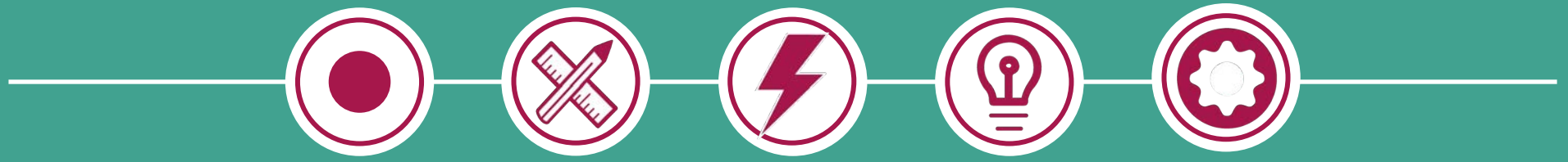
SOCIAL NORMS
MENTORSHIP PROGRAMME

FACILITATION GUIDE & MENTORSHIP PROGRAMME



Day 2

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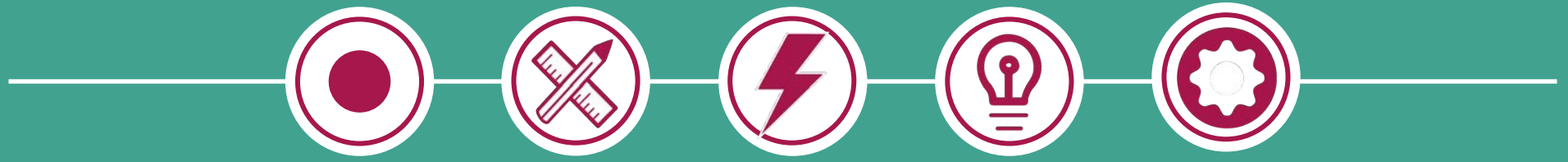
SESSION 2:

Mapping Social Norms



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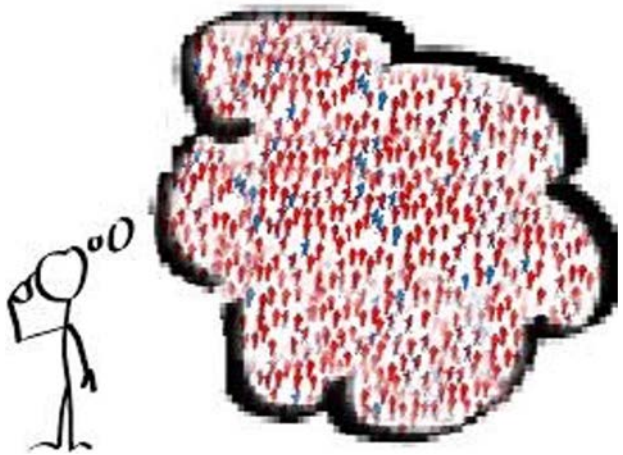
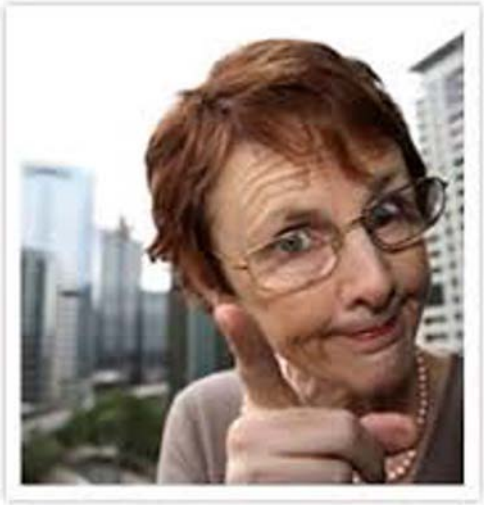
Two Types of Social Norms

Descriptive Norm: What one believes others do



Injunctive Norm: A belief about what others approve and disapprove of



Describing Social Norms

Practice of interest

Subject of norm

Sanctions

Reference groups

Where norm happens

Practice writing norms

_____ (reference group) approve of _____ (subject) doing _____ (practice).

Most _____ (reference group) do _____ (practice).

Activity 1: Mapping Social norms affecting your work

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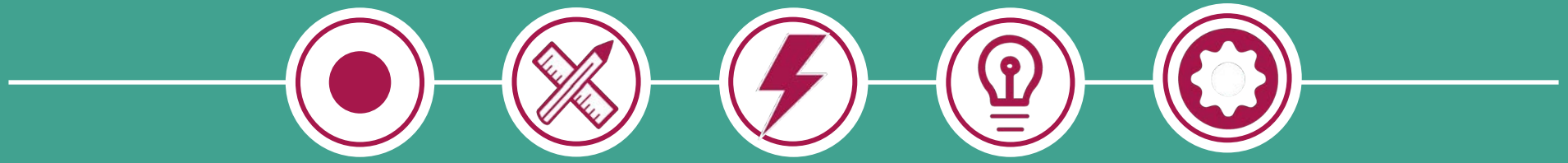
SESSION 3: Problem Tree & Theory of Change



