



SOCIAL NORMS

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Objectives

Goal/Task	Objective	Type of Knowledge	Assessment Item
Understand what social norms can also be considered as	When given other examples of what social norms can be referred as the student must decide which answer does not belong.	Concept	Which of these are NOT referred to as a synonym for social norms: a) Customs b) Folkways c) Mores d) Routines
Understand meaning of social norm violation	When given choices of social norm violations the student must decide which items are considered a violation.	Fact	Which of these are example(s) of social norm violations? a) Texting while driving b) Talking loud in a library c) Talking on your cell phone at the movies d) Treating each other kindly
Understand the meaning of social norm	When given the definition of social norm the student must fill in the blank.	Fact	The rules of behavior that are considered acceptable in a group or society are called _____.
Understand the definitions of the types of social norms	Given an example of a social norm the student must decide the correct answer of what type it is.	Concept	The play ends and everyone claps. This is considered what type of norm: a) Proscriptive b) Prescriptive c) Descriptive d) Injunctive

Understand the definitions of the types of social norms	Given an example of a social norm the student must decide the correct answer of what type it is.	Concept	<p>I want my girlfriend to move in with me but I am worried about what my grandmother would think about it so I decide against it. This is an example of what type of norm:</p> <p>a) Descriptive b) Subjective c) Injunctive d) Prescriptive</p>
Understand the definitions of the types of social norms	Given an example of a social norm the student must decide the correct answer of what type it is.	Concept	<p>You cover your mouth when you cough or sneeze. This is an example of what type of norm:</p> <p>a) Descriptive b) Subjective c) Injunctive d) Prescriptive</p>
Understand the definitions of the types of social norms	Given the definition of what personal norm is the student is to answer the question.	Fact	<p>What is the type of norm when you feel morally obligated to behave a certain way? _____ norm</p>
Know who invented Operant Conditioning	Given the fact the student must choose who invented Operant Conditioning.	Fact	<p>Operant Conditioning is a term that was invented by the American psychologist:</p> <p>a) B.F. Skinner b) B.F. Schwartz c) B.F. Friend d) B.F. Walton</p>
Understand what reinforcement means in operant conditioning	Given the statement the student must decide if it is true or false.	Fact	<p>Reinforcement increases the frequency of desirable behavior.</p> <p>T or F</p>

Understand what punishment is in operant conditioning	Given the statement the student must decide if it is true or false.	Fact	Punishment decreases the frequency of undesirable behavior. T or F
Understand the meaning of Positive Punishment	Given an example of operant conditioning the student must choose which one was used.	Rules/Procedures	The kids were rough housing in the living room so their father sent them to their room for the rest of the night. This is an example of: a) Positive Reinforcement b) Negative Reinforcement c) Positive Punishment d) Negative Punishment
Understand the meaning of Negative Reinforcement	Given an example of operant conditioning the student must choose which one was used.	Rules/Procedures	Sally did such a great job cleaning her room that her mom didn't make her wash the dishes. This is an example of: a) Positive Reinforcement b) Positive Punishment c) Negative Reinforcement d) Negative Punishment
Understand the meaning of Positive Reinforcement	Given an example of operant conditioning the student must choose which one was used.	Rules/Procedures	I got all A's on my report card and Grandpa gave me \$20. This is an example of: a) Positive Reinforcement b) Positive Punishment c) Negative Reinforcement d) Negative Punishment

Ability to see the changes in social norms in history	Given examples of social norms the student must decide which ones have a higher approval rating in today's society.	Concept	<p>What social norm(s) have a <i>higher</i> approval rating than in the past?</p> <ul style="list-style-type: none"> a) Same sex marriage b) Having a baby out of wedlock c) Interracial marriage d) Domestic abuse
Understand the meaning of Negative Punishment	Given an example of operant conditioning the student must determine which type is being enforced.	Rules/Procedures	<p>A child leaves the television on in their room; therefore, the parents take away the privilege of watching television for a week. This is an example of:</p> <ul style="list-style-type: none"> a) Positive Punishment b) Positive Reinforcement c) Negative Reinforcement d) Negative Punishment
Understand what good and bad experiences people endure in the world because of differences in social norms	When thinking of social norms the student must give two consequences a person may endure.	Problem Solving	<p>Name two consequences a person may experience when violating what is considered to be a social norm.</p> <ul style="list-style-type: none"> a) _____ b) _____
Understand how you can affect change for the better in society	When given a scenario of a social norm violation the student is to pick the best way to inflict change	Problem Solving	<p>You go to the park and there is a lot of trash on the ground. How can you affect <i>positive</i> change in people littering?</p> <ul style="list-style-type: none"> a) Throw down your trash b) Complain about it c) Throw the trash in the trash can/recycling bin. d) Ignore it

