



# **Social Norms as Drivers of Modern Contraceptive Use: What We Know and How We Use this Information**

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# Some Definitions of Social Norms

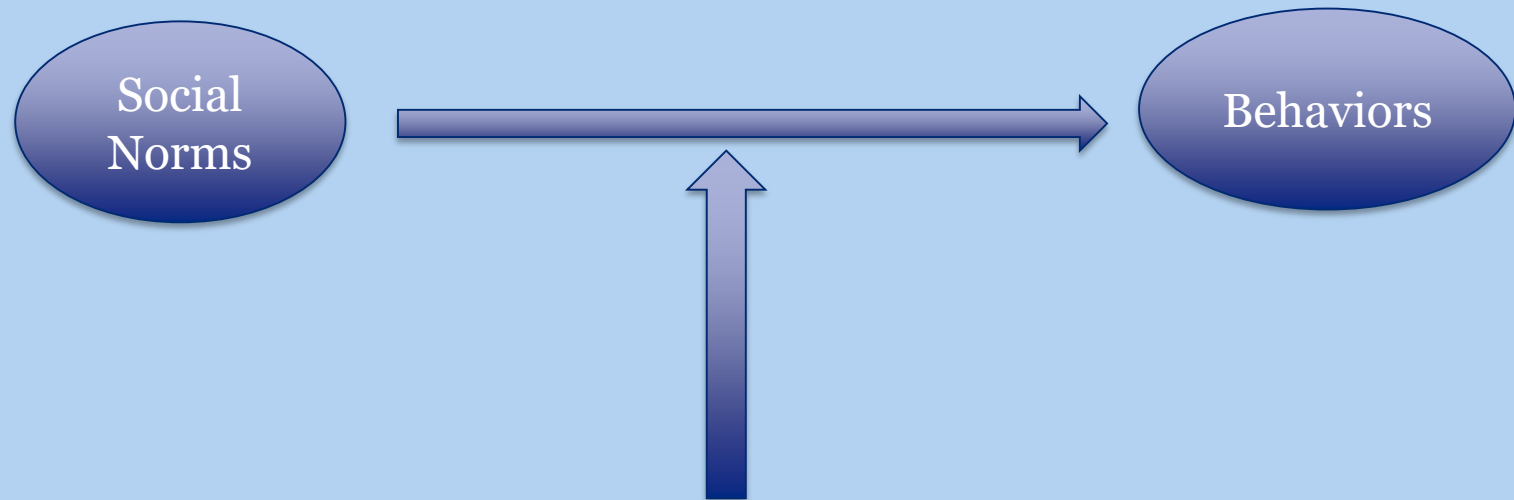
- **Descriptive norms**
  - Beliefs about what most others do
  - *“Most women in my village use long-acting methods”*
- **Injunctive norms**
  - Pressures to conform
  - *“Most others would not approve use of contraceptives by unmarried adolescents”*
- **Collective norms**
  - What others actually do
  - *In a given village 35% of married women use modern contraceptive methods*



