



# Learning from a review of practices in measuring social and gender norms change for Plan International

CLAIRE HUGHES AND PHILLY DESAI

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# Review headline messages

- ▶ There is **consensus on what to measure, but not on how to measure it**
- ▶ Most current **approaches are complex** and better suited to large-scale outcome/impact evaluations
- ▶ **A need for simpler approaches is recognised** – a specific focus for the review
- ▶ **There is no “one size fits all” approach**, but existing tools can be adapted for new contexts

# What to measure

Consensus around **core measures of social norms change**:

- ▶ **Individual behaviour** – What I do
- ▶ **Individual attitudes** – What I believe I should do
- ▶ **Empirical expectations** – What I think others do
- ▶ **Normative expectations** – What I think others expect me to do
- ▶ **Rewards and sanctions** – social approval or disapproval
- ▶ **Actions taken** – by individuals to promote desired new behaviours

  

- ▶ Track these **measures in target group and where possible, in reference groups**

# Identifying an appropriate approach to measuring social norms change

A programme's approach to measuring changes in social norms needs to be informed by:

- ▶ The **centrality of social norms change** in the programme
- ▶ The **scale** of the programme
- ▶ **What you want to know** about changes in social norms and the **programme contribution** to that
- ▶ **How the data gathered will be used** e.g. for accountability to donor, or for organizational learning

# Identifying an appropriate approach to measuring social norms change

## **Norm change is central objective - comprehensive approach**

- Formative research to identify norms, using open questioning in focus groups
- Investigation of the dynamics and strength of norms, through vignettes and more direct questioning
- Construction of bespoke survey with comparison group using scales and indices to define specific norms
- Several waves of fieldwork to track changes over time

## **Norm change is one of several outcomes - lighter approach**

- Definition of norms through rapid appraisal or local staff knowledge
- Adaption of existing KAP surveys or monitoring tools
- Inclusion of norms questions in existing tools without substantial additional resources
- Can be one off surveys, regular monitoring, or baseline, midline, end line

# Identifying an appropriate approach to measuring social norms change

**Larger scale, longer-term programme, norm change is central objective:**

## **COMPREHENSIVE APPROACH**

- ▶ Commission **specialist measurement partner**
- ▶ **Experimental or quasi-experimental survey design**
- ▶ **Quantitative and qualitative components**
- ▶ In-depth **formative research** to understand social norms in context
- ▶ **Design programme and results measurement approach in tandem:** one informs the other
- ▶ **Possible to track several norms**
- ▶ Possibly use **scales or indices**

**Small scale programme and/or norm change is one of several outcomes:**

## **LIGHTER APPROACH**

- ▶ Rapid approach to **definition of norms** e.g. local staff knowledge
- ▶ Include **norm questions in existing surveys** or monitoring tools
- ▶ **Focus groups and in-depth interviews**, using open questioning and vignettes
- ▶ To measure change over time, data collection at **baseline and endline**, as minimum
- ▶ **Limit the number of norms tracked**

COMPONENTS OF A NORM	DEFINITION	EXAMPLE RESPONSE
Empirical Expectations (EE)	What I think others do	<i>"Once you have got the chance, you have to marry. Your friends are getting married."</i>
Normative Expectations (NE)	What I think others expect me to do (what I should do according to others)	<i>"...everybody in the community expects adolescent girls...at the age of 13 to 15 years... to get married"</i>
Sanctions	Anticipated opinion or reaction of others (to the behavior) – specifically others whose opinions matter to me	<i>"If a girl is not married at age of 15 years, many adolescent girls in the community would insult her saying 'haftu', which mean the one who is not needed, or unattractive"</i>
Sensitivity to sanctions	Do sanctions matter for behavior? If there is a negative reaction from others (negative sanction), would the main character change their behavior in the future?	<i>Most girls would change their minds and marry after prolonged insults and isolation.</i>
Exceptions	Under what circumstances would it be okay for the main character to break the norm (by acting positively)?	<i>Girls can refuse marriage if they excel at school and their teachers convince their family to let them continue school.</i>

CARE's SNAP framework: a potential tool for both approaches?

# Routine monitoring: the forgotten friend

A robust approach to routine monitoring can give insights into the likelihood of social norms change:

- ▶ **Use theory of change to identify key performance indicators**
- ▶ Develop **bespoke monitoring tools** which are used at regular intervals

**Common process indicators** on social norms change programmes include:

- ▶ Number of people reached
- ▶ People's recall of key messages
- ▶ People's knowledge of certain issues
- ▶ People's attitudes relating to certain issues
- ▶ Actions taken to encourage others to adopt a particular behaviour (diffusion)
- ▶ Actions taken, either individually or at the community level, to enact a particular behaviour, or prevent an undesirable behaviour

Check out the review summary here:

<https://www.alignplatform.org/resources/measuring-changes-social-and-gender-norms-practical-solutions-complex-problem>

Thank you