

International Association of Advanced Studies Research

Training of Researchers

2022









disability



Coaching
Supporting
Why
What
How

THEORY

- Theory is a system of ideas intended to explain something.
- Theories are explanations of a natural or social behavior, event, or phenomenon.
- Depending on their intended use, variables may be classified as
 - independent,
 - dependent,
 - moderating,
 - mediating, or
 - control variables.

SOCIAL NORMS THEORY

HISTORICAL BACKGROUND

1. Since the 1986 study in which Berkowitz and Perkins reported the misperceptions about alcohol consumption amongst college students, the use and study of the social norms approach has grown.
2. It has been used as a prevention technique for a variety of levels of prevention: universal, with large populations like entire college campuses; selective, with targeted subpopulations, and indicated, with individuals.

HISTORICAL BACKGROUND

1. The first social norms intervention was implemented in 1989 by Michael Haines at Northern Illinois University, which targeted a universal campus population and over the years has shown significant success in terms of increasing healthy behaviors.
2. This research at Northern Illinois University was done with a \$64,000 grant from the U.S. Department of Education Fund for the Improvement of Post Secondary Education (FIPSE).

HISTORICAL BACKGROUND

1. Many other universities have since followed suit and have had similar success in the reduction of high-risk drinking behaviors, such as Hobart and William Smith Colleges, the University of Arizona, and University of North Carolina, to name a few.
2. Since these achievements have become well-known, the social norms approach has been used successfully to reduce smoking, drinking and driving, and HIV risk behaviors, and to increase seat belt use.

HISTORICAL BACKGROUND

- It has also gained widespread use targeting adolescents and high school students, and has been used in an attempt to reduce drinking and smoking behaviors amongst those populations.
- Recently, interventions have been tested to reduce sexual assault, and the results were reported to be "promising".

TYPES OF SOCIAL NORMS

Two types of norms are relevant to a social norms approach: *injunctive norms* and *descriptive norms*:

- . **Injunctive norms** reflect people's perceptions of what behaviors are approved or disapproved by others. They assist an individual in determining what is acceptable and unacceptable social behavior.
- . **Descriptive norms** involve perceptions of which behaviors are typically performed. They normally refer to the perception of others' behavior. These norms are based on observations of those around you.

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