Bring awareness to consequences of social norm violations	Given an example of a social norm violation, the student is to choose the most likely consequences.	Problem Solving	<p>A person is speeding on the bypass at a rate of speed that is 20 mph over the limit, the possible negative consequences of the social norm violation are: (more than one answer)</p> <ul style="list-style-type: none"> a) They get a speeding ticket b) They get in an accident c) They get home safely d) They have the ride of their life
Bring awareness to social norms they may have experienced or seen changing in their lifetime.	The student is to write a short paragraph of a social norm they have seen evolving during their life time.	Problem Solving	Write a short paragraph about a social norm you have seen evolving during your lifetime.
To give the ability to speak freely and to think how they can make a change in the world.	Given free range to speak their opinion with it being kept in strict confidence, the student is to reflect on how they can make a change to two social norms.	Problem Solving	Pick any <u>two</u> social norms and write a paragraph about how you could make an effective change for a better society.

Social Norms

What are social norms? According to yourdictionary.com social norms or mores are the rules of behavior that are considered acceptable in a group or society. They dictate what we believe and how we behave. People who do not follow these norms may be shunned or suffer some kind of consequence. Norms change according to the environment or situation and may change or be modified over time” (YourDictionary). Social norms can also be referred to as folkways, mores, laws, customs, values or traditions that represent appropriate behavior. The purpose of this instruction is to give you an overall understanding about social norms and how they affect society. Instructional material to be covered will be:

- Definition of social norm
- Social norm violations
- Types of social norms
- Being able to differentiate between violations and non-violations
- Current and past norms in history
- Positive and negative reinforcement
- Consequences of social norm violations
- Awareness of social norms you may have experienced
- Suggestions on dealing with social norms

As mentioned earlier a social norm can also be referred to as folkway, mores, or laws. A folkway is everyday behavior that is expected of a person that has been in effect over time such as a tradition. An example of this would be shaking someone’s hand when you meet them. Mores are based on morals, whether something is considered right or wrong, and a violation of this usually results in strong disapproval. An example of this could be entering into a relationship with

someone of the same gender. Someone's parents could disapprove of this and find it "morally appalling". A law is a norm that is written down and enforced by an official agency such as the police department. If you violate a law it may result in punishment such as fines, probation or imprisonment. An example of a law violation is drinking and driving.

Social Norm Violations

A social norm violation is when you break the rules of what is considered to be acceptable behavior or reactions to a certain situation according to the social environment you are in at the time. Social norm violations can also be illegal. "It is not the act itself but the reactions to the act that make something deviant...deviance is defined through interaction with others (A.Becker)." For example, when you are dining out you should tip your waiter or waitress, chew with your mouth closed, don't talk with food in your mouth. Some examples of classroom norms are not using your cell phone, don't sit in other students chairs, and don't disturb the classroom. Some social norms regarding personal behavior are when guests come to your house you should offer them something to drink or food, brush your teeth, shower or bathe, and sometimes remove your shoes before entering someone's home. Another social norm that is one of my pet peeves is when someone is looking at their phone when they are supposed to be spending quality time with you. Also, don't text and drive because it is dangerous and is also illegal.