# Normative Influence



# Normative Influence



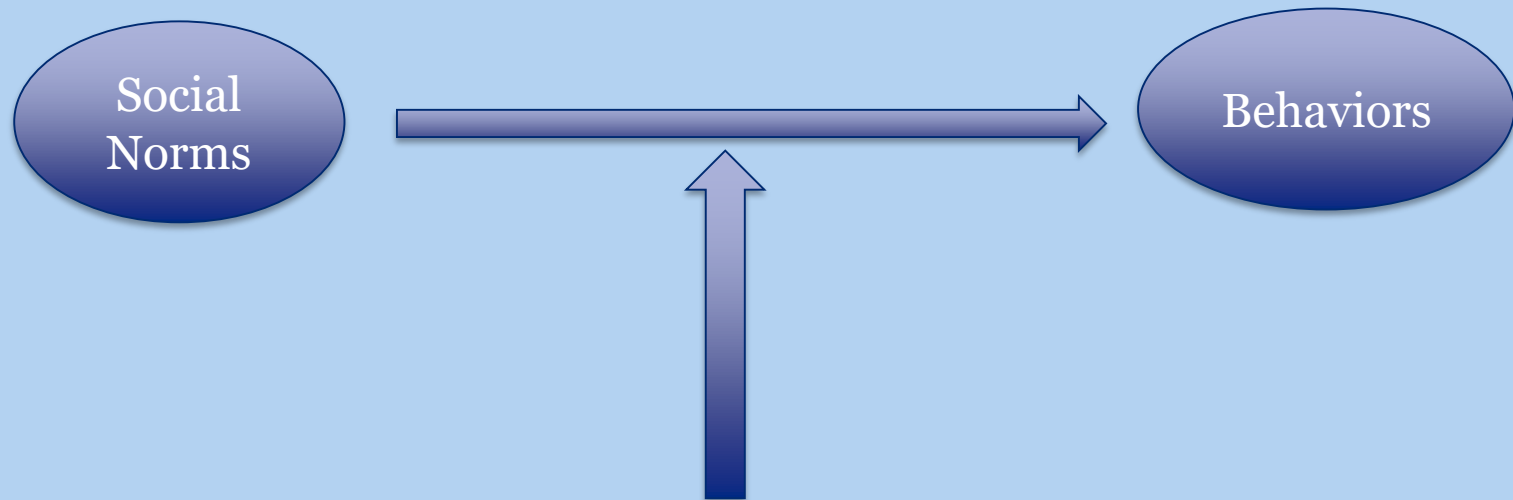
Individual-level factors

Behavioral attributes

Contextual characteristics



# Normative Influence



**Individual-level factors**

Self-efficacy

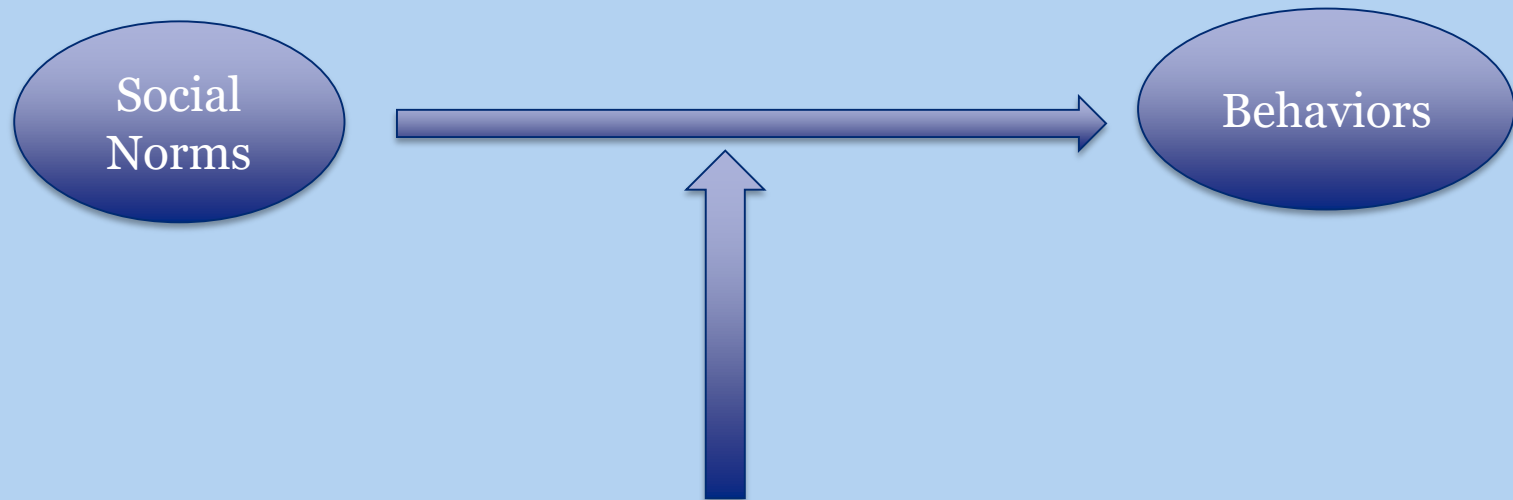
Perceived benefits

**Behavioral attributes**

**Contextual characteristics**



# Normative Influence



## Individual-level factors

Self-efficacy