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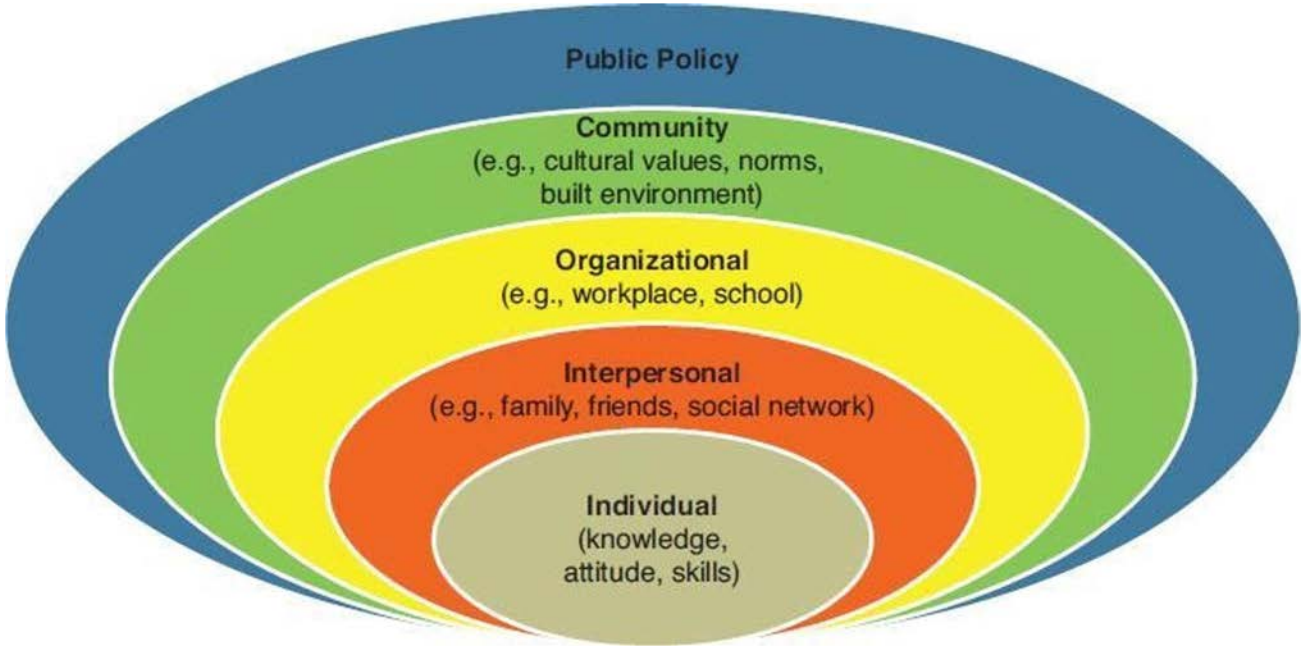
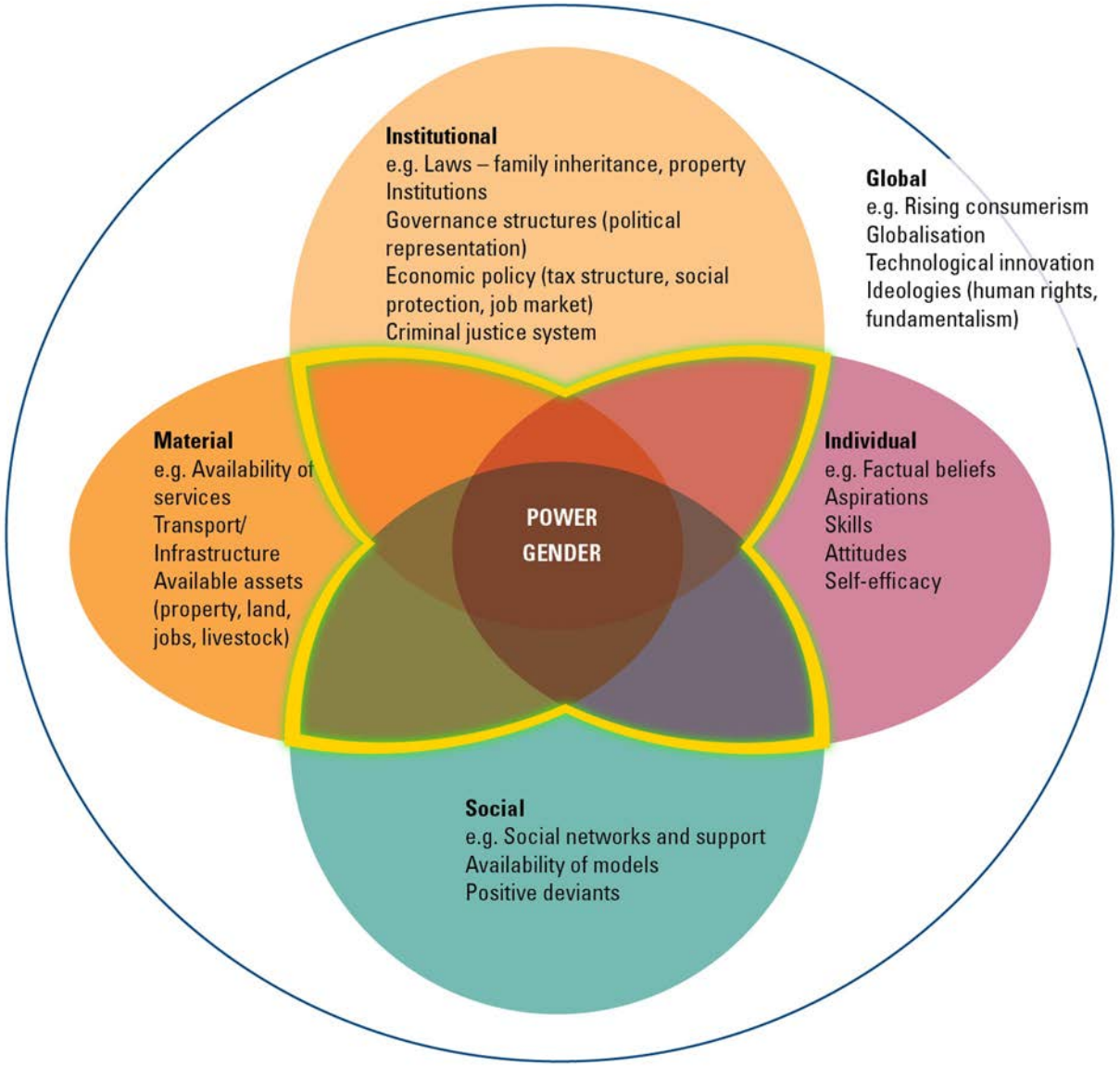
The Ecological Model