Society may disagree with some social norm violations that are considered illegal. For example the use of marijuana is a highly controversial topic and has resulted in the use of marijuana being decriminalized in several states. Another example that is highly controversial in society today is (HB2) House Bill 2, a law put into effect by Governor McCrory that reversed a Charlotte ordinance that had extended some rights to people who are gay or transgender to be able to use the bathroom according to the gender they identify as. There was a social outcry on both sides of

this issue and the state had lost a lot of revenue from popular events being cancelled. “On March 30, 2017, the N.C. General Assembly approved a compromise bill that repealed House Bill 2 but restricts anti-discrimination ordinances in cities and counties. Gov. Roy Cooper signed the measure into law (The Charlotte Observer, 2016).”

Types of Social Norms

According to the Focus Theory of Normative Conduct developed by Cialdini, Reno, and Kallgren, the researchers suggested the focus of an individual’s attention will dictate what behavioral expectation they follow. (Wikipedia, 2017) These five expected behaviors are categorized as descriptive, injunctive, prescriptive, proscriptive, and subjective.

Descriptive vs Injunctive Norms

Descriptive norms are people's perceptions of how people actually behave; norms that simply indicate what most people do in a given situation. Descriptive norms work well in influencing behavior. An example of a descriptive norm is: you are at a musical and as it ends everyone claps, so do you. Another example is if you see signs that say do not enter or stay off the grass and you comply. Injunctive norms are people's perceptions of how an individual *should* behave and what behaviors are approved of or disapproved of by others such as: when you enter into a library you know to lower your voice so as not to disturb others because that is what is expected of you. Another example is you don’t let your kid run around in a restaurant because it’s dangerous and disturbing to others. Putting it simply descriptive norms is “what we do” and injunctive norms are “what we approve or disapprove of”. Please view the links below for more information on descriptive vs injunctive norms:

<https://www.youtube.com/watch?v=hlIMg1g4hOY>

<https://www.youtube.com/watch?v=f2xPXCz9kTk> (Lyndon, 2013)

Prescriptive and Proscriptive Norms

Prescriptive norms are behaviors that are expected and are normally connected to manners and good conduct while proscriptive norms are considered offensive and are not acceptable behaviors. They are both not normally discussed as it should be known how you are expected to behave. Examples of prescriptive norms include writing thank you cards and accepting a handshake when offered. Some examples of proscriptive behavior are not using your quiet voice while indoors or putting your feet on someone's coffee table when visiting their home. (IAC Publishing, LLC, 2017)

Subjective Norms

Subjective norms are behaviors that someone chooses to perform or not based on what important people in their lives would think about their actions. Their opinion is important to them and they may not want to disappoint them. Examples of subjective norms are whether or not to have premarital sex or sex at a young age. Another would be whether to do drugs or drink heavily. For some people it could be not getting divorced because their family feels very strongly about marital commitment.

Personal Norms

Personal norms are what behaviors you expect for yourself. You feel morally obligated to behave a certain way. When we exhibit good behaviors we feel happy or proud but when we exhibit what we consider bad behaviors we may feel guilty and disappointed in ourselves. A lot of the social values are instilled in us by influences we have experienced in our lifetime. Some personal norm examples for me are to act respectful in front of my elders and not to cuss in front

of children or exhibit bad behavior they may copy. Another personal norm may be not to drink too much because you may behave in ways you or others would find inappropriate.