Perceived benefits

## Behavioral attributes

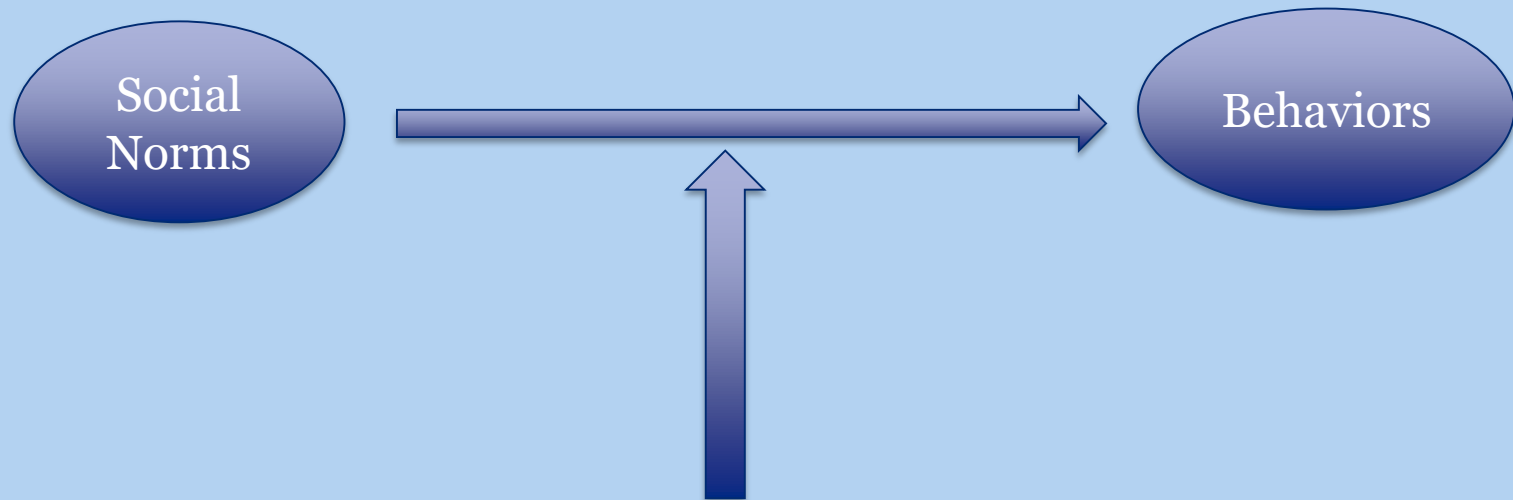
Public/private

Addictiveness

## Contextual characteristics



# Normative Influence



## Individual-level factors

Self-efficacy  
Perceived benefits

## Behavioral attributes

Public/private  
Addictiveness

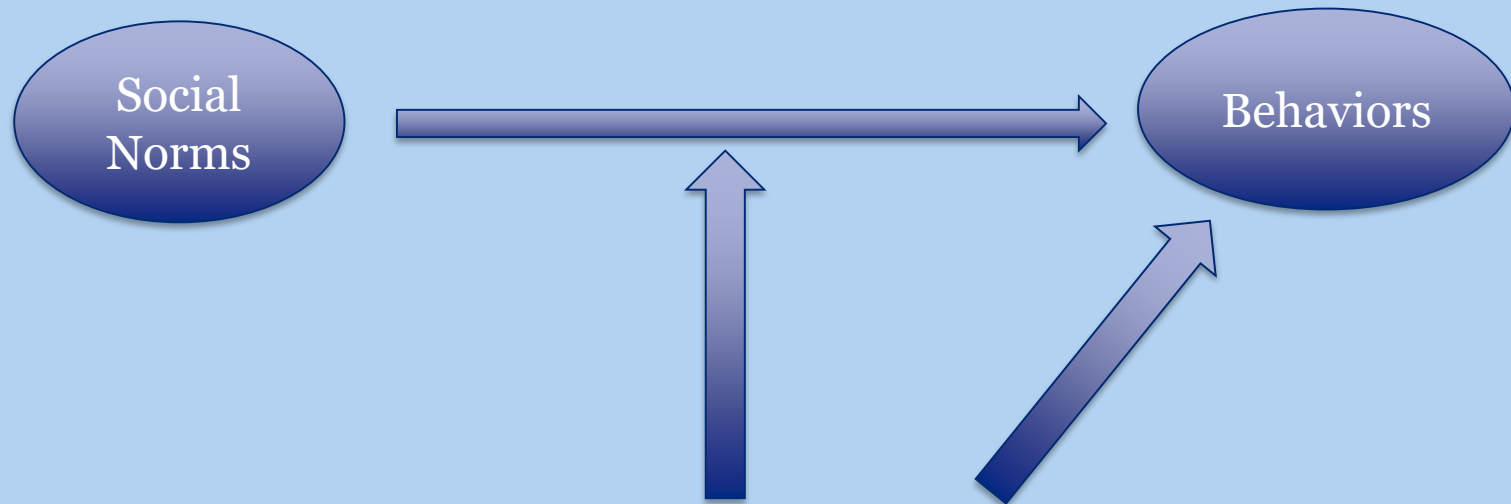
