

SOCIAL NORMS MEASUREMENT:

LEARNING COLLABORATIVE LANDSCAPING ACTIVITY & SOCIAL NORMS MEASUREMENT RESOURCE GUIDE



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THE LEARNING COLLABORATIVE TO ADVANCE NORMATIVE CHANGE

OUR VISION & MISSION

VISION

The Learning Collaborative to Advance Normative Change envisions a world where the powerful influence of social norms in shaping our lives is widely addressed.

MISSION

The Learning Collaborative to Advance Normative Change **facilitates collaboration** between organizations working to shift norms to **build knowledge** and **develop tools** to promote and guide effective **social norm theory, measurement and practice at scale**.

Steering Committee

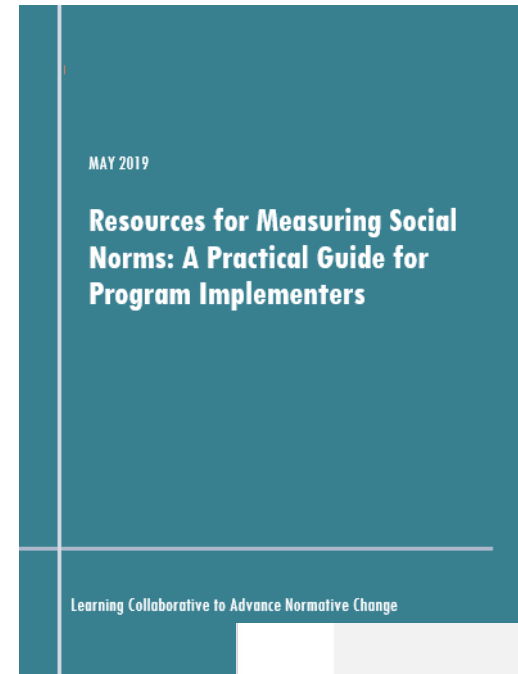


SUPPORT: IRH/Secretariat, FHI360

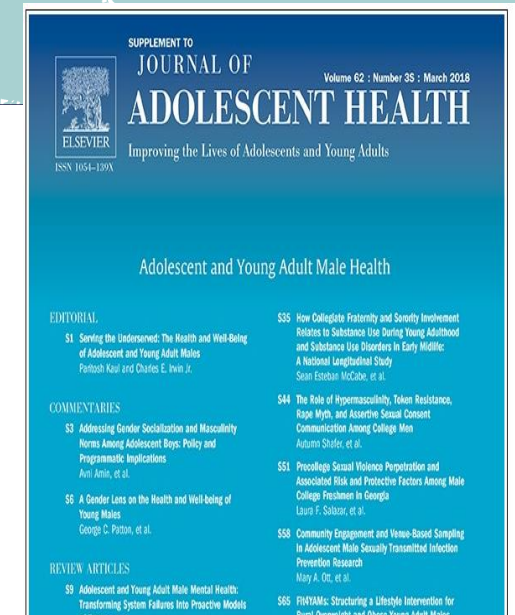
370 members from 108 organizations

WHAT WE'RE CONTRIBUTING TO SOCIAL NORM MEASUREMENT

- Resources for Measuring Social Norms: A Practical Guide for Program Implementers
- Map of norms-focused projects & measurement approaches
- Social Norms Exploration Tool
- Journal of Adolescent Health Supplement, April 2019



Map of social norms-focused projects and measurement approaches



HOW ARE WE COLLECTING SOCIAL NORMS MEASURES?



- Phase I: LC Community & Regional Experts
 - Call for SN interventions & research
 - Youth/SRH & LMIC Focus
- Phase II: Literature & Conference Abstract Reviews
 - Systematic scoping reviews
 - SBCC, ICFP, SVRI

