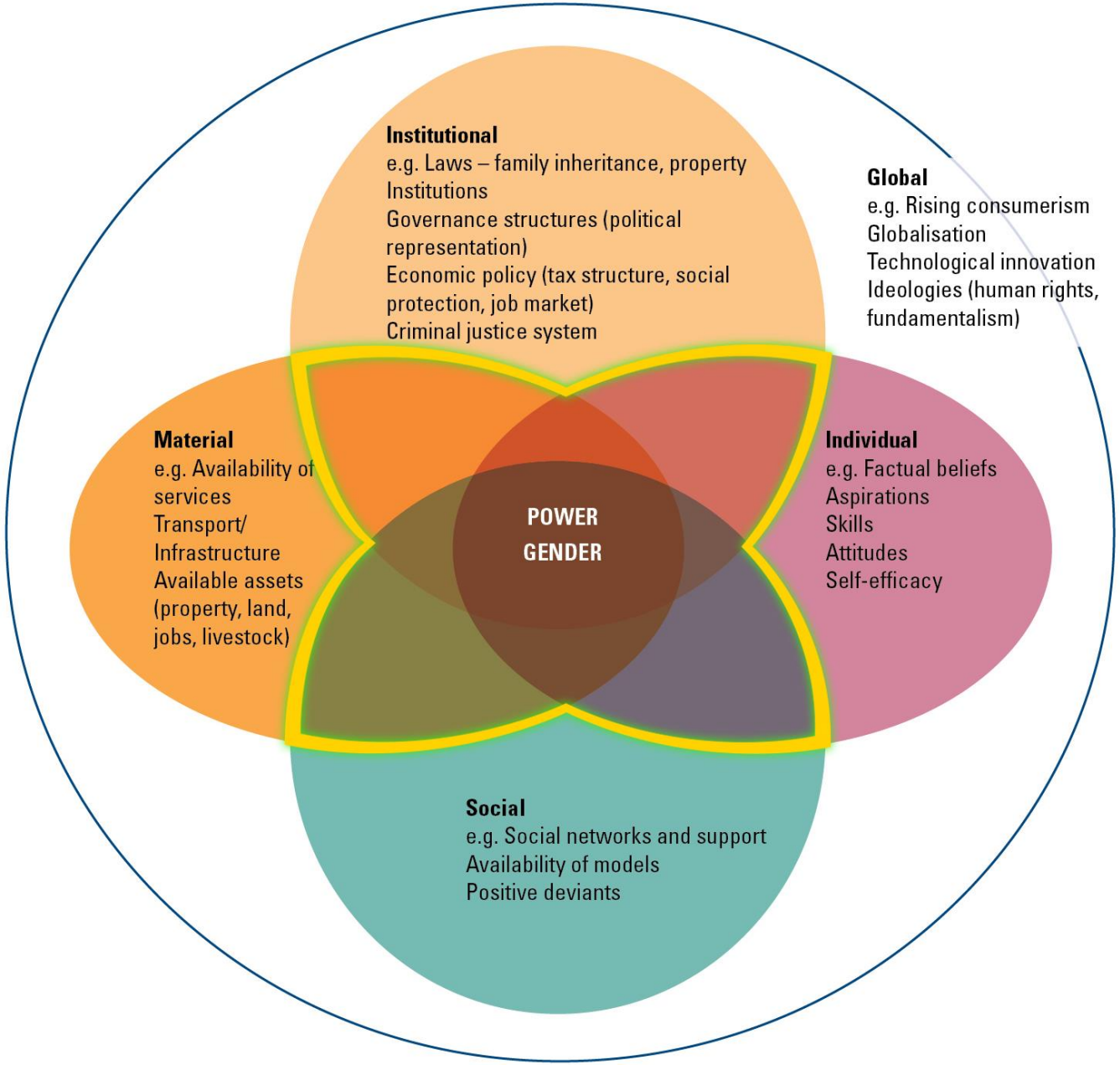
2 Change happens when enough people see that enough people are changing.

3

Strong norms take more time to achieve. We will need a critical mass to create change.