## Contextual characteristics

Time constraints  
External monitoring



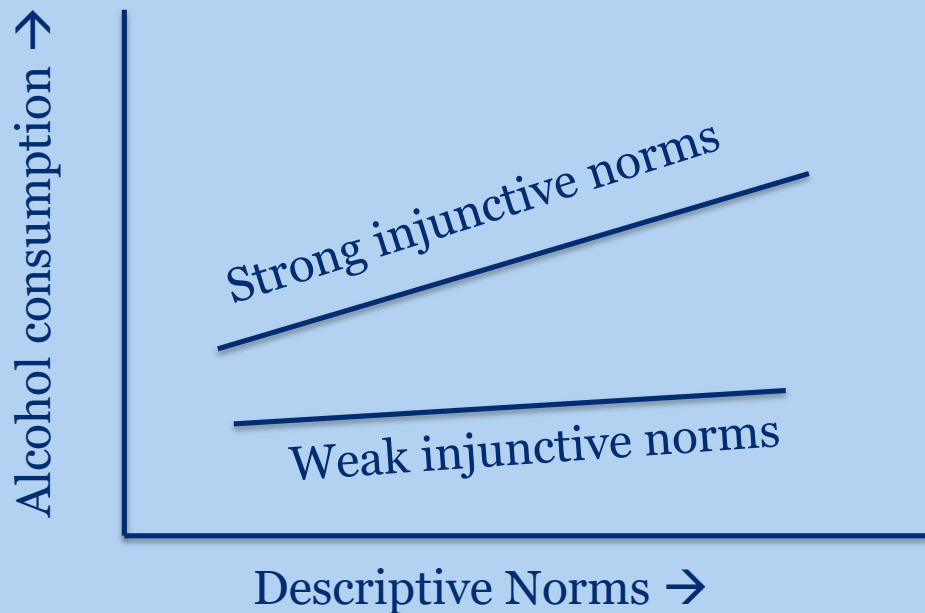
# Theory of Normative Social Behavior (TNSB)

(Rimal & Real, 2005; Lapinski & Rimal, 2005; Rimal & Lapinski, 2015; Chung & Rimal, 2016)



# Some Examples from the Literature

- **Injunctive norms**
  - Injunctive norms affect behaviors, but they amplify the effect of descriptive norms