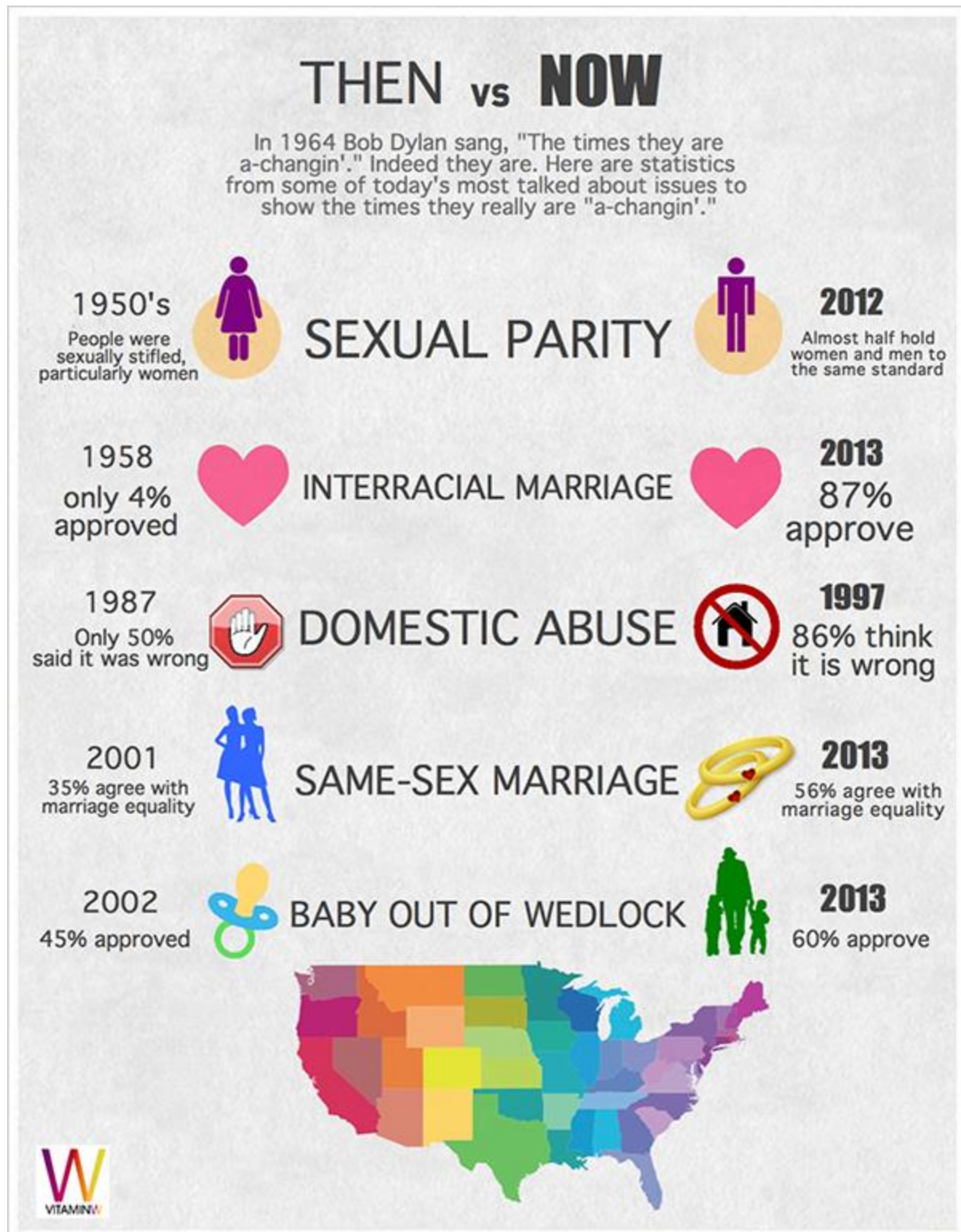
Summary of Types of Norms

- Injunctive Norms are behaviors which are perceived as being approved of by other people.
- Descriptive Norms are perceptions of how other people are actually behaving, whether or not these are approved of.
- Explicit Norms are written or spoken openly.
- Implicit Norms are not openly stated (but you find out when you transgress them).
- Subjective Norms: Expectations that valued others have about how we will behave.
- Personal Norms: Standards we have about our own actions.

Norms are often transmitted by non-verbal behavior, for example with 'dirty looks' when people act outside the norms. They may also be transmitted through stories, rituals and role-model behavior. (Works, 2002-2016)

Social Norms History

Social norms have changed throughout history depending on the views on the issue from society at the time. One such instance was the Prohibition in 1920 to 1933 which banned the production, importation, transportation, and sale of alcoholic beverages. Well as you can see society did not put up with that law for long. I am surprised it lasted 13 years but I guess that was another day and time and things were a lot different then. A lot of norms in the work place have changed over time also. Can you imagine what would have happened to you if you showed up to work in the 1920s with hair dyed blue? Women used to be expected to wear skirts and pantyhose. And casual Fridays definitely wasn't happening back then. There are other norms that are more accepted today than in the past, one of which is the acceptance of the LGBTQ community. Today it may be offensive to use the word gay or homosexual. Here are some other examples of changes in social norms over time that is more accepted today:



(Freleng, 2014)

Operant Conditioning

Operant Conditioning is a term that was invented by an American psychologist B.F. Skinner. He is famous for an experiment that he did with rats where if they pressed a lever they received food. Pressing the lever was the acceptable behavior. Operant conditioning is a way of learning where behavior is controlled by consequences dependent upon positive reinforcement, negative reinforcement, positive punishment, and negative punishment.

