UC Berkeley

Social Norms Activities

This Action Applies to Rubric Item(s): 2, 3, 4, 5, 6, 8, 25

Description of Work:

Overview and Purpose. Social norms are the unwritten rules communities have about how to behave in community. Research shows that our individual perceptions of the prevailing norms are more important than what the true norms are, and that people are less likely to act on their own values and beliefs if they think their peers hold different values/beliefs. This becomes a problem when individuals misperceive norms based on a hyper-vocal minority that holds unhealthy attitudes. Social norms activities use data from a community to communicate the healthy attitudes of the majority, which encourages everyone to increase confidence in their pro-social beliefs and engage in pro-social behavior. The PATH to Care Center has established two initiatives, the Social Norms Seed Grants program and the #WeCARE campaign, which both follow evidence-based social norms practices.

Consistency with NASEM report. These social norms activities are consistent with the NASEM recommendations to highlight behaviors faculty, staff, and students should engage in, rather than focusing on behaviors to avoid (recommendation #2). They establish and reinforce healthy norms within the community and encourage community members to engage in bystander intervention and other prosocial behaviors, such as speaking up about sexist jokes, redirecting a condescending conversation, and seeking help to stop a peer from stalking someone (#3, #4, #8). Social Norms Seed Grants, in particular, allows for audience-specific anti-sexual harassment education, in that each grantee is already embedded in an intact community(#5 and #6). Both social norms activities use and publish results from our campus climate assessment, which is recommended by NASEM (#25).

Novelty. The Seed Grant program is the first of its kind on our campus and we are unaware of similar programs on other campuses. The #WeCARE campaign follows established best practices for campuswide social norms campaigns; however, the customizability of the second phase is unique for social norms campaigns on our campus, which in the past have not been customizable to particular communities.

Evaluation.

Seed Grants. The Seed Grants are evaluated for both results as well as process. This year the campaigns reached a total of 5,059 people across campus through 7 grant teams. Intact communities ranged widely: Intercollegiate Athletics, the Model UN student organization,

undergraduates in the College of Environmental Design, Greek life, first-year undergraduates in residential housing, graduate students engaged in biological fieldwork, and Latinx undergraduates.

All of the grantees were impacted by shelter-in-place and had to adapt their projects for virtual implementation. Five out of seven teams completed their campaigns by the end of AY20. However, even with these complications, 92.3% agreed that they had sufficient time to work on the initial data collection and 84.6% of participants agreed that they had enough time to work on the evaluation. 92.3% of participants also agreed the grant process helped them make change in their community. Participants ranked the following grant process components as the most important:

1. Guidance and support on understanding of social norms

2. (Tie) Financial Support / Support in Evaluation

3. Technical Assistance

Check-ins and timeline support from grant managers were also highlighted in qualitative feedback, as well as being able to connect with other teams in the cohort.

Grantees used a variety of campaign delivery methods: in-person conference & printed materials (pre-campus closure), Instagram, virtual reality, video, and live Zoom community event. Engagement with campaigns varied by method; Instagram reached the most (694) followed by Event Attendance (408.) Some of the specific impacts by team include:

UC Berkeley Model United Nations

- 100% of the club's members reported that the survey caused them to think that sexual consent at MUN conferences and within the club is more important, and to think it was more important to bring concerns of sexually inappropriate conduct by another club member to the Officer Board/Diversity and Inclusion Committee

Intercollegiate Athletics Intervene (IA)

- 80.6% of student athletes reported that after watching the video, they were more likely to intervene when they hear disrespectful language; an additional 5.5% would have intervened before already

Poder de la Muxer - Latinx undergraduates (Poder)

- 100% of community members reported that the platica (live Zoom community roundtable) caused them:

○ To think combating gender norms in the Latinx community was more important and to feel more comfortable bringing up and facing gender norms within their own families/households

#WeCARE campaign. The campaign was posted three times on PATH to Care's Facebook page in November 2019 with a total of 15 positive reactions. It was featured on the Center's Instagram main feed three times and one story post with a total of 50 likes. Evaluation of the banners was conducted by convenience sampling in 4 locations over two dates which reflected 3.5 weeks and 5.5 weeks of exposure to the campaign respectively. Two incentives were offered to complete the survey.