- A way to understand the multi-dimensional factors affecting issues
  - Issues are affected at multiple levels





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

Activity 2: The Problem Tree

Goal: Understand Causes Before Designing Interventions

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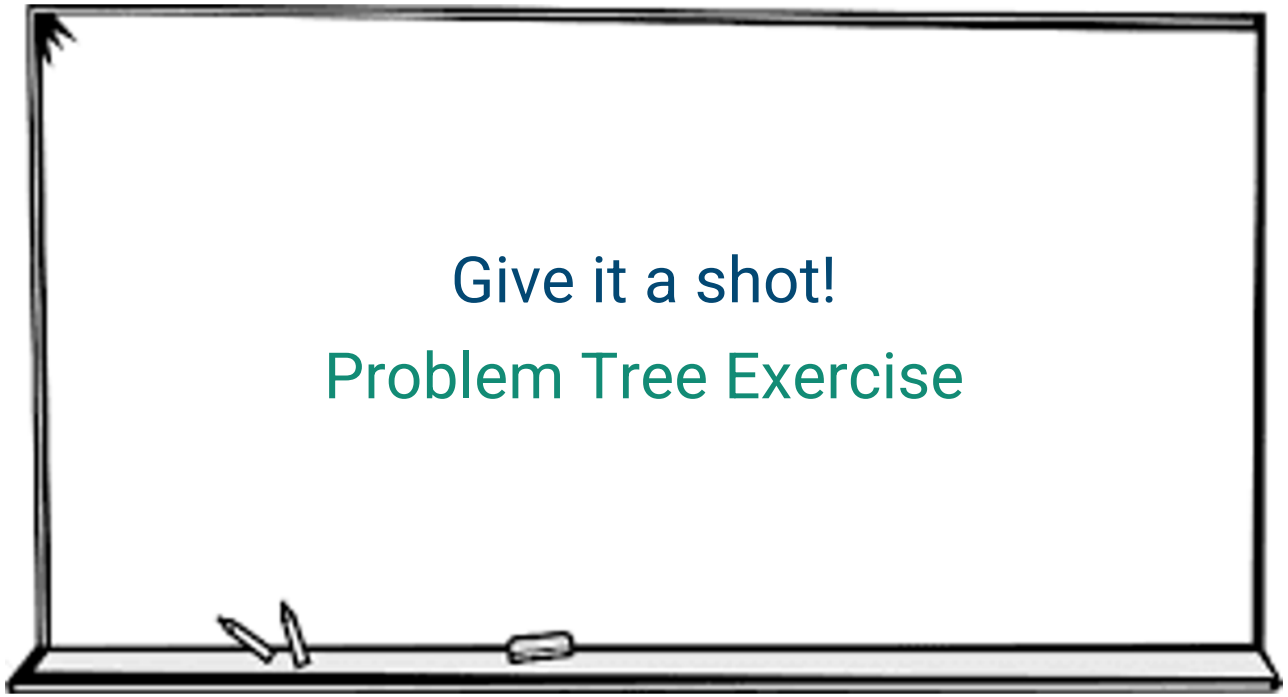
Questions to Ask

- Why do people do what they do?
- What are the causes of a given practice/behavior?
- Who has these conversations on what is causing a challenge?
- What tools allow for systematic conversations?
- What are the pros/cons of these tools


Give it a shot!
Problem Tree Exercise

Critiquing the Problem Tree

Benefits	Negatives
Can help discuss causes of an issue	Can be very simplistic
Can help in focusing on one issue	Tends to focus on the negative
Helps the brainstorming process on intervention design	Assumes linear connection between issues
Provides a visual way of mapping connected issues	Sources of information for causes can be anecdotal
It can be done with the future intervention participants themselves	May result in standardized (rather than contextual) activities
	Sometimes done without input from communities

Activity 3: Populating a Problem Tree

Populating the Problem Tree

"Experts"

X

Community

"Experts"

Community

Activity 4: Theory of Change

Why do we need a theory of change?

