

Review of literature on social norm measurement related to modern method use: Approach & results to date

Presented by:

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USAID
FROM THE AMERICAN PEOPLE

Passages

Transforming Social Norms for
Sexual & Reproductive Health

PASSAGES Mandate

Background:

- ✓ PASSAGES aims to improve FP use & achieving healthy timing & spacing of pregnancy among youth
- ✓ Aims to do so by transforming social norms & fostering supportive normative environments

What is a social norm & if we want to change these, how do we measure them?

What has been done to date?

- ✓ Embarked on a systematic literature review in order to:
 1. Identify studies that measure social norms related to PASSAGES priority outcomes
 2. Identify “good” social norm measurements
- ✓ For now, have limited studies with quantitative measures of use of modern contraception

Input Sought

- ✓ Literature review - very early stages
 - Already identified a number of concerns
 - How to move forward with this review/search
- ✓ Dissemination
 - How to package & disseminate findings of the literature review

APPROACH SO FAR



Approach – Search Strategy

- ✓ First pass searched for terms related to:
 1. Social norms
 2. Measurement
- “Social Norms and Encounter Preferences for Cross Country Skiing With Dogs in Norway”
- “Social norms and tax compliance: Framing the decision to pay tax”

Approach – Search Strategy

- ✓ PASSAGES interested in social norms that affect sexual & reproductive health outcomes among youth
- ✓ Added 3rd tier of search terms related to:
 - Use of modern contraception;
 - Menstrual hygiene management;
 - Use of family planning;
 - Health timing and spacing of pregnancy;
 - Gender-based violence;
 - Early marriage;
 - Circumcision and female genital mutilation; and
 - HIV/STIs

Approach – Search Strategy

- ✓ Reference Time Period: 2005-2016
 - Literature or measurements from earlier years will be included only if it appears or has been used since 2005
- ✓ Search Locations: PubMed, Popline, and PsychInfo & the publications of BMGF, DFID & USAID

Database	Popline	PubMed	PsychInfo	Total
# Articles in search results	2,242	6,210	13,493	21,945

Approach – Title Screening

- ✓ Discarded titles for the following reasons:
 - Unrelated to PASSAGES outcomes of interest
 - Limited to key populations (MSM, sex workers, IDUs, prison populations, LGBT)
 - Opinion or commentary
 - National DHS reports or summary findings from other large surveys
 - Training manuals
 - Basic science, hormonal, or animal studies
- ✓ Retained ambiguous titles

Screening Results

✓ 20,474 titles screened to date

Database	Popline	PubMed	PsychInfo	Total
# Articles in search results	2,242	6,210	13,493	21,945
Duplicates	357	--	1,114	1,471
Titles screened	1,885	6,210	12,379	20,474
Title met screening criteria	1,486 (79%)	1,467 (24%)	2,615 (21%)	5,568 (27%)

Approach – Abstract Screening

- ✓ Undertook lexical searches in the abstracts looking for terms related to modern methods
- ✓ Kept articles that included a **quantitative** measure of **use of contraception or family planning services as an outcome**
- ✓ Then from these only kept articles that also included a **quantitative attitudinal or “norm” measure**

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Title met screening criteria	1,486 (79%)	1,467 (24%)	2,615 (21%)	5,568
EndNote entry contained terms related to modern methods	819 (43%)			
Abstract contained quantitative measure of modern method use	211 (11%)			
Also contained quantitative "norm" measure	82 (4%)			

ARTICLE REVIEW



What we have found

Study Settings

Setting	N	%
Africa	41	51%
Asia	24	30%
US	8	10%
LAC	3	4%
Other	4	5%



✓ Our review includes very few LAC & US studies

Study Populations

✓ Very few studies focused just on youth < 19 years old

Age Cohorts	N	%
< 19 only	3	4%
15 up to 30 only	23	28%
15 up to 49 only	29	35%
Included > 49	19	23%
Not stated	8	10%
Gender		
Women Only	24	30%
Men Only	10	13%
Both	46	58%

Study Designs

	N	%
Cross-sectional	46	56%
Secondary analysis of DHS or other large dataset	15	22%
Randomized controlled trial	9	11%
Quasi experimental	6	7%
Other *	6	7%