Positive Reinforcement

Positive reinforcement is when you have a pleasant experience after exerting a behavior that is deemed to be good by society. For example, you clean your room and grandma gives you cookies. Or you get an A on your homework and your parents praise your efforts. These rewards make you more likely to repeat the good behavior.

Negative Reinforcement

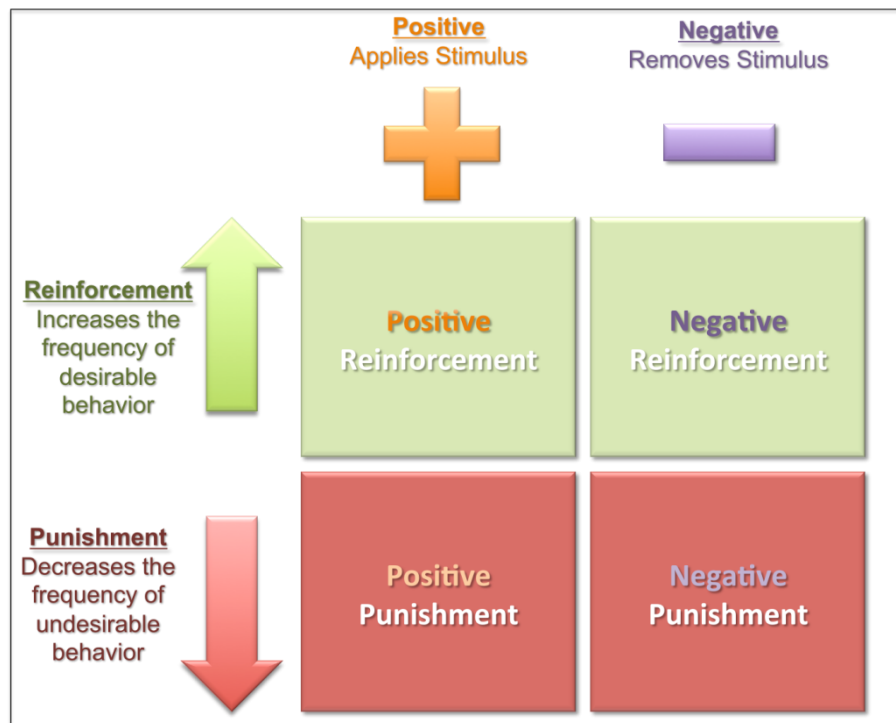
Negative reinforcement is when something unpleasant is taken away as a result of the acceptable behavior. For example, if you do all your homework you are exempt from the exam. Another example is a child crying loudly in the store so mom bought the child a toy. The loud crying (unpleasant) was taken away and mom's buying of toys will increase.

Positive Punishment

When exerting positive punishment you decrease a behavior by presenting something unpleasant after the behavior. For example, a teenager is late for curfew so the curfew gets moved to an earlier time. Another example is a child hits another child so they get put in time out.

Negative Punishment

Negative Punishment removes something pleasant after the behavior in order to decrease the behavior. An example of this is a child left the television on in their room; therefore, the parents take away the privilege of watching television for a week. Another example is a teen runs up the data charge on the cell phone so their phone gets taken away for one month. (Your Dictionary, 2000-2013) See the example chart, link, and video for more information on operant conditioning.



<https://wikispaces.psu.edu/display/PSYCH484/3.+Reinforcement+Theory>

<https://www.youtube.com/watch?v=LhI5h5JZi-U>

The reason I wanted to talk about operant conditioning is because it can play a big role in how we develop and experience social norms. We all experience negative and positive reinforcement along with positive and negative punishment. It is basically a give and take of societal guidelines that influence us in different situations depending on the social environment we are in at the time.