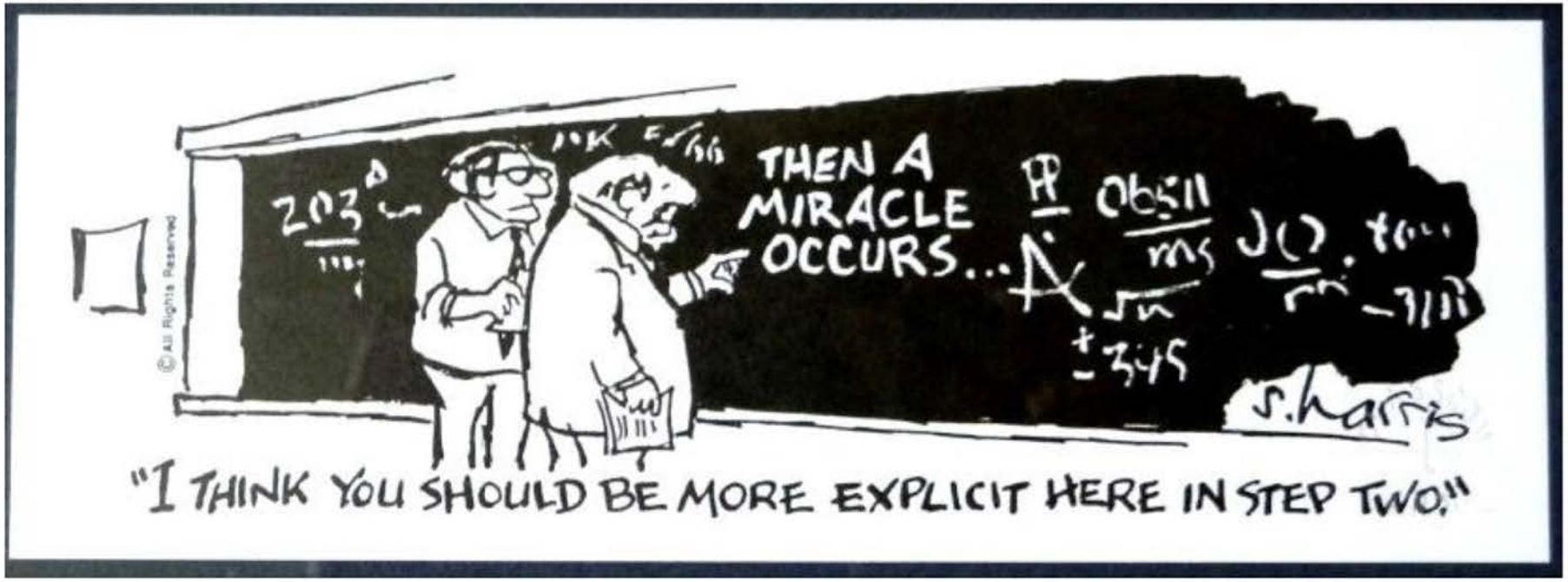
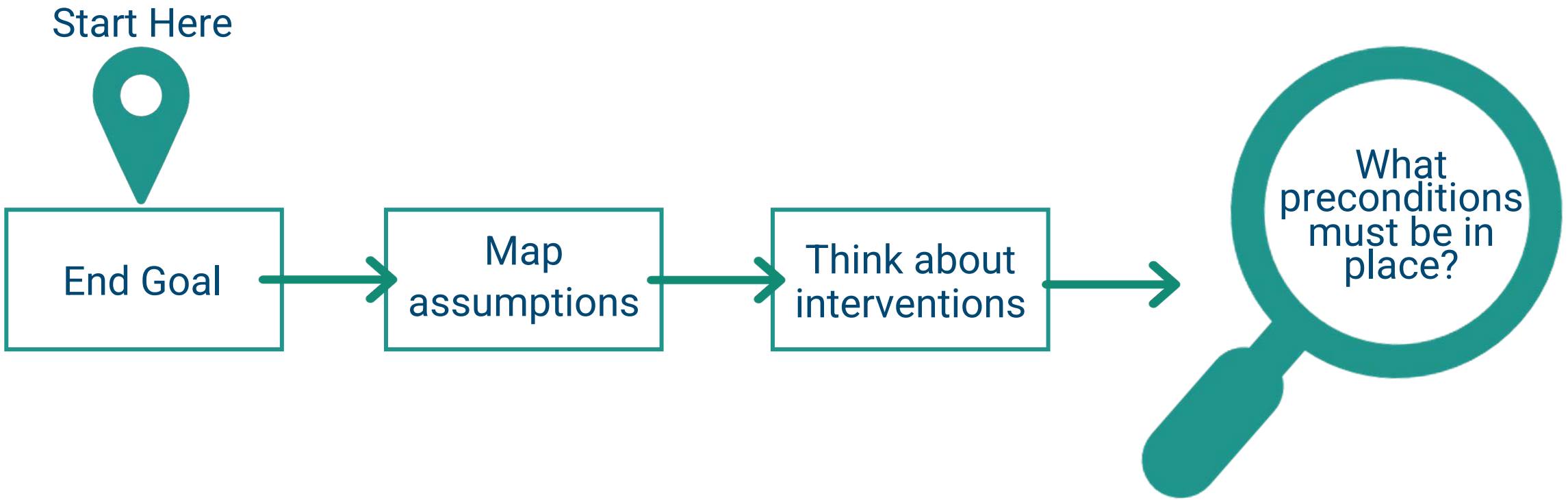


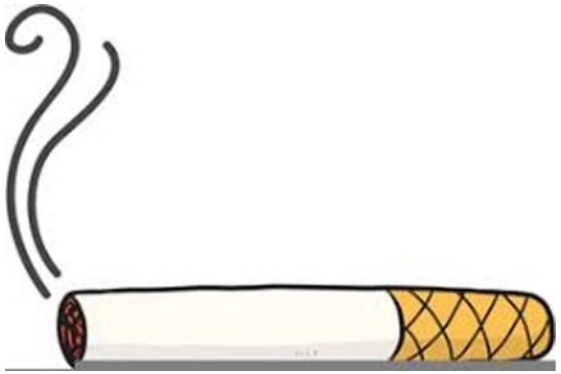
Figure 1 Then A Miracle Occurs © Sidney Harris

Problem Tree: Identifying Factors

Theory of Change: Now what? Why? How?

