

ONLINE COURSE REPORT

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MBA (RURAL MANAGEMENT)

2019-2021



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SOCIAL NORMS SOCIAL CHANGE

OUTLINE

The course ‘Social Norms Social Change’ aims to explain the concept of norms and social structure and ways to conduct social changes. The whole course incline towards the different ways to understand the behavior related with the individuals that together form a community or society. The customs, preferences and norms are combinedly formed, when the society agrees to it, despite the bad norm, no one raise their disappointment. All such topics are undercover of this course which helps to understand the ways to find out social changes.

INTRODUCTION

The society is made of several collectivities of individuals. These individuals hold their own taste of customs or conventions, behavior and preferences. The course “Social Norms Social Change” introduce all the basic concept and definitions, such as conditional preferences and social expectations that help us to distinguish between different types of social practices like customs, descriptive norms and social norms. This course teaches how to measure the social norms and social expectations that support harmful norms and whether they cause specific behaviors. Measurement is crucial to understand the nature of practice, it is one of lab to field kind of thing.

OBJECTIVE OF THE COURSE

The course "Social Norms, Social changes" aims to let people understand the concept of norms and social structure and ways to conduct social changes. The norms have different streams of factors which leads to effect individual's behavior. It may be custom, may be paradoxical elements of tradition and so on. It teaches how to diagnose social norms and how to distinguish them from other social constructs, like conventions or customs. These distinctions are crucial for effective policy interventions aimed to create new, beneficial norms or eliminate harmful ones.

- To understand interdependent and independent behavior
- To understand customs
- To understand normative expectations
- To understand, why people marry off their daughters so soon?
- To understand harmful norms and ways to eliminate harmful ones.

COURSE CONTENTS

1. Interdependent and Interdependent Actions + Empirical Expectations
2. Normative Expectations + Personal Normative Belief
3. Conditional Preferences + Social Norms
4. Pluralistic Ignorance + Measuring norms

LEARNING METHODOLOGY

The course 'Social Norms Social Change' is a collaboration of:

- Quiz
- Reading material
- Lecture videos
- Discussion prompt-platforms

The discussion prompt platform is an opportunity to reflect the understanding of the individuals. However, the learning was all through these prospects and discussion practice on the rostrum.

KEY LEARNINGS

Collective behaviors that are completely independent as when they are purely determined by economic or natural reason, and interdependent, as when other people actions and opinion matters to one's choice Customs can be defined as a pattern of behavior such that individuals (unconditionally) prefer to conform to it because it meets their needs.

A descriptive norm is a pattern of behavior that we prefer to engage in because we believe that others follow it. It associates with the reference network and hence it becomes what we believe people in or reference network do.

Normative Expectations are second-order beliefs- what we believe, people in our reference network believe, we should do. Social expectations are beliefs about other people's behavior or beliefs.

Personal Normative Beliefs are our personal beliefs about what we should do. Typically, moral beliefs, religious beliefs are personal normative beliefs about what we should do, what we ought to do.

*That normative expectations always express an indirect evaluation; one believes that other people think one ought to behave in a certain way (or refrain from behaving in a certain way) where ought, as we shall see is not merely prudent. **Conditional Preference** applies to both descriptive and social norms. Preference may be completely unconditional in the sense that my preference is not influenced by what other people live, do or endorse. Therefore, it shows that preferences are conditional on Empirical Expectations or Both Empirical and Normative Expectations.

A **Social Norm** is a rule of behavior such that people have a conditional preference for following it. **Pluralistic Ignorance** is typically a situation in which most people, personal normative beliefs are not in line with their normative expectations. In the previous slides we talked about Normative Expectations and Personal Normative Beliefs and it is said that the two may not go together, it is situation where they often do but they may not. And this is how bad norms often can survive. It is very important that people

communicate because if people cannot transparently communicate amongst them or tell anybody else, whether they really like or dislike certain rules, they will keep obeying them and therefore, they will keep believing that other people not only obey these rules but support them. And this is the case when bad norms survive because of Pluralistic Ignorance.