Drivers of Change

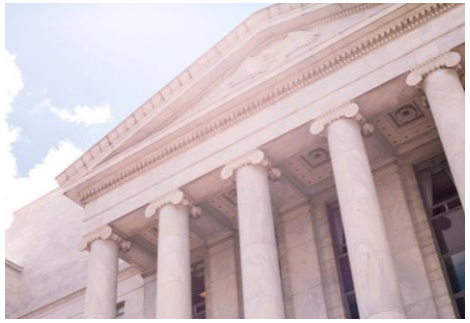




The Flower Diagram is an adapted version of the ecological model - the 'Flower Diagram' developed by Cislaghi & Heise (2018).

Norm change **strategies**

Four Norm Change Strategies



1

Law & Policies

2

Mass Media

3

Personalized Normative Feedback

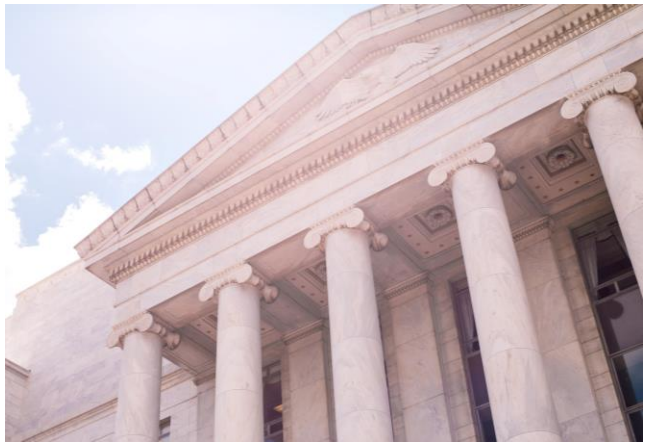
4

Group Discussions

1 Laws & Policies

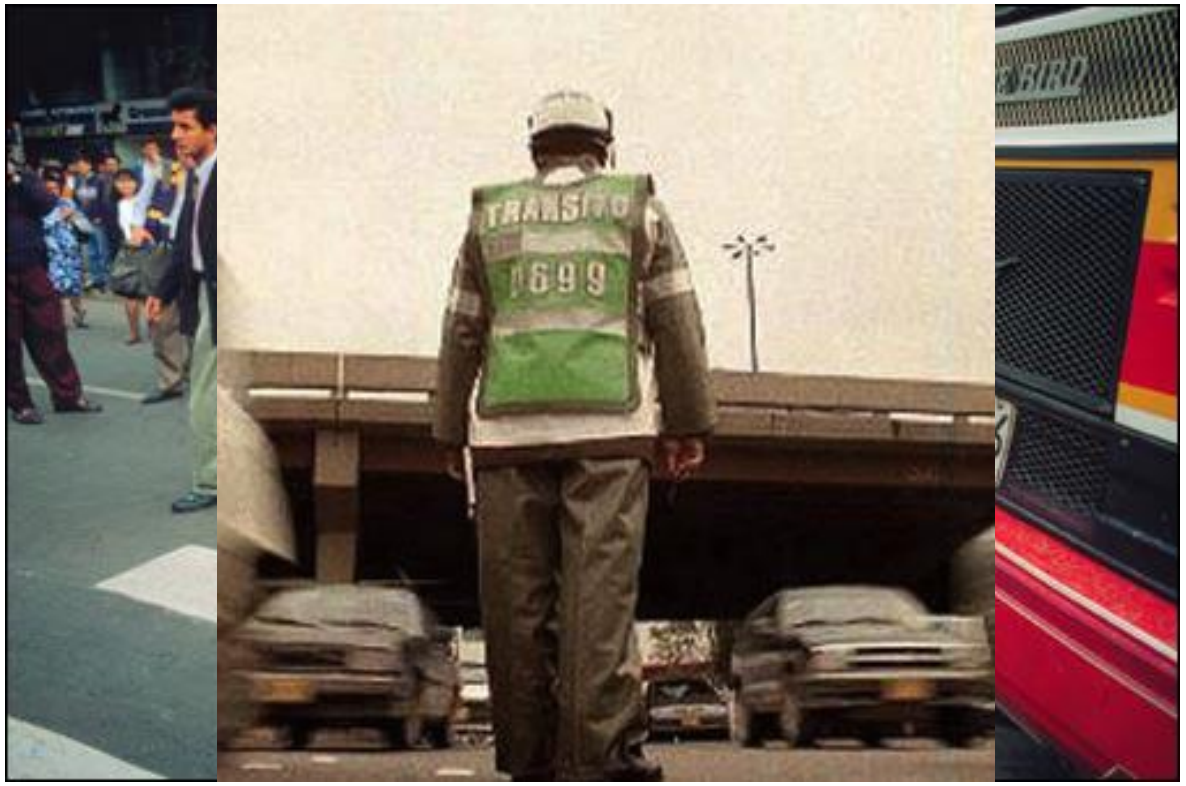
This can involve legislating change, such as creating a law that dictates minimum marriage age.

