

## Social Norms and Behavior Change (SNBC) Key Terms and Concepts

Adapted from materials developed for the S4HL Campaign by Jennie Toner

### SNBC Key Terms:

**Priority Groups** those who perform a behavior or are directly affected by a social norm.

**Reference Groups** are those who matter most to individuals performing the target behavior.

**Social norms** are informal rules that govern behavior. Social norms are NOT attitudes.

- **Descriptive norms** are what individuals believe others do
- **Injunctive norms** are what individuals believe others will approve/disapprove of doing

**Sanctions** are the rewards or punishments that an individual and community believe will follow a given behavior. Sanctions, which can be both physical and social, therefore influence behavior within a community or society.

- *Rewards* encourage acceptable behaviors
- *Punishments* discourage unacceptable behaviors.

**Formative research** is gathering existing information or collecting data before a program begins that is used to inform and tailor the program to the specific population of interest and program objectives.

**Norm-Shifting Interventions** aim to facilitate shifts in harmful norms or foster new norms to promote certain behaviors. They are systematic and evidence based.

Definitions adapted from: [Breakthrough Action + Research](#) and [Social Norms Lexicon](#)

### SNBC Guiding Questions

WHO is most influential to your program's participants when it comes to practicing a specific behavior

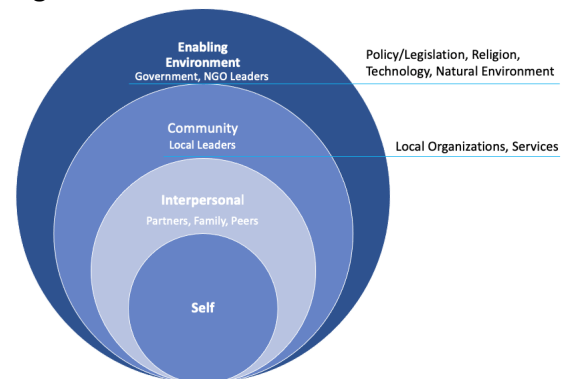
WHAT are the social norms that influence this behavior?

WHY do participants comply with or reject these norms?

WHAT norms have the **most** influence on these behaviors?

AND THEN: HOW can you design interventions that will impact these norms?

### Socio-Ecological Model



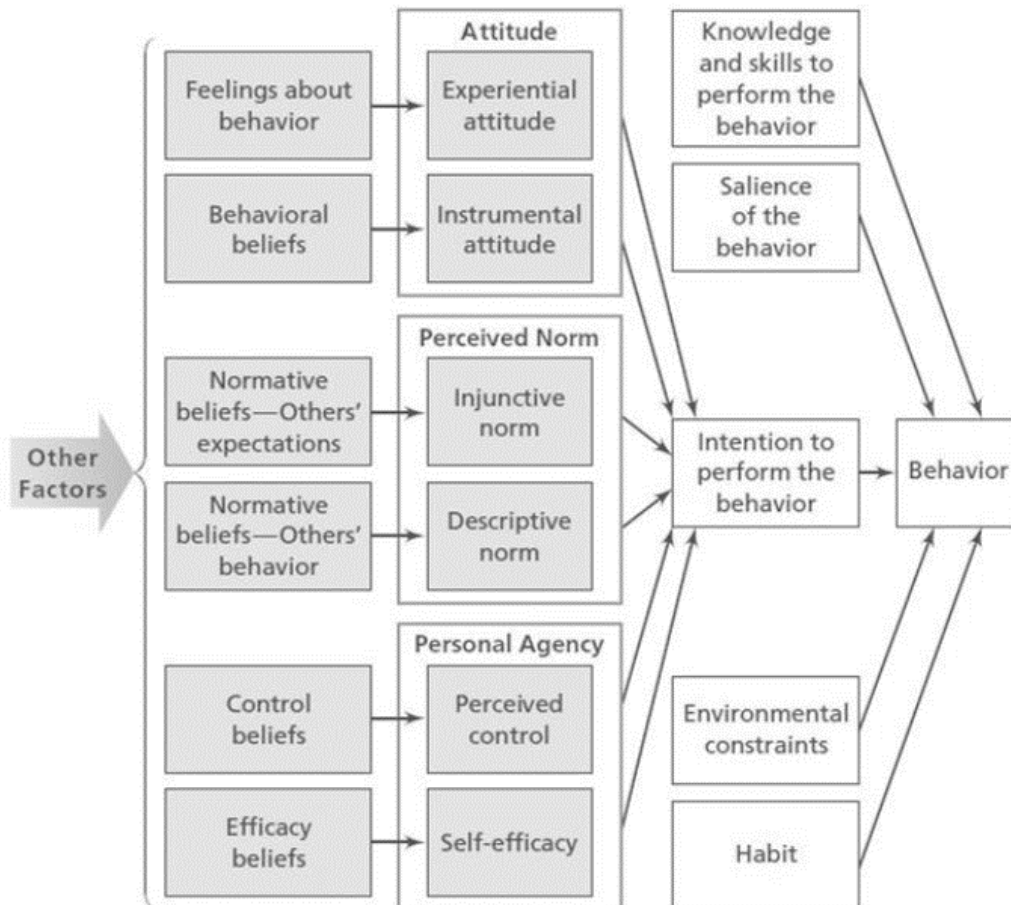
### Example Formative Research Questions

- 1) What, if any, social norms are at play for a specific behavior in question?
- 2) Who are the most influential reference groups for the specific norm?
- 3) What social sanctions are anticipated for deviating from the norm?

Primary Driver	Term	Definition	Example	
Individually	Attitude	What I believe is good or bad	Women should not apply to register land in their name	
	Knowledge	What I believe is true	Women do not know how to apply to register land in their name	
Socially	SOCIAL NORMS	Descriptive	What I believe others do	Most women do not register land in their name
		Injunctive	What I believe others will approve/disapprove of me doing	My spouse and land authorities do not expect me (or other women) to register land in my name
Individually and Socially	Behavior	What I do	I do not apply to register land in my name	

Adapted from: [Social Norms and AYSRH: Building a Bridge from Theory to Program Design](#)

### Integrated Behavioral Model



Fishbein, M. 2009. "An Integrative model for behavioral prediction and its application to health promotion. In R. J. DiClemente, R. A. Crosby, and M. C. Kegler (Eds.), *Emerging theories in health promotion practice and research*, 215-234. Jossey-Bass/Wiley.