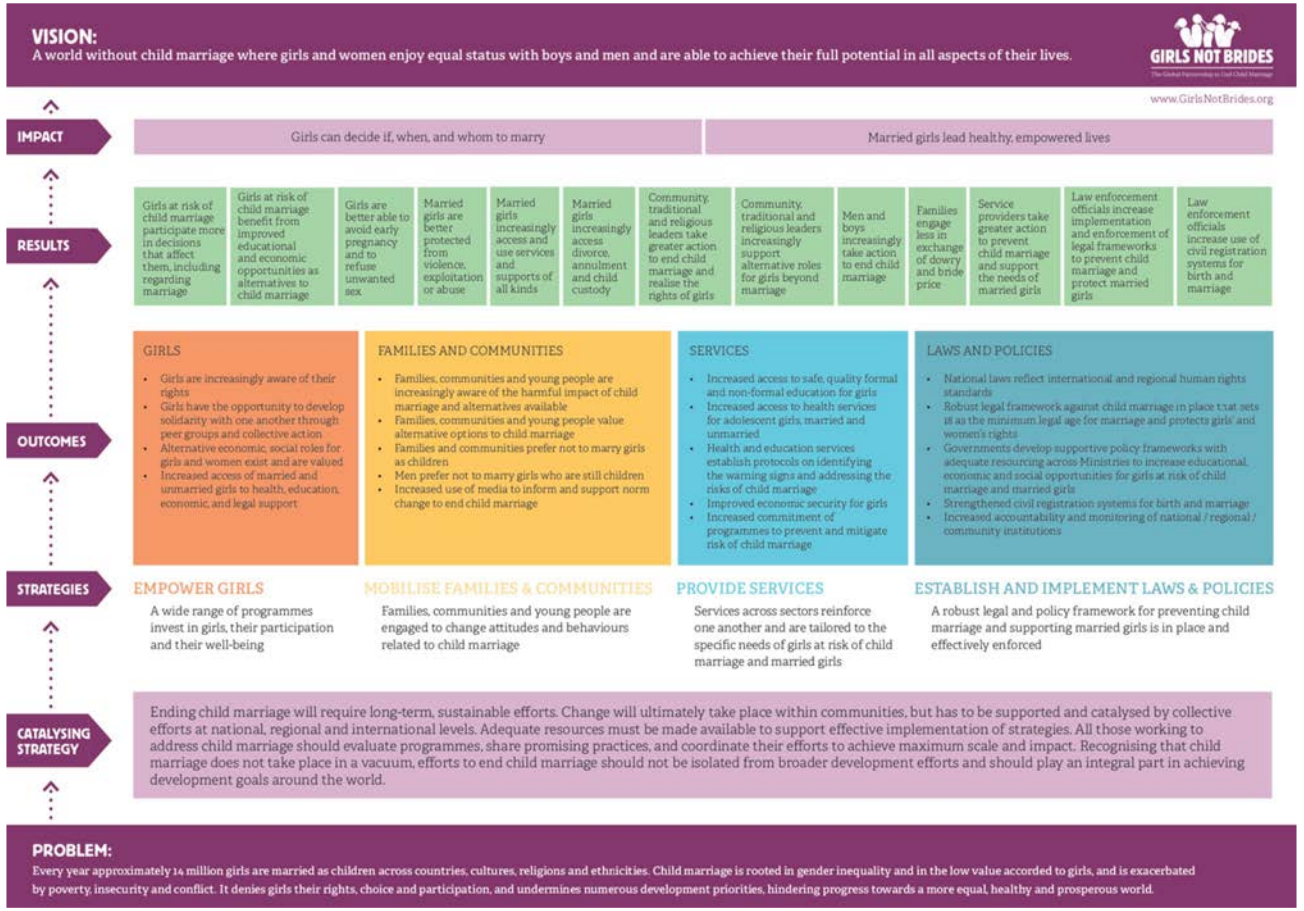
Backwards Mapping





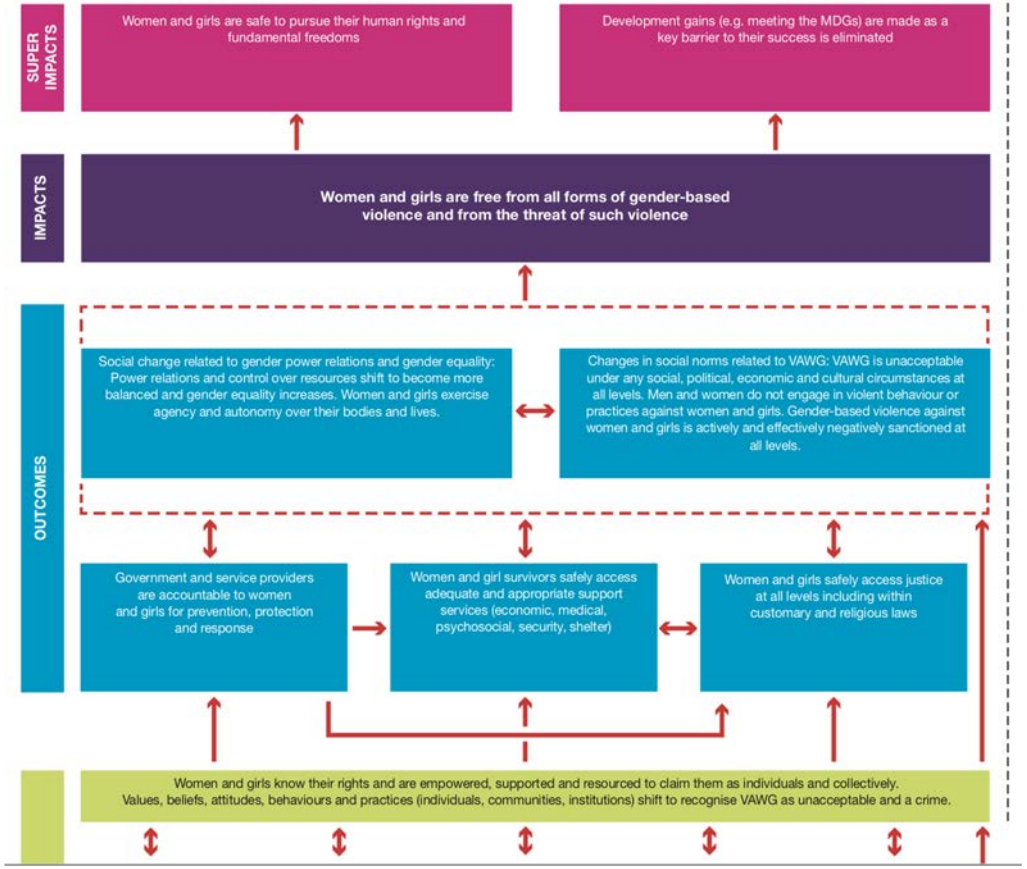
What are the preconditions for this goal?

Girls Not Brides Theory of Change