Social Norms Summary

Social norms are the rules of behavior that are considered acceptable in a group or society that influence what we believe and how we behave. People who do not follow these norms may be shunned or suffer some kind of consequence. Social norms vary in different environments and cultures. Sometimes we have to stand up and try to make a change in society so that all people are treated fairly. Understanding, awareness, and education are great tools for bringing about change. You can develop your own personal norms and do not have to comply to the norms of society. There are consequences to doing this sometimes but you have to be strong-minded to influence change for the good in society.

A fun video to watch on how social norms vary in different places:

<https://www.youtube.com/watch?v=cvMwF4F7IcE> (ThinkTank, 2014)

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BLUEPRINT

Assessment Question	Answer	Objective	Knowledge Type	Points
Which of these are NOT referred to as a synonym for social norms:	d	Understand what social norms can also be considered as	Concept	5
a) Customs				
b) Folkways				
c) Mores				
d) Routines				
The rules of behavior that are considered acceptable in a group or society are called _____.	Social Norms	Understand the meaning of social norm	Fact	5
Operant Conditioning is a term that was invented by an American psychologist:	a	Know who invented Operant Conditioning	Fact	5
a) B.F. Skinner				
b) B.F. Schwartz				
c) B.F. Friend				
d) B.F. Walton				
Reinforcement increases the frequency of desirable behavior. T or F	T	Understand what reinforcement means in operant conditioning	Fact	5
Punishment decreases the frequency of undesirable behavior. T or F	T	Understand what punishment is in operant conditioning	Fact	5
The kids were rough housing in the living room so their father sent them to their room for the rest of the night. This is an example of:	c	Understand the meaning of Positive Punishment	Fact	5
a) Positive Reinforcement				
b) Negative Reinforcement				

c) Positive Punishment	a,b,c		Fact	
d) Negative Punishment				
Which of these are examples of social norm violations?		Understand the meaning of social norm violation		5
a) Texting while driving	c		Concept	
b) Talking loud in a library				
c) Talking on your cell phone at the movies				
d) Treating each other kindly				
The play ends and everyone claps. This is considered what type of norm:	b	Understand the definitions of the types of social norm violations	Concept	5
a) Proscriptive				
b) Prescriptive				
c) Descriptive				
d) Injunctive	d		Concept	
I want my girlfriend to move in with me but I am worried about what my grandmother would think about it so I decide against it.		Understand the definitions of the types of social norms		5
This is an example of what type of norm:				
a) Descriptive	d		Concept	
b) Subjective				
c) Injunctive				
d) Prescriptive				
You cover your mouth when you cough or sneeze. This considered an example of what type of norm:	c	Understand the definitions of types of social norms	Concept	5
a) Descriptive				
b) Injunctive				
c) Proscriptive				

d) Prescriptive				
What is the type of norm when you feel morally obligated to behave a certain way? _____.	personal norm	Understand the meaning of Personal Norm	Fact	5
What social norms have a <i>higher</i> approval rating than in the past?	a,b,c	Ability to see the changes in social norms in history	Rules/Procedures	5
a) Same sex marriage				
b) Having a baby out of wedlock				
c) Interracial marriage				
d) Domestic abuse				
Sally did such a great job cleaning her room that her mom didn't make her wash the dishes. This is an example of:	c	Understand the meaning of Negative Reinforcement	Rules/Procedures	5
a) Positive Reinforcement				
b) Positive Punishment				
c) Negative Reinforcement				
d) Negative Punishment				
A child leaves the television on in their room; therefore, the parents take away the privilege of watching television for a week. This is an example of:	d	Understand the meaning of Negative Punishment	Rules/Procedures	5
a) Positive Punishment				
b) Positive Reinforcement				
c) Negative Reinforcement				
d) Negative Punishment				
I got all A's on my report card and Grandpa gave me \$20. This is an example of:	a	Understand the meaning of Positive Reinforcement	Rules/Procedures	5
a) Positive Reinforcement				
b) Positive Punishment				
c) Negative Reinforcement				

