

Social norms



Strict definition vs broader concept

Definition: Social norms are informal rules about what behaviors are typical and desirable in a particular community.

- “Many women in this community work outside of the home.” (descriptive norm)
- “Men in this community believe that it is good for women to work outside of the home.” (injunctive norm)

Cultural Constraints on Choice



Strict definition vs broader concept

Definition: Social norms are informal rules about what behaviors are typical and desirable in a particular community.

Broader concept: The stuff in people's heads... Mental models of the way things are and the way they ought to be, stereotypes, individual attitudes and beliefs, values, etc.

Cultural constraints on choice

I don't do X because...

- I will face social sanctions (normative constraint),
- I've never thought of doing X
- People like me don't do X
- I prefer not to do X or I do not value X
- I believe X is wrong

Shifting norms

SWEDD “husbands schools” and religious leader engagement

Religious leaders: Raising awareness of risks of child marriage and early childbearing, and the benefits of keeping girls in school.

Husbands and future husbands clubs:

- **Target:** Out-of-school adolescent boys and young men, both married and unmarried, aged 12 to 24 years old.
- **Mode:** Mentor-led clubs offering regular training sessions.
- **Goal:** Promote...
 - health (including SRH),
 - human rights (including the right to equal education for girls, and freedom from abuse, violence, and early marriage)
 - female empowerment
 - life skills
 - rethinking gender norms/stereotypes

Shifting norms



Cameroon: Social Safety Net project

Key messages of new interventions encouraging shared household budgeting:

1. Cash transfers are for the well-being of the whole family and should be used for priority needs: health, education, nutrition.

2. Each member of a household (men, women, and children) has something to contribute and can contribute positively to family decisions.

3. Families who communicate about family budgeting and their priorities for the future are better able to make financial decisions that will help their families grow and develop.

4. Financial decisions are easier and less stressful when all family members are involved.

Circumventing norms

Burkina Faso creches for public works participants

Childcare centers had substantial take-up: 25% of women offered the childcare centers use them. This triples the use of childcare centers for children aged 0 to 6, demonstrating high unmet demand.

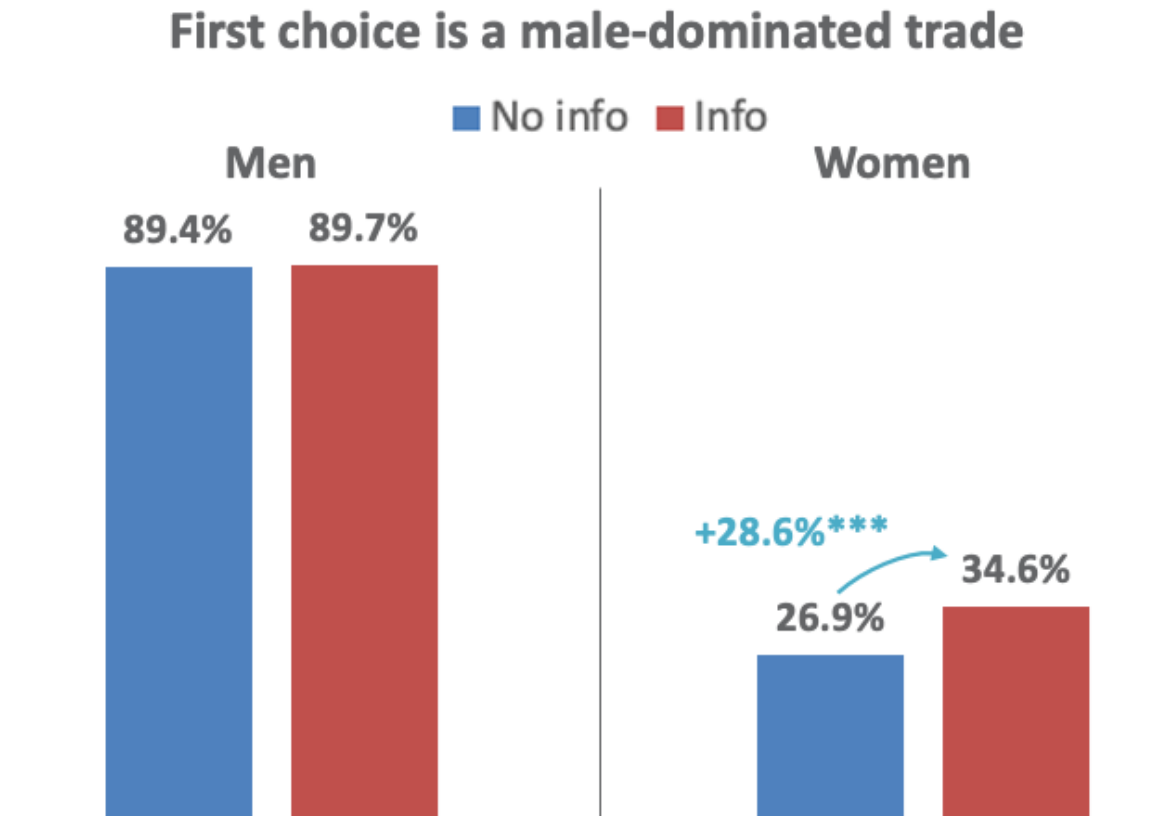
Women's employment outcomes improve, and we find positive impacts on financial outcomes and self-reported well-being

“Even if it is the husband himself who wanted it [to help with domestic work], people will not accept it.”

-Female entrepreneurs
in a focus group in urban DRC

Nudging toward non-normative choices

Republic of Congo: Information on earnings to change sector choice



Nudges to reinforce ongoing norm change efforts

Uganda: encouragement for joint land titling

In Uganda, joint titling increased by:

- 40% when required wife be present during discussion
- 50% when land title subsidized conditional on joint titling
- 25% when offered educational video emphasizing benefits of formal joint land titling

Addressing the consequences of norms

Mozambique Ag Extension + Personal Initiative Training

Intervention: 9 weekly group training sessions of 4 hours: discussions, activities, case studies, shared experiences

Results:

- Doubled the % of women running profitable off-farm businesses
- Enhanced effectiveness of ag extension: increases in area cultivated, planting of cash crops, use of complementary inputs, and adoption of good farming practices.



Value of harvest

Household expenditures