It can also involve changing how existing laws are viewed or upheld.



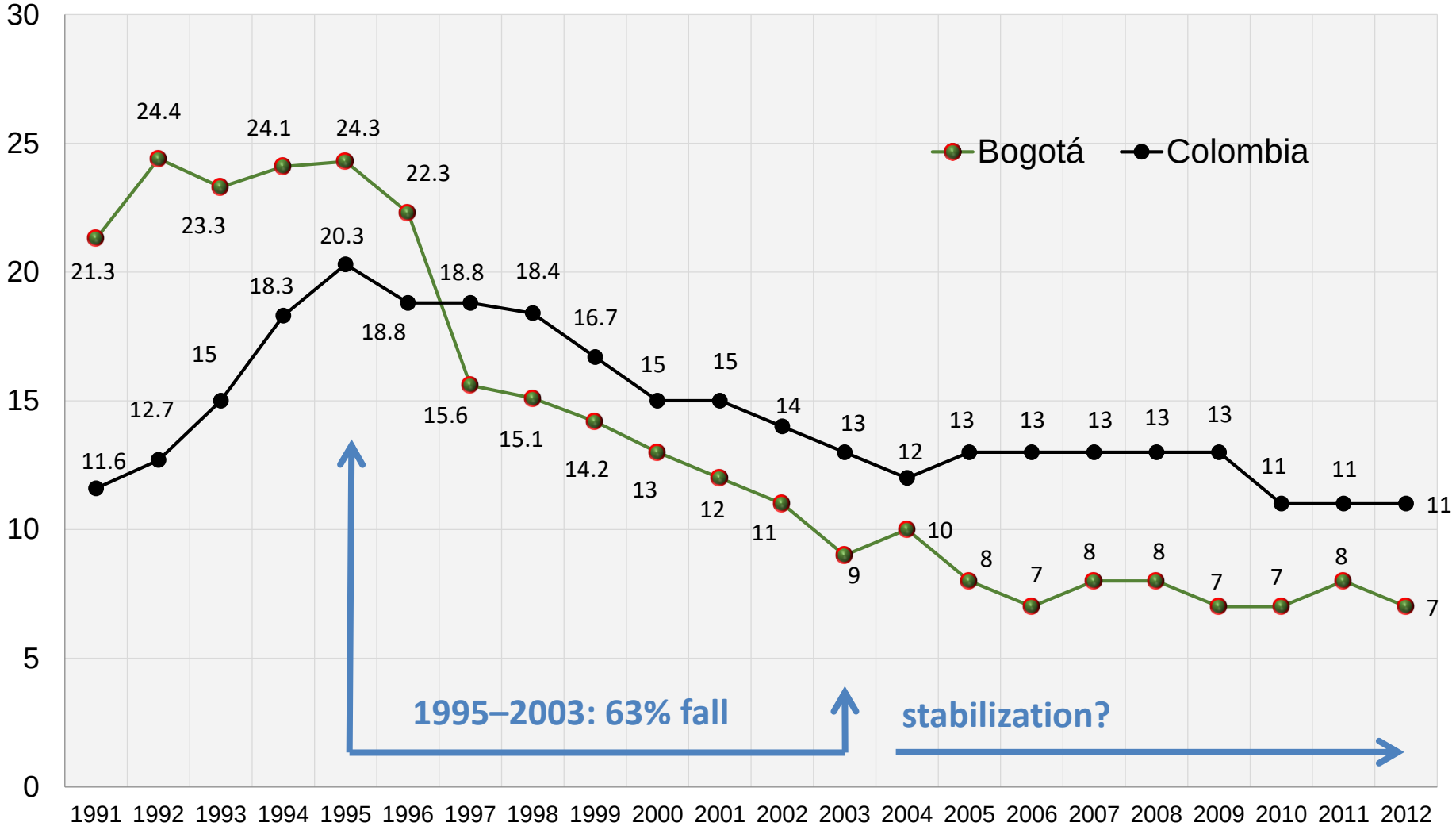
Slide Source: Gerry Mackie

Example 2:
traffic behavior



- **Corrupt traffic police fired and replaced:** signal of strong institutional commitment.
- **Mimes**: initially 40, then 400!
- Dramatic success in terms of **visibilization**, but replication *questionable*.
- **Further strengthened normative expectations**, promoted public deliberation—it wasn't *just a show*.