* Includes cohorts, exploratory descriptive, and operations research

✓ Few measured change over time

Outcomes

✓ Majority of studies to date on condom use

	N	%
Condom use *	50	61%
Contraceptive use**	24	29%
Other ***	4	5%
Unmet need for FP	4	5%



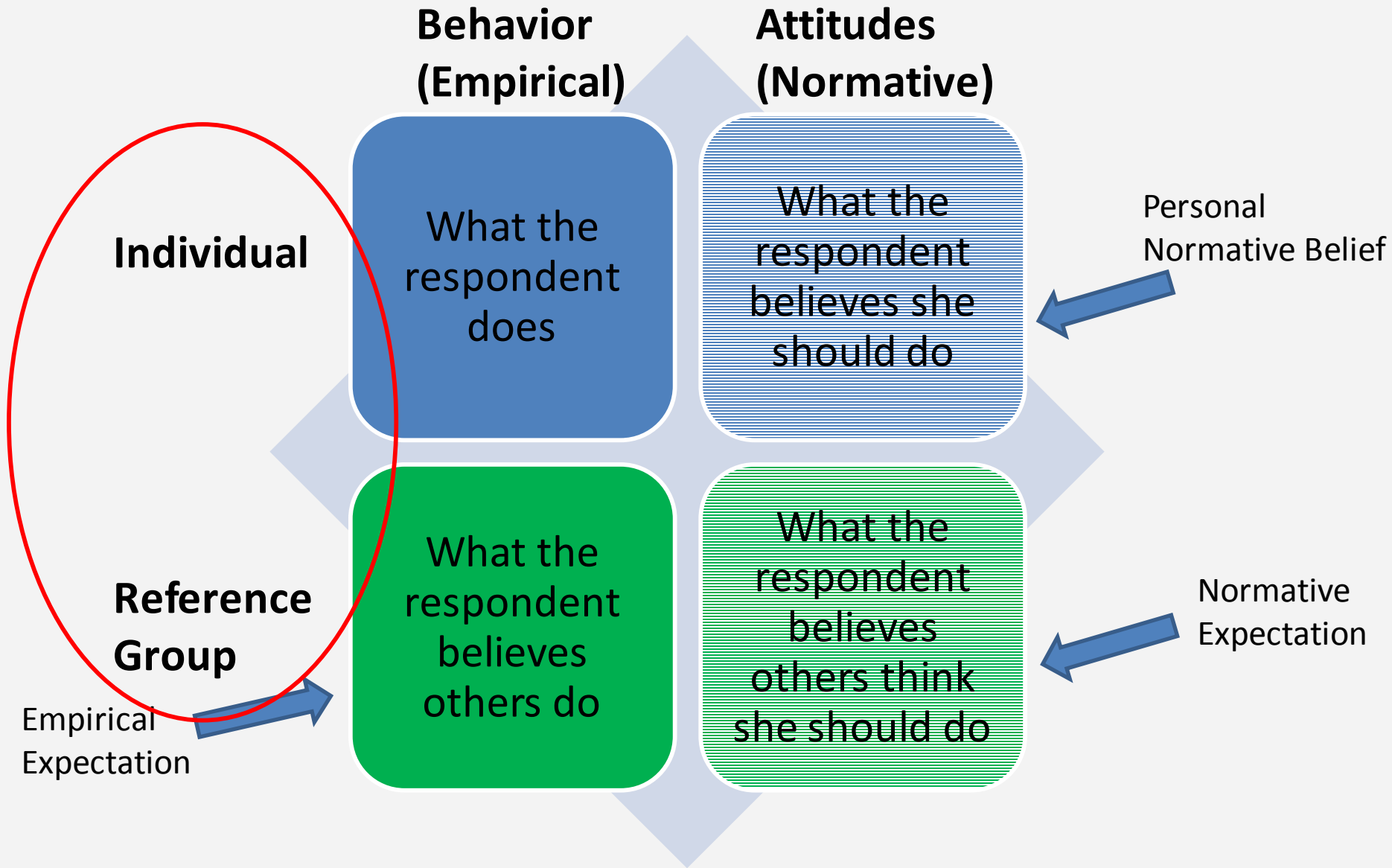
*One article looked at both condom use & use of contraceptives
** Includes pill, LARC, SDM, spermicide, EC
** includes abortion, risky sexual debut, FP service utilization & unwanted fertility

Measurement Components

- ✓ Started by reviewing the conceptual literature on what constitutes a social norm
- ✓ A social norm measurement should answer the following **three questions**:
 1. Who is the reference group?
 2. What is the typical behavior in the group?
 3. What is approved of in the group?