d) Negative Punishment				
You go to the park and there is a lot of trash on the ground. How can you affect <i>positive</i> change in people littering?	c	Understand how you can affect change for the better in society	Problem Solving	5
a) Throw down your trash				
b) Complain about it				
c) Throw the trash in the trash can/recycling bin.				
d) Ignore it				
A person is speeding on the bypass at a rate of speed that is 20 mph over the limit, the possible negative consequences of the social norm violation are:	a,b	Bring awareness to consequences of social norm violations	Problem Solving	5
a) They get a speeding ticket				
b) They get in an accident				
c) They get home safely				
d) They have the ride of their life				
Name two consequences a person may experience when violating what is considered to be a social norm.	Essay	Understand what good and bad experiences people endure in the world because of differences in social norms	Problem Solving	5
a) _____				
b) _____				
Write a short paragraph about a social norm you have seen evolving during your lifetime.	Essay	Bring awareness to social norms they may have experienced or seen changing in their lifetime	Problem Solving	5

Pick any <u>two</u> social norms and write a paragraph about how you could make an effective change for a better society.	Essay	To give the ability to speak freely and to think how they can make a change in the world	Problem Solving	5
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RUBRIC ON ESSAY QUESTIONS

Essay Questions	4	3	2	1
<p>Write a short paragraph about a social norm you have seen evolving during your lifetime.</p> <p>Pick any <u>two</u> social norms and write a paragraph about how you could make an effective change for a better society.</p>	<ul style="list-style-type: none"> • Excellent comprehension of what a social norm is • Excellent comprehension of how social norms change over time • Uses excellent grammar and punctuation • Writes four complete sentences in correct paragraph format 	<ul style="list-style-type: none"> • Good comprehension of what a social norm is • Good comprehension of how social norms change over time • Uses good grammar and punctuation • Writes three sentences in correct paragraph format 	<ul style="list-style-type: none"> • Fair comprehension of what a social norm is • Fair comprehension of how social norms change over time • Uses fair grammar and punctuation • Writes two sentences in correct paragraph format 	<ul style="list-style-type: none"> • Poor comprehension of what a social norm is • Poor comprehension of how social norms change over time • Uses poor grammar and punctuation • Writes one sentence

SOCIAL NORMS ASSESSMENT

1. Which of these are NOT referred to as a synonym for social norms:

- a) Customs
- b) Folkways
- c) Mores
- d) Routines

2. The rules of behavior that are considered acceptable in a group or society are called _____.
3. Operant Conditioning is a term that was invented by an American psychologist:
 - a) B.F. Skinner
 - b) B.F. Schwartz
 - c) B.F. Friend
 - d) B.F. Walton
4. Reinforcement increases the frequency of desirable behavior. T or F
5. Punishment decreases the frequency of undesirable behavior. T or F
6. The kids were rough housing in the living room so their father sent them to their room for the rest of the night. This is an example of:
 - a) Positive Reinforcement
 - b) Negative Reinforcement
 - c) Positive Punishment
 - d) Negative Punishment
7. Which of these are examples of social norm violations?
 - a) Texting while driving
 - b) Talking loud in a library
 - c) Talking on your cell phone at the movies
 - d) Treating each other kindly
8. The play ends and everyone claps. This is considered what type of norm:
 - a) Proscriptive
 - b) Prescriptive
 - c) Descriptive
 - d) Injunctive

9. I want my girlfriend to move in with me but I am worried about what my grandmother would think about it so I decide against it. This is an example of what type of norm:
- a) Descriptive
 - b) Subjective
 - c) Injunctive
 - d) Prescriptive
10. You cover your mouth when you cough or sneeze. This considered an example of what type of norm:
- a) Descriptive
 - b) Injunctive
 - c) Proscriptive
 - d) Prescriptive
11. What social norm(s) have a *higher* approval rating than in the past?
- a) Same sex marriage
 - b) Having a baby out of wedlock
 - c) Interracial marriage
 - d) Domestic abuse
12. Sally did such a great job cleaning her room that her mom didn't make her wash the dishes. This is an example of:
- a) Positive Reinforcement
 - b) Positive Punishment
 - c) Negative Reinforcement
 - d) Negative Punishment
13. When you feel morally obligated to behave a certain way it is called a _____ norm.
14. A child leaves the television on in their room; therefore, the parents take away the privilege of watching television for a week. This is an example of:
- a) Positive Punishment
 - b) Positive Reinforcement
 - c) Negative Reinforcement
 - d) Negative Punishment