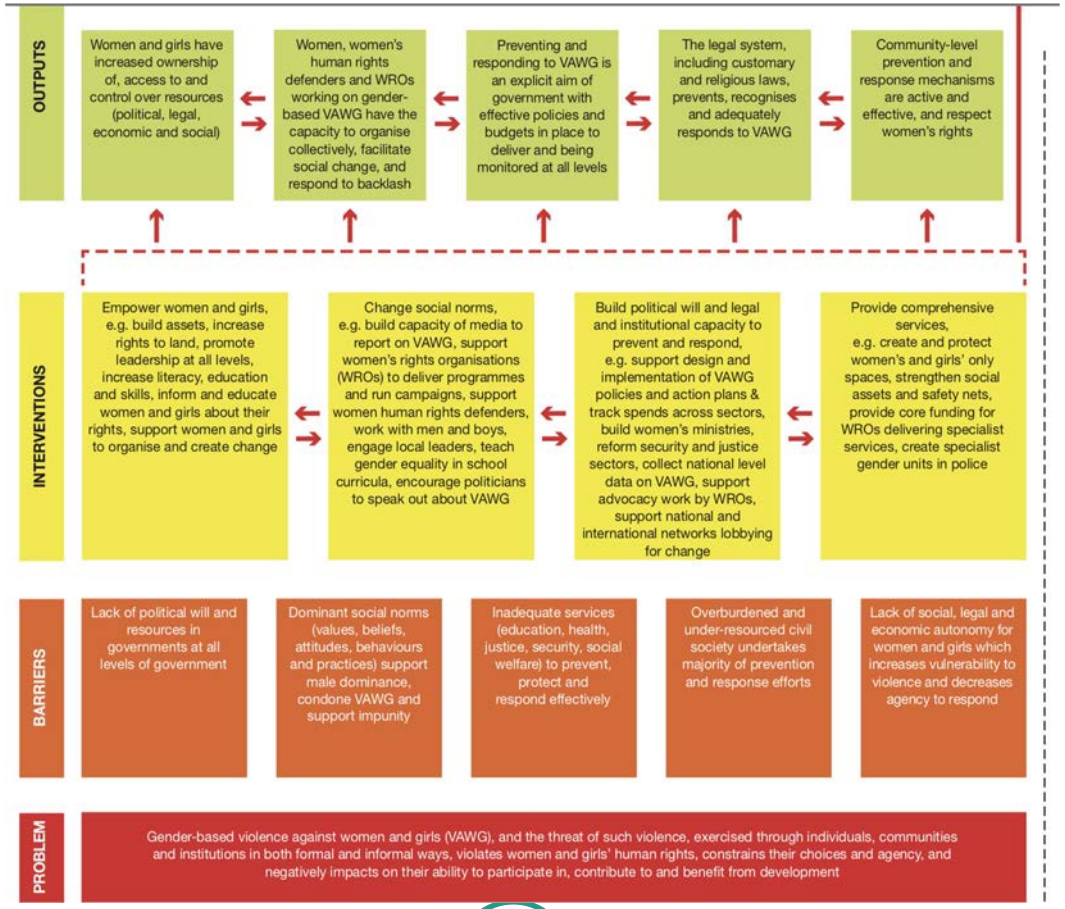
https://www.girlsnotbrides.org/wp-content/uploads/2014/07/Girls-Not-Brides-Theory-of-Change-on-Child-Marriage.pdf