MAP OF SOCIAL NORMS-FOCUSED PROJECTS & MEASUREMENT APPROACHES

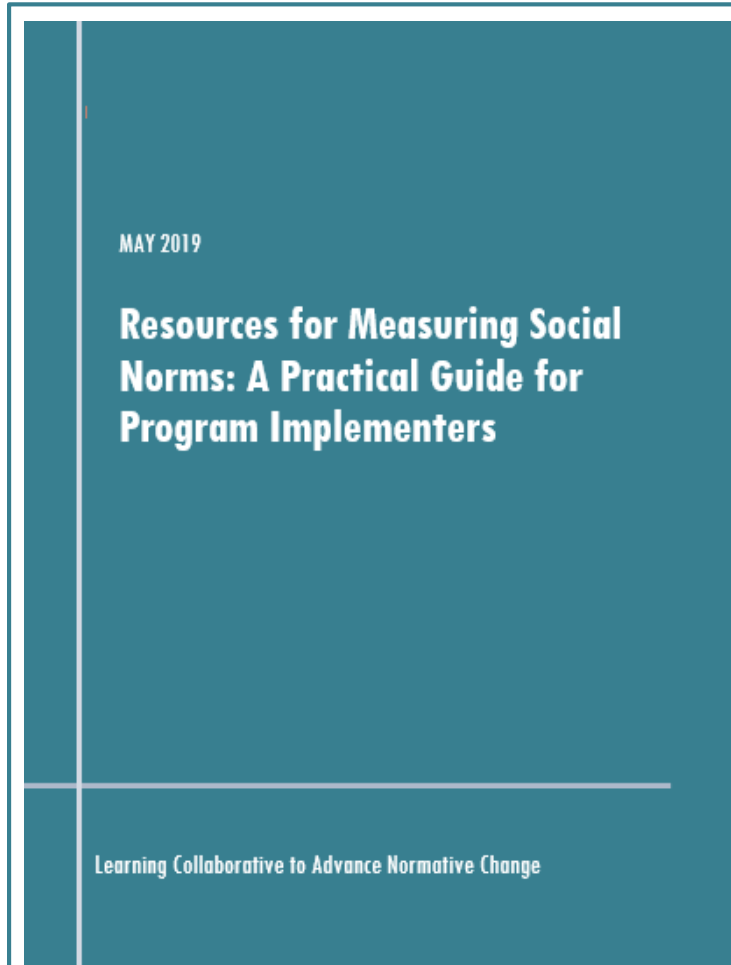
- From LC members & their networks
 - 46 cases studies of norms-shifting projects & initiatives
 - 52 social norms diagnostic & measurement approaches/tools
- Case study includes:
 - Institutions involved
 - Summary
 - Social norms of interest
 - Project components
 - Measurement approaches & tools
 - Findings to date

Map of social norms-focused projects and measurement approaches



<https://www.alignplatform.org/learning-collaborative/case-studies>

BRINGING TOGETHER EXISTING SOCIAL NORMS TOOLS & MEASURES



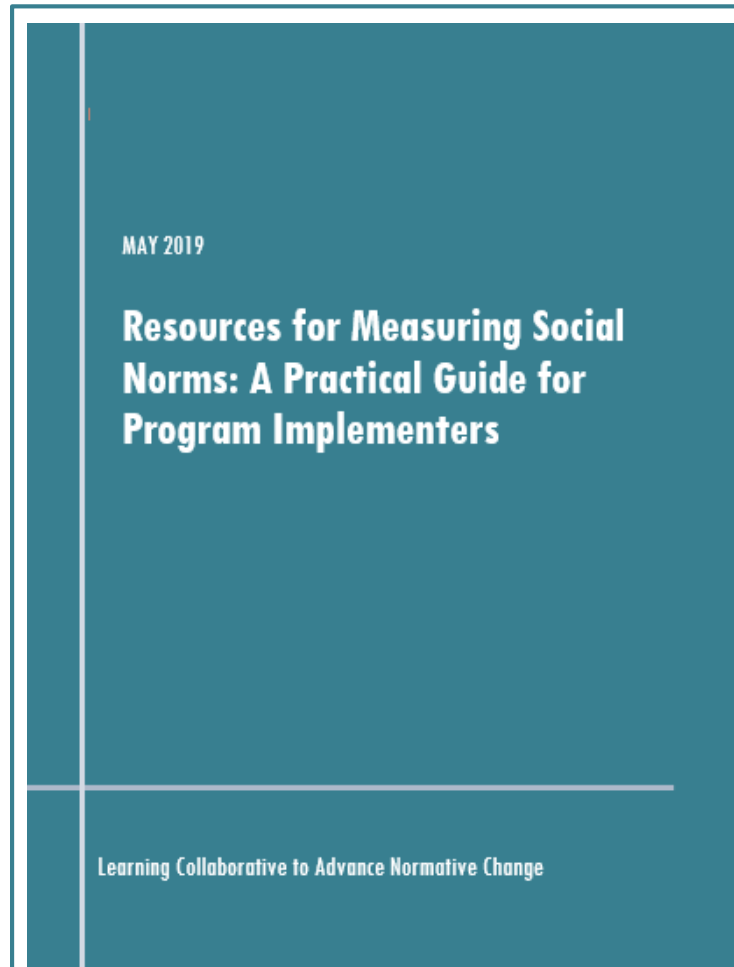
Objectives

- Capture diversity of approaches/tools available
- Improve clarity & compare approaches/tools
- Provide practitioners with guidance

Guidance includes

- How to approach measuring social norms
- When different approaches may be most useful
- How to collect based on accepted measurement approaches
- How to use information gathered on social norms to inform programming

BRINGING TOGETHER EXISTING SOCIAL NORMS TOOLS & MEASURES



Approach

- Consults with experts to develop a vision
- Solicited tools & measurement approaches
- Reviewed resources received & conducted interviews