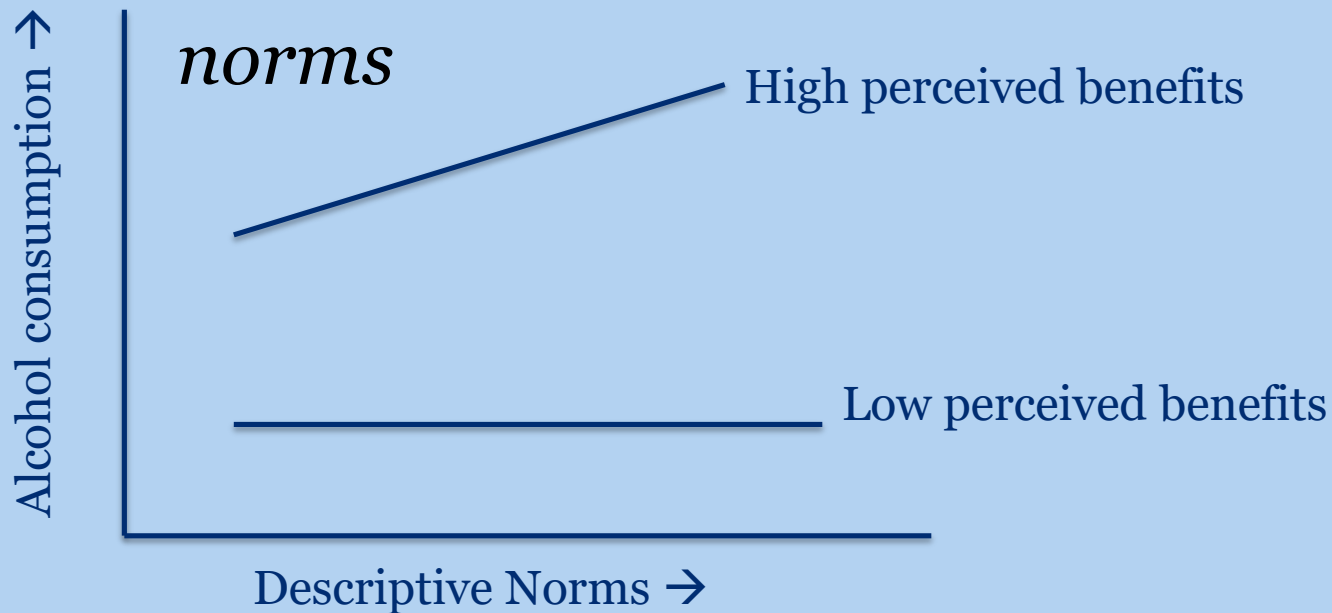
Rimal & Real, 2003



# Some Examples from the Literature

- **Outcome expectations (perceived benefits)**

- *Perceived benefits has both a main-effect and also an interaction with descriptive norms*



Rimal, 2008



# Some MC Use Examples from the Literature

- **Jain et al., 2018**
  - Condom use at last sex by young men in Ethiopia
  - Controlling for age, education, religion, region, wealth
    - $OR_{\text{descriptive norms . Condom use}} = 4.74^{**}$
    - $OR_{\text{injunctive norms . Condom use}} = 3.39^{**}$



