**SNAP Tool**

**Checklist: Is it a social norm or not?**

1. Have you used the Norm or Not tree?
2. Let’s make sure: put yourself in the shoes of a person who believes in this norm, and phrase the social norm as a statement. Now ask yourself the following questions:
   1. *Do I believe that most people in my community do this?*
   2. *Do I believe that most people in my community expect me to do this?*
   3. *Are there positive or negative consequences to going along with this?*

If the answers to a and b are Yes, then your barrier is a social norm; and the answer to c is the sanction or reward for either breaching or following the norm.

**Filling in the SNAP framework**

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| --- | --- | --- | --- | --- |
| **Empirical expectations** | **Normative expectations** | **Sanctions and rewards** | **Reference groups** | **Exceptions** |
| “What I think others do” | “What I think others expect me to do/approve of” | “What I think will happen if I do or don’t follow the norm” – and how much that matters to me | The people who shape/influence the norm | Under what situations it is acceptable to break the norm |

**Example**

Norm: “I believe I will only be successful as a man if I have many children.”

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| --- | --- | --- | --- | --- |
| **Empirical expectations** | **Normative expectations** | **Sanctions and rewards** | **Reference groups** | **Exceptions** |
| “I believe most men in the community have many children.” | “I believe I will only be seen as a successful man if I have many children.” | “I believe I will not be respected if I do not have many children.” | My peers  My parents  … | Very few if any exceptions |

**Now try it yourself!**

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| **Empirical expectations** | **Normative expectations** | **Sanctions and rewards** | **Reference groups** | **Exceptions** |
| *“What I think others do”*  *I believe most people in my community...* | *“What I think others expect me to do/approve of”*  *I believe most people in my community expect me to... I believe I will be seen as... I believe I will be treated as...* | *“What I think will happen if I do or don’t follow the norm” – and how much that matters to me*  *If I do... If I do not...* | *The people who shape/influence the norm* | *Under what situations it is acceptable to break the norm* |