

Social Norms Assessment Worksheet

Step 1: Identifying Assumptions

What biases or preconceived notions do you have?

Step 2: Define the Problem/Clarify Objectives

What do you specifically need to know?

Identify “research questions”?

Step 3: Data Decisions

What types of information will you need to answer your questions?

Is this information quantitative, qualitative, or both? What are the benefits to these types of data?

Is there data that already exists? What are these data sources?

Step 4: Data Collection

What data needs to be collected?

How can this data be collected?

Who should this data be collected from?

Step 5: Making Sense Of It All

How should the data be analyzed?

So what does the data mean?

Are there other reasons that you haven't studied that can lead to these results aside from social norming?

What are the implications for practice?

Step 6: Effective Reporting

What are the political implications of these findings?

To whom will you report your findings?

How will you report your findings?

When will you report your findings?

What can you do so that your findings are not “shelved”?

Step 7: Closing the Loop – Utilizing Results to Effect Change

How will you practically utilize the results?

What do you need to do to effect change

Step 8: Re-cycling: Continuing the Loop

How will you assess the changes you made the social norming campaign based on the recent results?

What other types of assessment do you want to do with social norming?