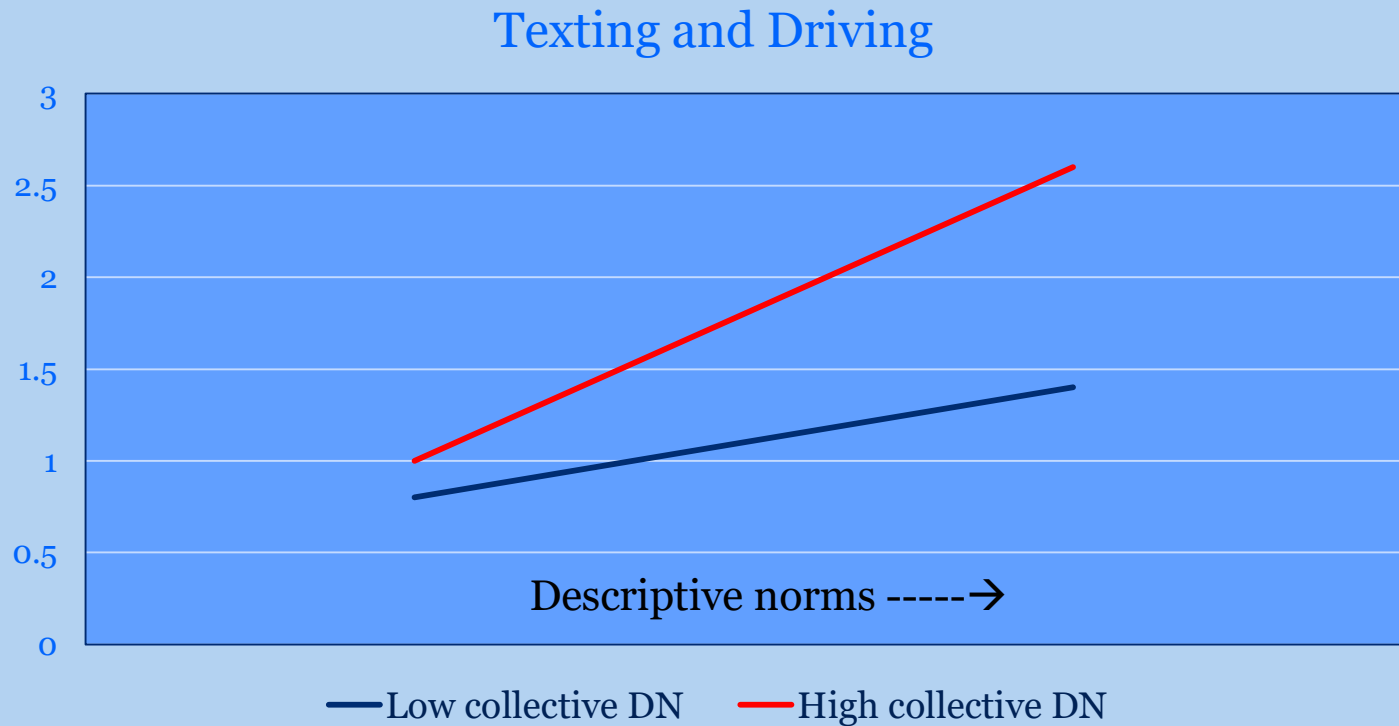
## Some MC Use Examples from the Literature

- **Rimal, Sripad, Speizer, & Calhoun, 2015**
  - Interpersonal communication as an amplifier of normative influence for use of modern contraceptives among urban poor in India
  - Descriptive norms: predictor only among women with 2 or more children (not among those with no children or those with only one child)
  - Injunctive norms: predictor among women with 1 child and those with 2 or more children
  - Interpersonal communication: predictor among all three groups of women
  - DN x IPC significant among women with 1 child
  - IN x IPC significant for all three groups of women



# Example of Collective Norms

- Geber et al., 2019
  - Role of descriptive, injunctive, and collective norms on road traffic behaviors in Germany



# Example of Collective Norms in MC Use

- Sedlander & Rimal, 2019
  - Analysis of DHS data from Ethiopia and Tanzania
  - Controlling for age, marital status, location, and wealth
  - Collective norms significant predictors of contraception use in both Ethiopia and Tanzania
  - Women who live in communities with high MC use are themselves more likely to use (and vice versa)
  - This relationship is stronger in communities with lesser access to the outside world (i.e., more isolated communities)



# Perceptions and Reality

<b>Perception among non-users</b>	<b>Reality: Most Use MC</b>	<b>Reality: Most Do not use MC</b>
Most women do not use MC	Pluralistic ignorance	Accurate perception
Most women use MC	Accurate perception	False consensus effect



# Perceptions and Reality

## What to do about it

Perception among non-users	Reality: Most Use MC	Reality: Most Do not use MC
Most women do not use MC	Pluralistic ignorance Descriptive norms-based interventions	Accurate perception Highlight the aspirational few who do
Most women use MC	Accurate perception Reinforce social support	False consensus effect Address barriers to use



## Questions to Consider

- What do social norms-based interventions to improve MC use look like?
- How to differentiate interventions to be run in communities with low collective norms from those in communities with high collective norms?
- How to harness the power of interpersonal communication to amplify normative influences?

**Thank you!**

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# References

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