ActionAid's Violence Against Women Theory of Change: Part 1



https://www.actionaid.org.uk/sites/default/files/doc_lib/theory_of_change_on_vawg.pdf

ActionAid's Violence Against Women Theory of Change: Part 2



https://www.actionaid.org.uk/sites/default/files/doc_lib/theory_of_change_on_vawg.pdf

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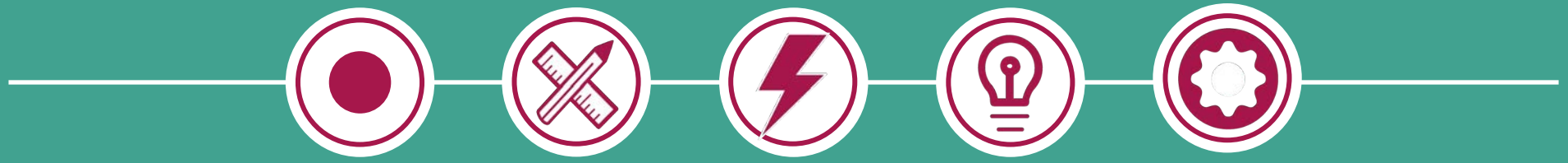
SESSION 4: Diagnosing & Measuring Norms



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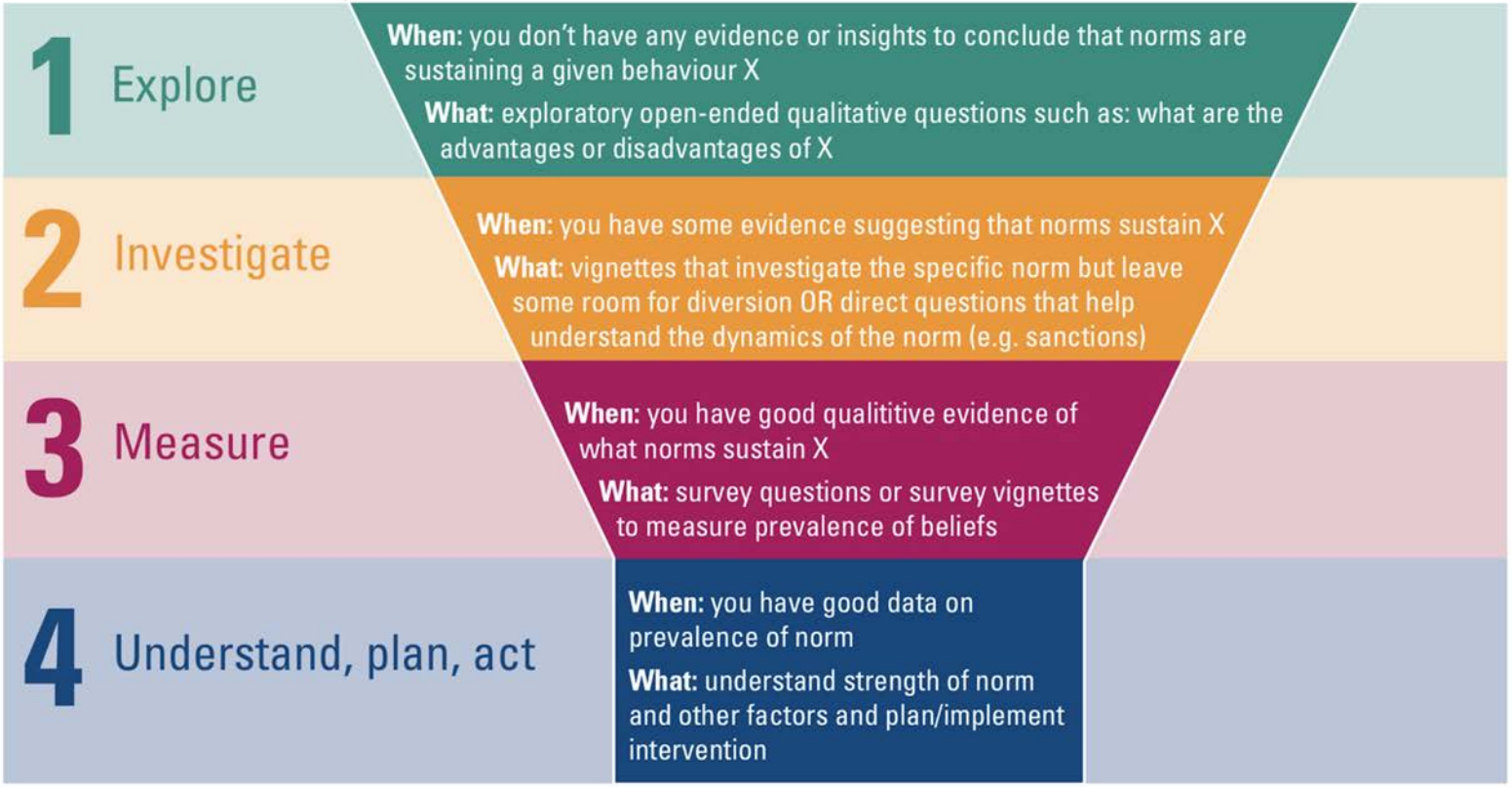
Considering Evidence and Practicalities

- We must consider empirical evidence on norms, and what evidence gaps exist. Otherwise, we rely on assumptions about which norms exist.
- How we measure norms depends on the context.
- It also depends on practicalities -- what evidence can realistically be collected?

