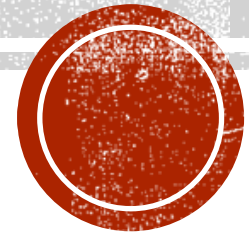


PART 2

SOCIAL NORMS AND SOCIAL CHANGES

-COURSE BY UNIVERSITY OF PENNSYLVANIA AND UNICEF ON COURSERA

- Niyati Saxena
- MBA (Rural Management)
- 2019-21



COURSE DESCRIPTION

The course, Social Norms, and Social Changes is a course that aims to unite society by teaching the procedure of testing social norms, differentiating them from other social constructs to have better policy interventions. This is significant to bring new and favorable norms or to abolish deleterious norms. The course upskills us with the wisdom of measuring the expectations of society and social norms and what leads to specific kinds of behaviors. The University of Pennsylvania and UNICEF joined hands to initiate this course.



COURSE OBJECTIVE

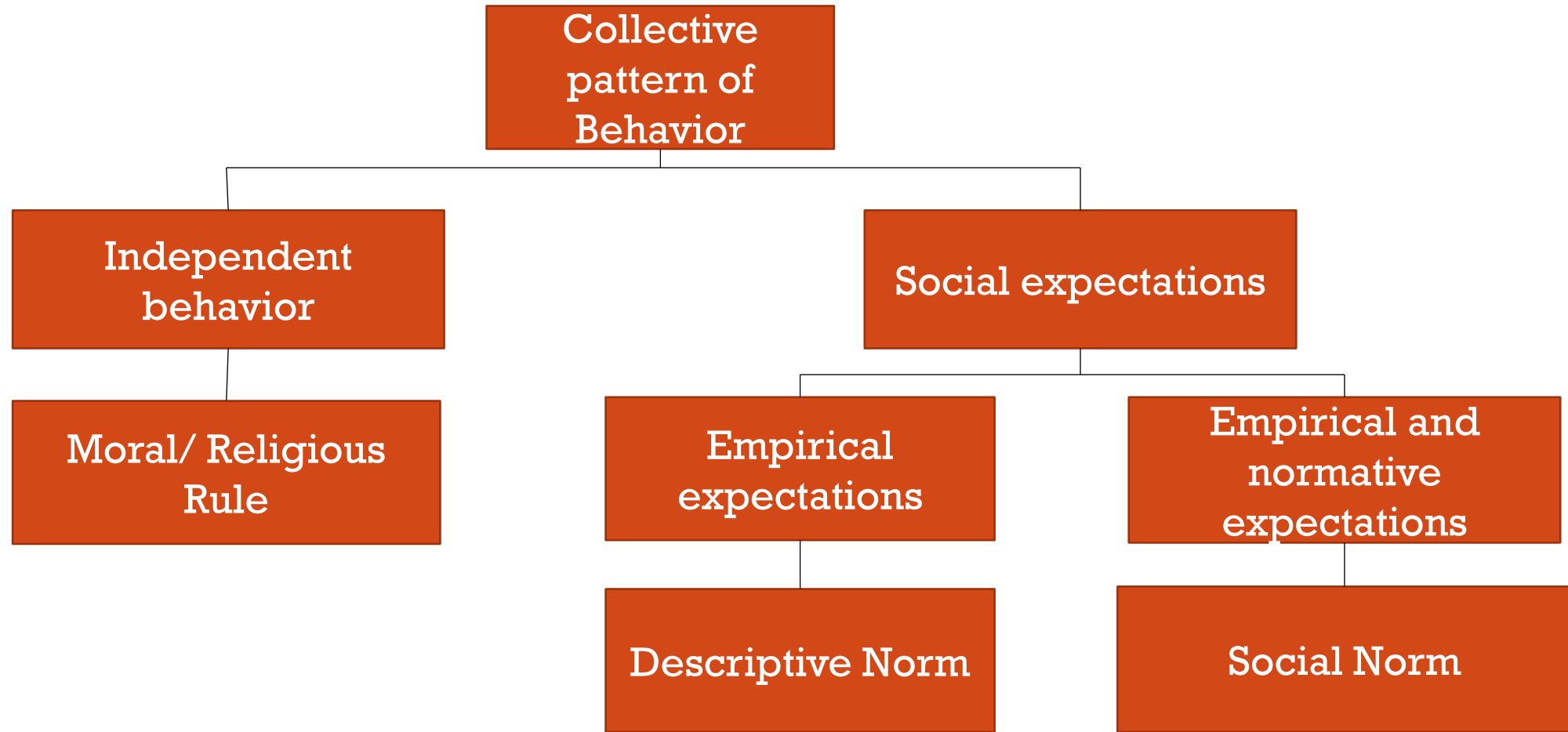
- Aspires to bring change in community
- Extracting the causes behind certain kind of behavior
- Measuring different types of behavioral patterns
- Practicing various techniques to trigger social change
- Explore several behavioral patterns



COURSE CONTENT

Independent behavior- Customs, habits, moral injunctions

Interdependent behavior- Fashion, signaling system, social norm



CONDITIONAL PREFERENCE AND PLURALISTIC IGNORANCE

- **Conditional Preference:** People often make mistake in understanding the difference between choice and liking. What we prefer is not what we like.
- **Pluralistic Ignorance:** Sometimes objective and perceived consensus do not coincide. That is, our normative expectations can be false. It's a belief trap in which individuals are caught and do the things they dislike.



SURVEY TECHNIQUES

- Traditional Survey: To acquire information about people's behaviors, preferences, and beliefs about their options.
- Vignettes: When the subject is socially sensitive, surveyor narrates a small story similar to the incident he is facing. These scenarios do not contain any pressure, so it fulfils the purpose of receiving true answers.



LEARNING METHODOLOGY

- Video lectures
- Readings
- Quiz



KEY LEARNINGS

- We follow social norms without even realising it.
- How we depend on each other, how and what we do depends on our expectations of what others do.
- Expectations may or may not influence our behavior, one should be self-aware.
- Explored the nature of social norms, how they are grounded on social expectations, how fast or slowly our social expectations changes and what causes certain changes.
- I looked at social and cognitive drivers of dynamics & non-dynamics.



*Thank
you*