Traffic-related deaths in Bogotá and Colombia
1991 - 2012 (rate per 100 000 inhabitants)



Source: Instituto Nacional de Medicina Legal y Ciencias Forenses (INML) DANE Population Projections

Group Discussion

(10 minutes)

Laws & Policies

What are your experiences and thoughts on this change strategy?
When you think of your own work, how visible is this strategy?
How useful do you think this strategy is in your work?

2 Mass Media

Media approaches share information about harmful effects of a practice, but often focus more on the fact that the population is abandoning the practice.

Goal: to change social norms (people's perceptions about what others around them do and approve of)

Techniques: radio broadcasts, billboards, theatre plays, and role model approaches.

Group Discussion

(10 minutes)

Mass Media

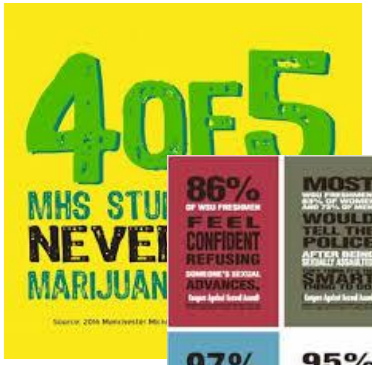
What are your experiences and thoughts on this change strategy?
When you think of your own work, how visible is this strategy?
How useful do you think this strategy is in your work?

3 Normative Feedback

Normative feedback refers to providing personalized information about how one performs compared to their peers.

Reduction from 0.6 to 6.3 % in household energy consumption (2% average)

Allcott, H. (2011). Social norms and energy conservation. Journal of Public Economics, 95(9-10), 1082-1095. doi:10.1016/j.jpubeco.2011.03.003


4 OF 5
MHS STU
NEVE
MARIJUAN

9 OF 10
STUDENTS
NOT USE
O REGULARLY
SRSLY
Manchester

1 out of 4 MU Students

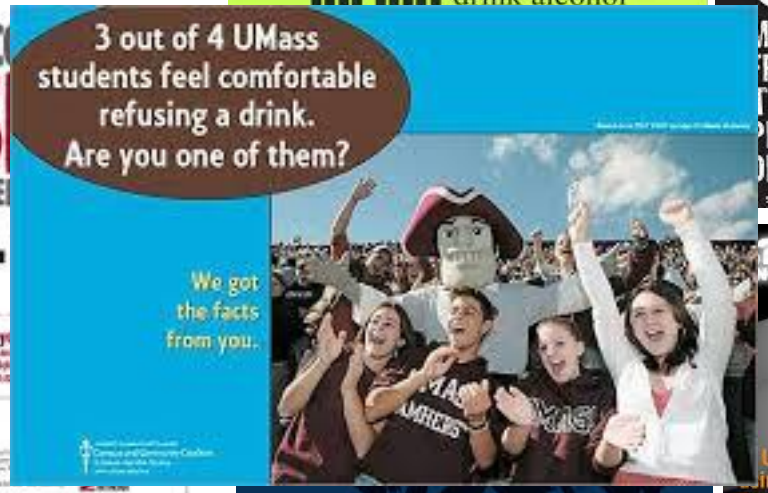
86%
FEEL CONFIDENT REFUSING ADVANCES.
MOST
WOULD TELL THE POLICE
SMART
82%
ASK FOR CONSENT
THEY THINK IT'S IMPORTANT.
97%
LOOK OUT FOR FRIENDS
THEY THINK IT'S IMPORTANT.
95%
RESPECT THEIR PARTNERS.
THEY WOULD
STOP SEXUAL ACTIVITY
MOST
WOULD SEEK HELP
AFTER BEING SEXUALLY ASSAULTED.