Behavior and Approval



Reference Groups

	N	%
No reference group identified in questions/reference group unclear	40	49%
Reference group identified		
Aggregated individual respondents	2	2%
Reference group assumed in question (i.e. your peers)	38	46%
Defined network (egocentric or sociocentric approach)	2	2%

No Reference Group: Using birth control is morally wrong – Bader et al. 2014

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Aggregated Individuals: Community stigma variable created through the aggregation of personal stigma responses from respondents in the same community – Koku et al. 2011

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Assumed Reference Group: My friends think I should carry a condom when planning to have sex – Eggers et al. 2013

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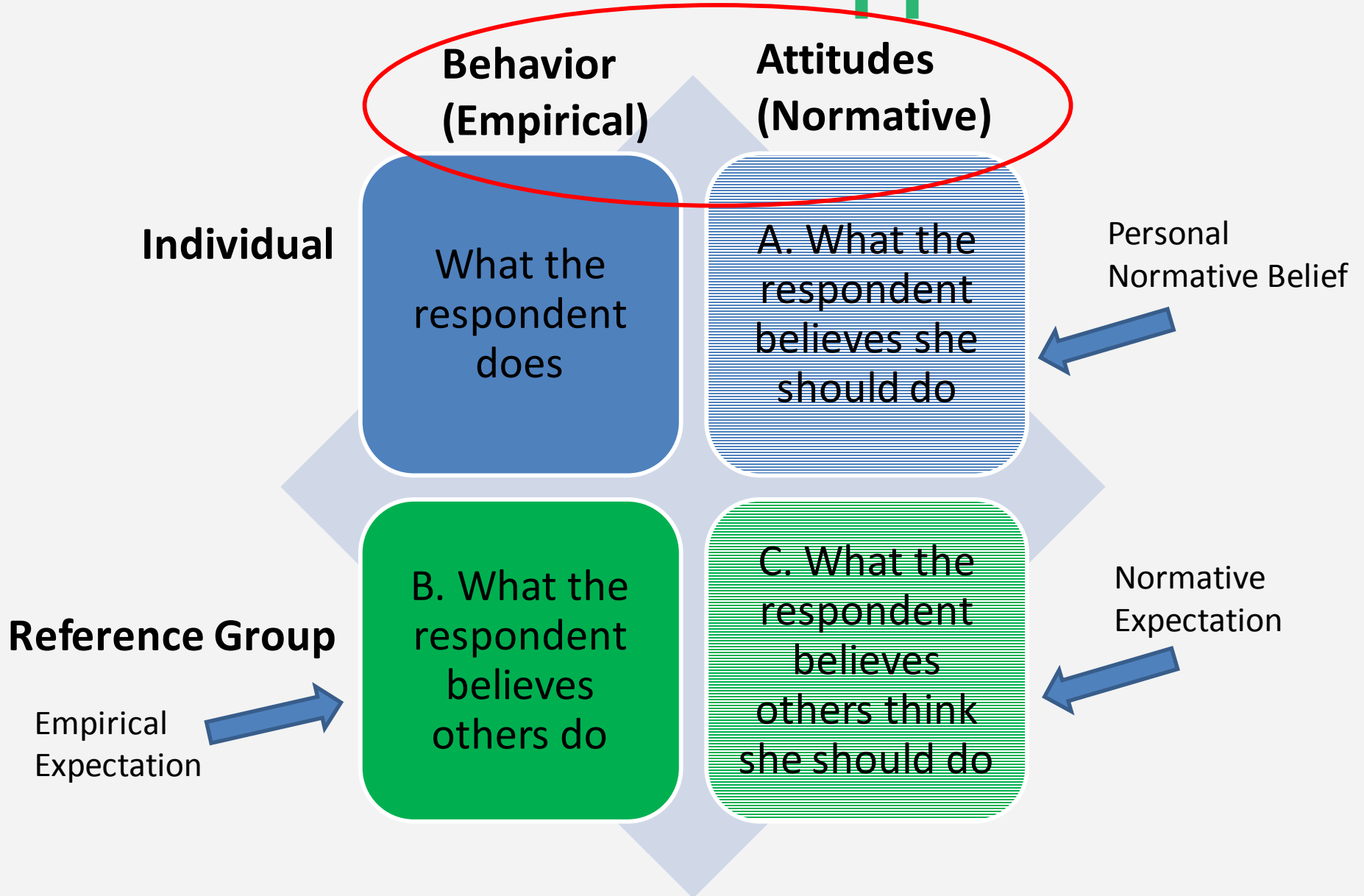
Defined Network: How many of your 5 closest friends use condoms when they have vaginal intercourse? – O’Leary et al. 2015