Affiliations of survey participants (n=87):

51.7% undergraduates

16.1% graduate/professional students

31% staff

1.1% alumni

0% faculty

26.7% of people surveyed (n= 87) had seen the selected (1 of 3) #WeCARE campaign banners that were shown to them. The most common location where they were seen is a high traffic area where 6 of the banners were placed together conspicuously (2 of each message.) Of those who had seen it, 95.2% were undergraduate students. This is likely due to the fact that most graduate/professional students and staff who participated were surveyed at non-central campus sites where they likely spend the majority of their time, and the campaign was only installed on central campus.

83.9% of people surveyed (whether they had previously seen it or were seeing it for the first time) reported that knowing the information in the campaign message had a somewhat or very positive effect on how they think about the values of the Cal community. 5.7% reported a somewhat negative effect and 10.3% reported no effect. Those who reported no effect were more likely to have been shown the "sexist joke" message - where the majority who held the norm was smaller. Based on additional feedback provided, the "condescending conversation" message was slightly confusing to viewers (one person even reported they thought it meant engaging in condescension rather than redirecting it) which may have contributed to negative responses.

75.9% of people surveyed (whether they had previously seen it or were seeing it for the first time) reported that they were somewhat or a lot more likely to intervene in these types of

situations. 23% were no more or less likely to intervene (n=6 of those who answered neutrally specifically mentioned in the feedback that they would have already intervened.)

Stakeholder involvement.

Seed Grants. The Seed Grant projects are created by stakeholders -- intact community members -- for their own communities on campus -- and so they intentionally maximize community engagement at every step. Seed grant teams collect or utilize existing community data, gather feedback, and involve their community in project design and evaluation, as well as in celebrating the conclusion of the project.

#WeCARE. This campaign used data from the MyVoice survey, which relied heavily on extensive community engagement and support for its design and socialization. Phase two of this campaign will involve opportunities to customize the campaign for specific stakeholder communities on campus.

Status and Next Steps. *Social Norms Seed Grant.* UC Berkeley has implemented a Social Norms Seed Grant initiative for the last 4 years to support intact communities in developing their own social norms change campaigns. Annually, the PATH to Care Center offers selected teams a small grant award along with training and technical assistance to collect data on their own community's norms, correctly identify misperceived norms as opportunities for change, develop campaigns to communicate actual norms using best practices, and evaluate their impact. A grant team can be formed by any community within UC Berkeley. This year, teams also learned to pivot from in-person to virtual campaigns. Because grantees are members of their intact community, their data collection, choice of norms, and messaging are likely more culturally-specific, trusted, and effective than if implemented by a central campus office.

#WeCARE Campaign. In the first phase of the campus-wide social norms campaign, the PATH to Care Center posted 36 banners that highlighted social norms data from the 2018 MyVoice Survey in 13 prominent locations on campus. The banners were also featured on various campus social media accounts. To create the banners, the PATH to Care Center worked with the Office of Communications and Public Affairs and a focus group of Coordinated Community Review Team (CCRT) members. The next phase of the #WeCare campaign will gather feedback and data from intact communities, which will be used to produce tailored social media posts and other campaign materials.

To learn more:

To learn more about either of these projects, please contact the PATH to Care office at pathtocare@berkeley.edu or visit our website at care.berkeley.edu.

Year 1 Public Description of Work for
Action Collaborative on Preventing Sexual Harassment in Higher Education

Website for further information (if applicable): pathtocare@berkeley.edu

Point of Contact Name:

Email Address for Point of Contact: