Women's Integrated Sexual Health (WISH) Programme for Results: independent verification, evidence, and learning

Social norms change video no. 3  
Measuring Social Norms Change

Worksheet

**Exercise 3: Designing questions to measure social norm change**

## What do we measure when tracking social norm change?

Here are the three dimensions which are usually measured to track social norm change. They are taken from the definition of social norms offered in Session 1.

1. What I think others do (Empirical expectations)
   * *“Most women in my community do not use modern family planning methods”*
2. What I think others expect me to do (Normative expectations)
   * *“Most people in my community disapprove of women using modern family planning”*
3. Sanctions for breaking the norm/ rewards for complying with the norm
   * *“If people in my community found out a woman was using modern family planning, they would criticise her”*

## Your turn to write some questions to track social norm change

1. Select a social norm which you identified as important to your programming in Session 1. Imagine you want to track change in this norm over time, to evaluate the effectiveness of your activities.
2. Write three statements which could be used for Agree-Disagree questions in a survey. Your statements should address:
3. What I think others do (Empirical expectations)

*“Most people/ women/ men in my community do xxx”*

1. What I think others expect me to do (Normative expectations)

*“Most people/ women/ men in my community expect me to …”*

1. Sanctions for breaking the norm/ rewards for complying with the norm

*“If someone did not do xxx, the community would xxx”*

## Your questions

*“Do you agree or disagree with the following statements?”*

Empirical expectations

1. *I believe most people in my community*

Normative expectations

1. *I believe most people in my community expect me to*

Sanctions

1. *If I did not do (write in the norm) , people in the community would (write in the sanction)*

Here’s an example of how this might work. Let’s take the norm of having a baby immediately after getting married.

*Do you agree or disagree with the following statements:*

1. Empirical expectations:

*“Most people in my community have a baby immediately after getting married”*

1. Normative Expectations:

*“Most people in my community expect me to have a baby immediately after getting married.”*

1. Presence of sanctions:

*“If I did not have a baby immediately after getting married, people will gossip about me and think I was infertile.”*

## Questions for Focus Groups or Key Informant Interviews

If you wanted to use these Agree-Disagree statements in Focus Group Discussions or Key Informant Interviews, you can easily convert them into questions.

There are lots of different ways you might ask these questions, so we’ve given two options as examples.

1. Empirical expectations
   1. *Do most people in your community have a baby immediately after getting married? Or…*
   2. *How common is it for people to have a baby immediately after getting married in your community?*
2. Normative expectations
   1. *Do most people in your community expect you to have a baby immediately after getting married? Or…*
   2. *Do most people in your community approve or disapprove of someone who has a baby immediately after getting married?*
3. Sanctions and rewards
   1. *If a woman did not have a baby immediately after getting married, what would the community say or think about her? Or…*
   2. *If a woman does have a baby immediately after married, what would they community say or think about her?*

Exercise 4: Choosing an approach to track social norm change

Consider the four approaches to measuring social norm change.

1. Adding Questions to Existing Surveys – are you already doing surveys?
2. Focus Groups or Key Informant interviews – do you use these for project activities?
3. Vignettes – especially useful for young people;
4. Observation – best for community activities with project staff on the ground.

Consider the pros and cons of each for your programme and activities.

Are you already doing surveys or focus groups? Could you include social norm questions within your existing monitoring?

Are you working with young people, where vignettes might be useful?

Or do you have staff on the ground who could observe activities, to identify the signs of social norm change?

Try to identify how you could integrate social norm measurement within your existing activities, rather than requiring a whole new set of measurement activities.