Summary Points on Reference Groups

- ✓ Lots of work purporting to look at social norms without defining a reference group to whom that social norm applies
- ✓ Social norm work and social networks work not yet highly aligned
 - Very few defined networks



Behavior and Approval



Attitudinal Domains

- ✓ Studies primarily investigated 3 domains of influence on contraceptive/condom use; attitudes toward:
 - Sexual and reproductive health
 - Gender roles
 - HIV
- ✓ But there were other domains such as alcohol use, religiosity, distrust of health care system

Examples of SRH Questions

- ✓ Use of Condoms, LARCs, ECs
- ✓ Sexual and reproductive health
- ✓ Abstinence
- ✓ Planning a family
- ✓ Pregnancy prevention

Examples of Gender Role Questions

- ✓ Gender equitable attitudes
- ✓ Male role norms
- ✓ Issues of patriarchy, masculinity & decision-making
- ✓ Hostile & benevolent sexism
- ✓ Perceived gender role towards sexual and reproductive behavior of men & women
- ✓ Submissiveness of women when making sex-related decisions

Examples of HIV Questions

- ✓ HIV stigma
- ✓ ART
- ✓ PLHIV

Measurement Types

	Articles		Total measures	
	N	%	N	%
Single items	49	60%	201	70%
Indices	18	22%	32	11%
Scales*	26	32%	55	19%
Total	82		289	

- ✓ Studies often utilized multiple measurement approaches
- ✓ Questions were most commonly asked & analyzed as single items

*Scales showed evidence of psychometric properties

Measurement of Empirical & Normative Expectations

	N	%
Did not measure empirical or normative expectations	47	57%
Personal normative beliefs	35	43%
Hypothetical or other situations	17	21%
Measured empirical expectations	10	12%
Measured normative expectations	32	39%

Personal Normative Belief: A woman should not argue with her husband, even if she does not share the same view with – Akin & Ozaydin, 2005

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Hypothetical: I would use ECP if I have unprotected intercourse during the unsafe period – Worku 2011

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Empirical Expectations: Of your friends and peers who have sex, how many of them would you say use condoms most of the time? – Kennedy et al. 2007

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Normative Expectations: My friends would think it is okay for me to use a condom if I have sex in the next six months. – O’Leary et al. 2015

Measurement of Empirical & Normative Expectations

		Normative Expectations	
		No	Yes
Empirical Expectations	No	47	32
	Yes	10	5

- ✓ Only 5 articles measuring both empirical and normative expectations!

Summary Points on Attitudinal Measures

- ✓ Lots of studies measuring personal normative beliefs
- ✓ Quite a few other scenarios: what do we do with these?
 - What one would do?
 - What others would do?



Given where we are now...