Think you know our students?
#think again
what TC3 students are saying

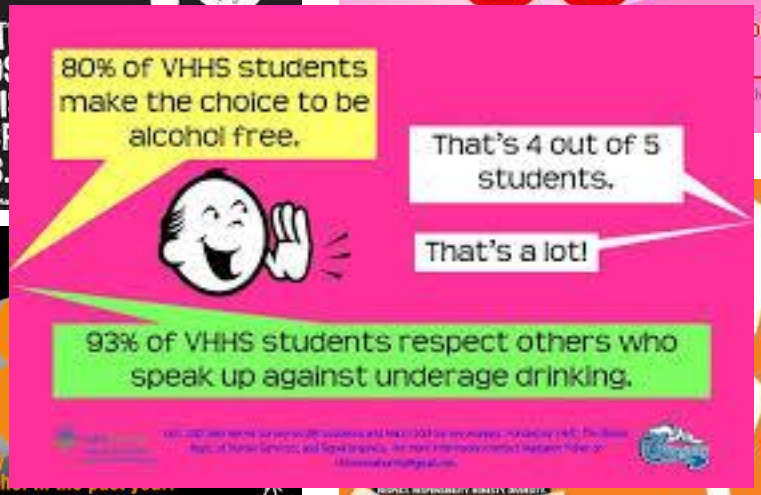
LCHS students DO NOT smoke marijuana.*

72
OF SHU STUDENTS HAVE A TOTAL OF 0-4 DRINKS ON A TYPICAL WEEKEND NIGHT/DAY OF DRINKING.
don't buy it?

80%


3 out of 4 UMass students feel comfortable refusing a drink.
Are you one of them?
We got the facts from you.

1,001 Students. Spring 2010 Anonymous Survey. Random, Representative Sample
albany.edu/counseling_center


80% of VHHS students make the choice to be alcohol free.
That's 4 out of 5 students.
That's a lot!
93% of VHHS students respect others who speak up against underage drinking.

Group Discussion

(10 minutes)

Normative Feedback

What are your experiences and thoughts on this change strategy?
When you think of your own work, how visible is this strategy?
How useful do you think this strategy is in your work?

4 Group Discussions

Community conversations that allow for critical reflection about common experiences and issues

Particularly effective if based on a people-led approach

Tostan
Dignity for All

1/ Change of attitudes and norms within core group

- **Problematisation** of current situation
- **Knowledge** to help problematisation
- **Values Deliberation** to identify common values and change practices
- **New outcomes now within reach**: individual and collective aspirations
- **Beliefs** that people can individually and collectively achieve outcome: self-efficacy

1/ Change of attitudes and norms within core group (enough?)

2/ Group reaches out to others, others witness change from the group

- People see themselves different
- Others see them different
- Seeing is believing
- New knowledge and understanding are shared
- Group expands to many

Action & diffusion

3/ Majority publicly agrees on new norm: nobody can say “I didn’t know”

Group Discussion

(10 minutes)

Group Discussions

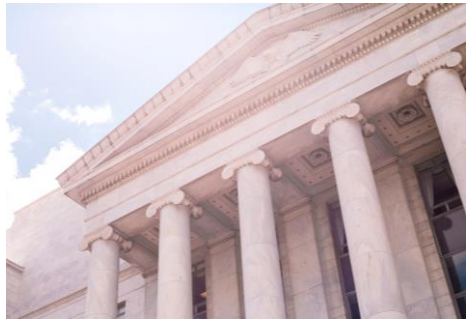
What are your experiences and thoughts on this change strategy?
When you think of your own work, how visible is this strategy?
How useful do you think this strategy is in your work?

Feedback from all Group Discussion

(10 minutes)

What are your experiences and thoughts on the four change strategies?
When you think of your own work, how visible are these strategies?
How useful do you think these strategies are in your work?

Further points on change **strategies**



Personalized normative feedback about **compliance with laws & policies**

Strategies can be mixed!

Group discussions about **media campaigns**

Choosing your Primary Strategy

If norms are a misrepresentation of reality:

Use normative feedback!

Choosing your Primary Strategy

If norms are active in a specific group:

Use group discussions!

Or if they are active in wider "society":

Use mass media!

Choosing your Primary Strategy

If there is only one active norm:

Use normative feedback!