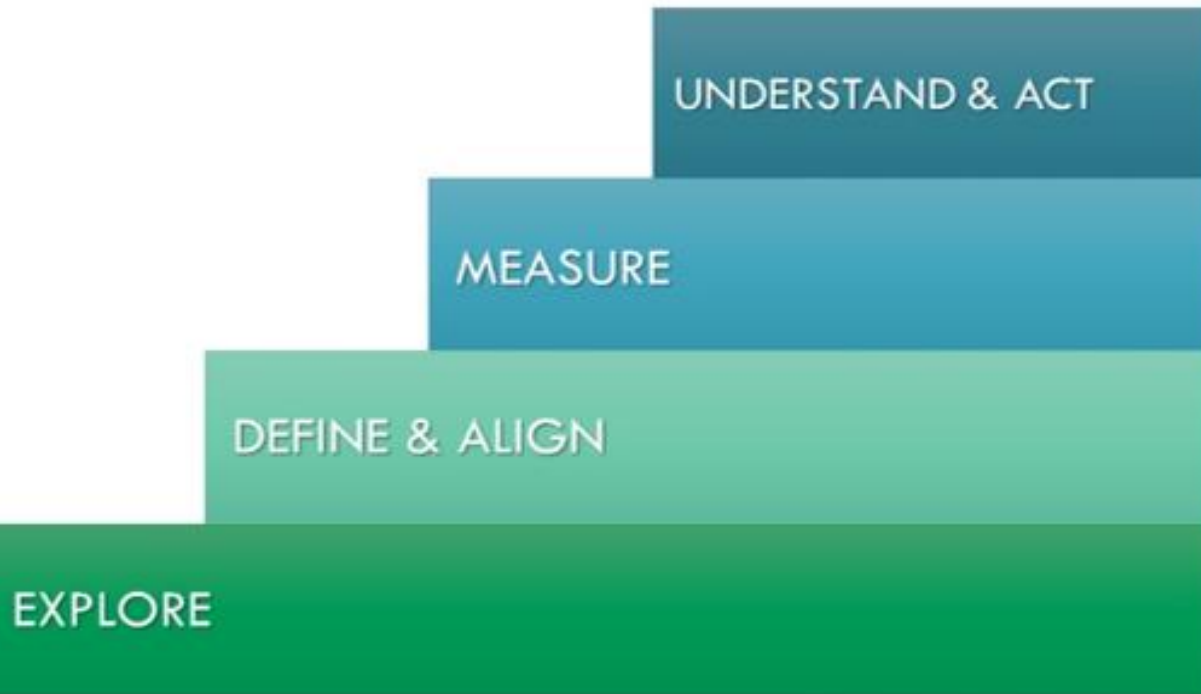
Criteria

- Is it a social norm?
- Ease of use/practicality
- Novelty

Resulted in

- Tools/approaches from 27 social norms interventions/studies

STEPWISE PROCESS TO IDENTIFY, SELECT, ADAPT & USE A SOCIAL NORMS MEASUREMENT APPROACH



Step 4	UNDERSTAND & ACT
When to use	Once you have data.
What is covered here	<ul style="list-style-type: none">• Tips on how to understand and explore your data on social norms• Tips on how to use your findings to improve programming and policy• Reflections on why measuring social norms well is so important
Step 3	MEASURE
When to use	After you have defined your measurement needs or research questions and aligned them with your program's TOC, you are ready to operationalize your measurement plan—in other words, it is time to develop your questionnaire or data collection instrument. Ideally you have also already been able to collect or identify some data to inform norms that are at play in your program context.
What is covered here	<ul style="list-style-type: none">• Deciding what to measure• Approaches to specifying Reference Groups• Quantitative social norms measurement approaches• Asking about Outcome Expectations• Pros and Cons of Various Measurement approaches
Step 2	DEFINE & ALIGN
When to use	If you do not have a conceptual framework or theory of change for your program, or if the framework you have does not account for social norms.
What is covered here	<ul style="list-style-type: none">• Define your conceptual framework and program theory of change for your program.• Make sure your program monitoring, evaluation and learning goals align with the conceptual framework and theory of change.• Use conceptual frameworks and theories of change to help develop indicators or measures for social norms.
Step 1	EXPLORE
When to use	When you have little or no reliable evidence that social norms are affecting the behaviors that interest your program.
What is covered here	<ul style="list-style-type: none">• How to begin identifying what social norms may be influencing your behavior of interest, using secondary data, and collecting your own formative qualitative data• Examples of tools and approaches for conducting broad, exploratory research, providing general information for your program about whether, what, and how social norms influence your target behavior(s) and population(s).

KEY TAKEAWAYS: “BEST PRACTICES” & GAPS IN SOCIAL NORMS MEASUREMENT

- Conduct formative social norms exploration
- Align M&E with conceptual model/theory of change
- Measure/assess
 - Descriptive norms
 - Injunctive norms
 - Reference groups
 - Sanctions
 - Sensitivity to sanctions
- Measurements
 - Single-item measures
 - Vignettes & other participatory techniques
 - Scales
 - Collective norms
 - Social networks
- Work to be done
 - Few validated scales
 - Few simple analytic procedures
 - Adapting approaches/tools to new settings
 - Monitoring norms change

NEXT STEPS

- Systematic scoping review in published literature databases & > SRH
 - How do we know norms-shifting is happening?
 - Can programs shift norms relating to AYRH within project frameworks?
- Working towards a norms continuum of change
 - Affects monitoring & measuring of social norms



THANK YOU!