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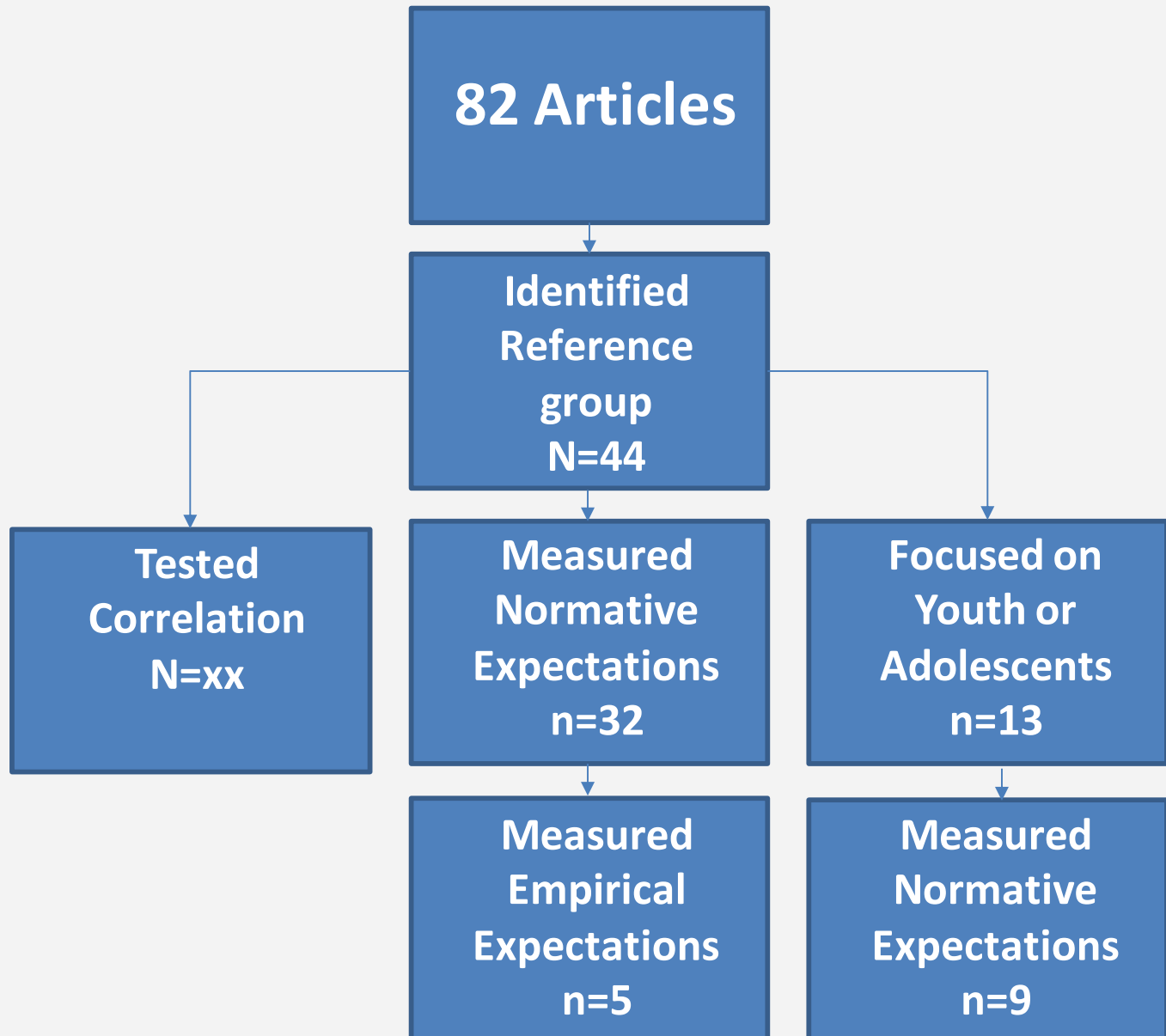
...how should we move forward?

- ✓ Given what we know now (the yield)...
 - Should we continue this approach? Or prioritize the literature in some way?
 - If we look at our other selected behavioral domains will it yield more? The same?

...how should we move forward?

- ✓ Is it valuable to the field to describe the variation that is out there?
- ✓ Or should we be throwing out a portion of the lit?
 - Those without a clear reference group?
 - Those without normative expectations? Normative and empirical?
 - Those that have not involved youth?
 - What level of evidence for the measure?
 - What level of evidence for its relation to the outcome?

...how should we move forward?



...how should we move forward?

- ✓ Given what we know now (the yield)...
 - Are there other fields in which social norm measurements are more advanced?
 - Circumcision?
 - Substance abuse?
 - What would we be able to use/adapt?
 - OR ...should we take a different tack...embark on measurement development as a PASSAGES outcome?

**EXPERT INPUT
APPRECIATED**

Thank you!