

## Questions for a Social Norms approach

**There are certain questions that must be answered in order for the social norms model to be applied effectively:**

1. What misperceptions exist with respect to the attitude or behaviour in question?
2. Are there over or under-estimations of attitudes and/or behaviour?
3. What is the meaning and function of misperceptions for individuals and groups?
4. Do the majority of individuals in a group or community hold these misperceptions?
5. Does the target group function as a group with respect to the behaviour in question? That is, are the group norms "salient," and are the individuals in the group an influence on each others' behaviour?
6. What is the hypothesized effect of these misperceptions?
7. What changes are predicted if protective behaviours that already exist in the population are supported and increased?