Considering Evidence and Practicalities

Figure 1: The 'funnel' of norms exploration and measurement



Activity 4: Different Approaches to Social Norms

Planning Norm Diagnosis: Useful Questions

- First, who do we need to talk to?
  - Religious leaders, parents?
- What kind of knowledge do we want?
  - Attitudes, beliefs, norms, experiences?
- What questions should we ask, and what methods will we use?
  - From what positive values can we start conversations?

Planning Norm Diagnosis: The Themes Table

On the theme	Who to ask	What do you want to learn about?	With the following questions	Method
Corporal Punishment	Religious Leaders	Personal attitudes	*When do you think a child deserves to be hit? ...*	FGD
		Factual beliefs	*What do you think happens in a child's body when you hit him/her with a stick?*	Interview
		Personal Experience	*Can you tell me of one time when as a child, you did something your parents didn't like? What did they tell you or do to you?*	Interview

Planning Norm Diagnosis: The Themes Table

On the theme	Who to ask	What do you want to learn about?	With the following questions	Method
Corporal Punishment	Parents	Social Norms	*X – an imaginary woman from this village – has a child, Y, who is three.* *X has repeatedly told Y not to defecate in the house court. One day, Y pulls down her pants to do it. X shouts not to, but Y looks her in the eyes and, laughing, poos. Nobody is around. What will X do?* *What if the same thing happens, but X's mother-in-law sees the scene? Would X do the same thing if her mother-in law was there? What will her mother-in-law think about X if she acts that way?*	FGD
		Knowledge	*Can you tell me of one time when as a child, you did something your parents didn't like? What did they tell you or do to you?*	Document

Approaches to Exploring Norms: Interviews

- Interviews can be a useful way to understand reference groups.
  - If you wanted to decide whether to do X, whose advice would you seek?
  - After having done X, would someone congratulate you? Who? How would that make you feel?
  - If you didn't do X, would you be afraid someone finds out? Who? Why?

Approaches to Exploring Norms: Focus Groups

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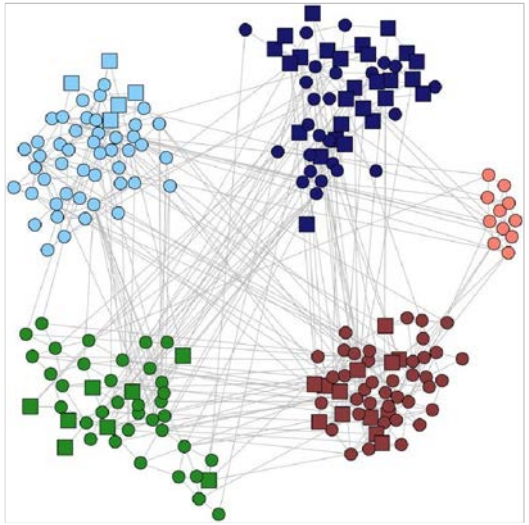
- Focus group discussions can be a great way of understanding group ideas about an issue. We can ask questions like:
  - In which situations is it acceptable for a woman to be hit by her husband?
  - How are girls expected to behave in this community?

Approaches to Exploring Norms: Social Network Analysis

- Social network analysis involves mapping the relationships that link people within a network, either qualitatively or quantitatively.
  - Qualitative analysis involves less resources
  - Result is a visual representation of networks between people



Approaches to Exploring Norms: Ranking Exercise

- Ranking exercises allow us to learn how certain norms supercede others.
  - For example, we could ask people, “how should a girl in this community behave?” and ask them to rank all of the traits girls are expected to demonstrate, in order of most to least important.

Approaches to Exploring Norms: Surveys

- Surveys can reveal:
  - How typical something is
  - How people in a community do certain things
  - The appropriateness of certain behaviours

Approaches to Exploring Norms: Vignette

- Vignettes are short stories about imaginary characters.
  - Guiding questions invite people to respond and react to the story.
  - Reactions reveal whose opinions are valued, and how communities may react to norms being challenged.

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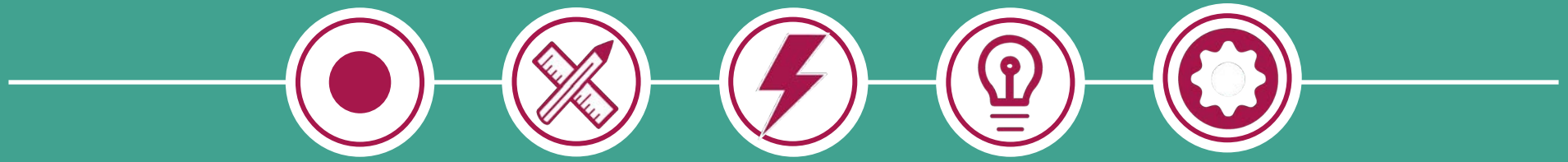
Thank you