

Scoring the Social Norms Questionnaire

i) Count and record the number of responses that you have.

ii) For each respondent, score as follows:

Questions 1-4 and 7-10

Score 0 (zero) for “Not at all”; “Rarely”; “Neither likely/unlikely”

Score 1 (one) for “Likely”; “Extremely likely”

Questions 5 and 6

Use the percentage scores given

Questions 11 and 12

Score 0 (zero) for “Strongly Disagree”; “Disagree”; “Unsure”

Score 1 (one) for “Agree”; “Strongly Agree”

iii) Take the sum total for question 1 (i.e. add up all the scores), divide it by the number of respondents and multiply by 100 to give the % of their peers who participants think would behave this way.

Repeat for questions 2,3,4.

iv) Add the scores for question 5 together and divide by the number of responses that you have. This gives you the average % of their peers who participants think would agree with the statements.

Repeat for question 6.

v) Take the sum total for question 7, divide it by the number of respondents and multiply by 100 to give the % of respondents who said they would be likely to behave this way.

Repeat for questions 8,9,10.

vi) Take the sum total for question 11, divide it by the number of respondents and multiply by 100 to give the % of respondents who agreed with the statements.

vii) There are likely to be some gender differences – you may want to analyse and compare responses between male and female participants.

viii) You are now ready to select some interesting data ready to present to participants later in the programme. You will be comparing respondents' own scores with how they scored their peers and you will be comparing:

1 – 7

2 – 8

3 – 9

4 – 10

5 – 11

6 - 12

An example of how you might set out the results follows.

Florida State University data for misperceptions of bystander norms and rape myths

Strongly Agree / Agree	NORM	
	Actual	Perceived - peers
If I witnessed a man pressuring a woman to leave with him, I would ask if everything was okay.	69%	50%

Strongly Disagree

If a woman is willing to go home with a man, consent to have sex is implied.	73%	35%
It is usually only women who dress suggestively that are raped.	79%	44%
When women are raped, it's often because the way they said "no" was ambiguous.	73%	49%

In the last 12 months

Got consent before sexual activity.	85%	55%
Stopped the first time that your date said no.	62%	17%

(Berkowitz, A. (2013). A Grassroots' Guide to Fostering Healthy Norms to Reduce Violence in our Communities: Social Norms Toolkit. USA: CDC.)