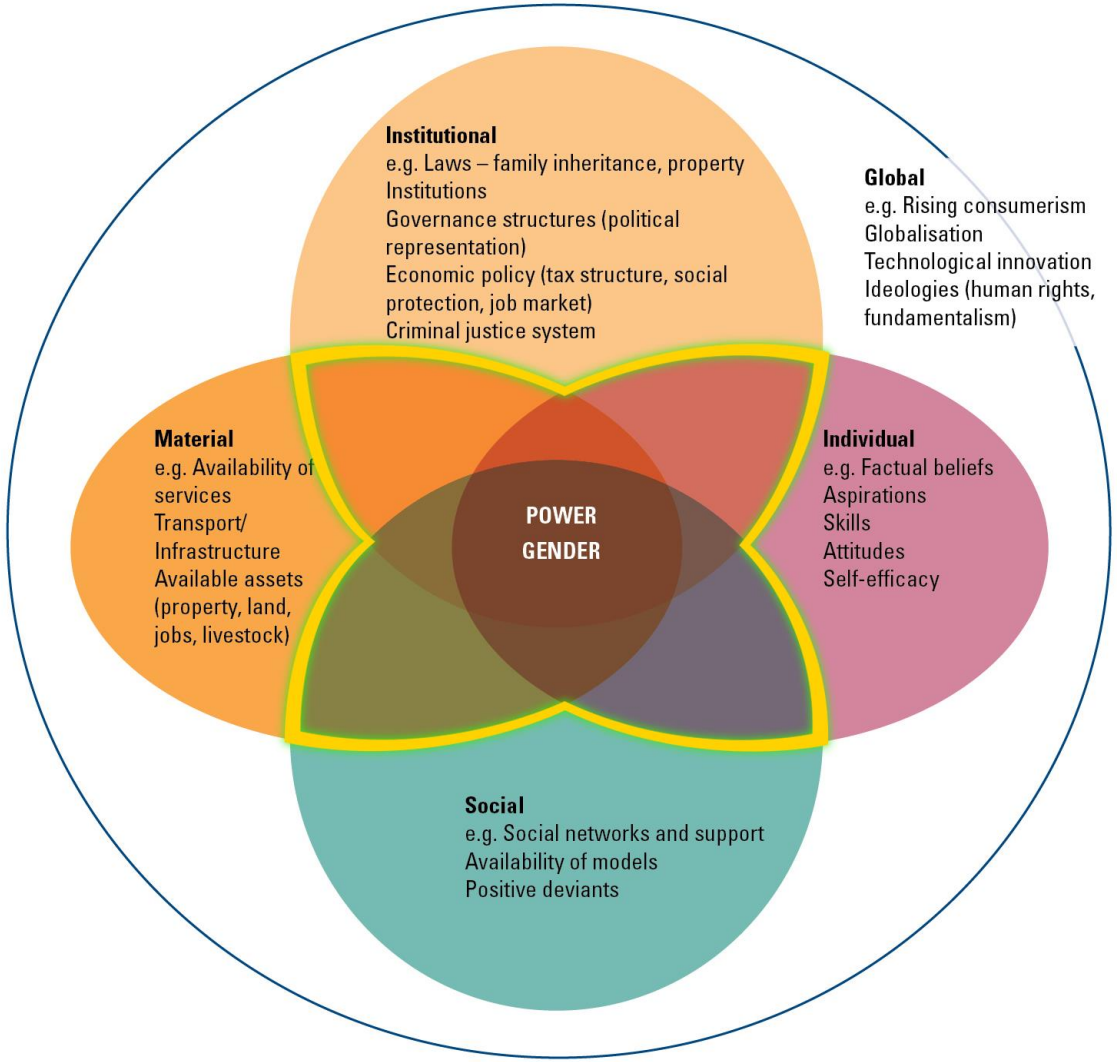
Or if there are multiple norms:

Use group discussions or mass media!

Who to Target?

Those exhibiting behaviour **and/or** **Reference Groups**

How will change occur beyond the target group?



Key Takeaways

1

Change happens when people see enough other people changing. It takes longer to achieve with social norms.

2

There are 4 norms strategies:

Laws & policies
Mass media
Normative feedback
Group discussion

3

Strategies can be mixed!

Choose your primary strategy and who to target in selecting one or multiple change strategies

3 Questions & Clarifications

(5 minutes)

Reflection Task

In preparation for the next webinar:

Select a health intervention that you have seen or created in the past.

Consider: Which of the four strategies are most appropriate to be integrated and how.

4 Strategies:

Laws & Policies
Mass Media
Personalized Normative Feedback
Group Discussions

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