15. I got all A's on my report card and Grandpa gave me \$20. This is an example of:
- a) Positive Reinforcement
 - b) Positive Punishment
 - c) Negative Reinforcement
 - d) Negative Punishment
16. You go to the park and there is a lot of trash on the ground. How can you affect *positive* change in people littering?
- a) Throw down your trash
 - b) Complain about it
 - c) Throw the trash in the trash can/recycling bin.
 - d) Ignore it
17. A person is speeding on the bypass at a rate of speed that is 20 mph over the limit, the possible negative consequence(s) of the social norm violation are:
- a) They get a speeding ticket
 - b) They get in an accident
 - c) They get home safely
 - d) They have the ride of their life
18. Name two consequences a person may experience when violating what is considered to be a social norm.
- c) _____
 - d) _____
19. Write a short paragraph about a social norm you have seen evolving during your lifetime.
20. Pick any two social norms and write a paragraph about how you could make an effective change for a better society.

ITEM ANALYSIS REPORT

Question	Item Difficult Index	Comments
1	.78	Pretty straightforward question. Not much difficulty.
2	1.0	Some put norms instead of social norms so I changed question to have two blanks and I still gave full credit if they put norms.
3	.80	About half of the people did not read the content and just took the test so not bad results.
4	1.0	All got this one correct.
5	.89	I know one person was overthinking it because he is a sociologist and prisons do not work.
6	.56	Like I said prior everyone did not read the content and I don't think anyone clicked on the links to the YouTube videos.
7	.67	Some people rushed through the test and did not notice the s on the end of examples so I changed the question to example(s) to bring attention to it.
8	.56	Again, everyone did not read the content or link on the videos.
9	.67	Same as previous.
10	.78	Same as previous.
11	.56	People rushed through and did not notice they should pick more than one answer so I changed norms to norm(s).
12	.44	Everyone did not read the content or watch the videos.
13	.22	Maybe I should have put this question before the others on types of norms. I think people were picking from the previous four that were mentioned and had forgot about personal norms. And again, some people did not read the content
14	.67	People who read the content or at least skimmed it got this one correct and the people who did not got it wrong.
15	1.0	Everyone got this one correct. I believe they were all familiar with this in their life.
16	1.0	Easy question. Everyone should've gotten this correct.
17	1.0	Everyone got this one correct. I reworded the question after and put "negative" in because technically they all could be consequences.
18	1.0	All got correct.
19	1.0	All understood about social norms evolving in their lifetime.
20	1.0	All understood what social norms are and had great suggestions on making an effective change. All had good grammar and punctuation.

Overall, I feel this was a good assessment. I wish that everyone would have actually read the content and watched the videos. It would've been nice to have seen what the results would have been had they participated fully.

Most of the questions that were missed were on types of norms. They are easy to get confused on, that is why I inserted videos and charts to help explain them. I don't think that any of my participants read the content fully; some skimmed the paper, some used control find to find the content, some did not read it at all, and I don't believe any watched the videos. I believe if there had been an actual effort applied by all then there would have been better results and they wouldn't have had as much difficulty on the types of norms questions.

There were some problems where people did not know they should pick more than one answer so I edited the test question with (s) to make it more noticeable. Some admitted they rushed through the test which I am sure if they had not done so they would have done better.

There is an overall mean percentage of 72.7 and a mean score of 14.5 so not bad results since no one fully invested in the challenge. And the last five questions everyone got correct so I can say it is an accomplishment that all students understood what a social norm is, what violations of social norms are, and how to implement change in society.