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Social Norms: Characteristics of Social Norms and Two Types of Norms

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Who is expected by whom to do what or refrain from doing?

What or in what circumstances is a social norm, according to HM Johnson.



- Guide, control and predict human behaviours
- Confirms to community expectations of behaviours - degree of conformity
- It is the pattern setting limits on individual behaviours and expecting more of that behaviours
- In short norms are the blueprints for behaviours
- Example can be the young children must obey the elderly people

Norms

- Coined by Sheriff, M. in the "Psychology of Social Norms" , 1936 . . "the common standards of ideas"
- Norms are the guides to conduct

- It is expected to exist
- Set of behaviours expectations
- Cultural image of HOW people should act
- Also known as standards of group behaviours
- Expected ways of acting and feeling
- It is the foundation of social structure

Definition by Young and Mac

- Norms refer to the group shared expectations
- The rules that guide behaviours in everyday situations and are derived from value
- A norm is a ruler standard that governs our conduct in the social situation in which we participate

Characteristics of Social Norms

- They are universal
- Related to factual order
- Incorporate value judgements
- Relative to situations and groups
- Not always obeyed by all
- Vary with sanctions
- Internalized by people

There Are Two Types of Norms

Personal or private norms: norms are purely individual in nature and reside within individuals only. They influence the behaviours of the individuals for example resolutions on New Year's Day or sticking to a timetable



Social Norms

- Social or operative social norms are backed by sanctions
- Violation of which invites penalties
- Those who do not conform are reported
- Punishment and rewards

MCQs

1. A norm is a

- a. Specific guide to action
- b. Culture of society

- c. Guideline for socialization
- d. Guideline for social interaction

Ans. a

2. Norms are enforced by

- a. Positive sanction
- b. Negative sanction
- c. Order
- d. Positive and negative sanction

Ans. d

3. Every culture contains a large number of guidelines which direct conduct in a particular situation. Such guidelines are known as

- a. Norms
- b. Culture
- c. Folkways
- d. Mores

Ans. a

#UGC-NET

#Norms

#Sociological concepts

#Basic Concepts