Using the Cultural Consensus Method To Influence and Measure Behavior Change Programs
The Global Impact Collaboratory

- Tests innovative social research methods in development
- Partners social scientists (ASU) with development practitioners (Chemonics)
- Creates a learning laboratory for practitioners and students
What is “Culture”

- *Shared* ideas about how the world is

- May **not** match people’s behavior

- Often invisible or assumed

- The main reason people think and act as they do
Norms = Cultural Knowledge

• Cultural consensus method captures NORMS

• Norms are the beliefs that *most* people collectively share

• Not everyone needs to agree for something to be a norm, just most people
Consensus Method for Program Design

• What is already happening in the community?

• What do people think is useful or meaningful?

• Which interventions are people most likely to accept/reject?

• What variation in ideas in the community can be leveraged?
There may be more than one cultural model

Cultural models are the collection of cultural knowledge in a specific domain

Cultural models can differ by key group characteristics:
- Sex
- Age
- Education
- Occupation
- Location
CREATING QUESTIONS
Collecting data for CCA

- Identify a SPECIFIC cultural domain
- Gender
  - Gender based violence
    - Violence due to exercise of legal rights
      - Norms around women’s inheritance
  - Maternal nutrition
    - Role of woman in food preparation and consumption
      - Anemia
Develop items for cultural survey

• Open-ended interviews: key terms and statements of knowledge in that domain

• Statements from program documents

• Are not the same as specialist/scientific/technical knowledge

• Are statements of belief about how things are
Cultural Statements Are NOT …

- The same as technical knowledge
  “Women face restrictions in getting loans from banks”

- Statements of belief about how things are
  “Women cannot get loans from a bank because they cannot manage money”

- Personal beliefs
  “I think women should get loans”
How should questions be written?

• Binary responses: True/false, Yes/No is easiest, Ranking, Multiple Choice

• Equal mix of yes/no responses (expected)

• Equal difficulty

• People must be forced to guess; cannot allow “don’t know”
SAMPLING
Sampling - Number of participants

- Minimum of 20 if do not expect variation
- Increase if expect variation
- Increase if sampling based on specific characteristics
  - Sex
  - Age
  - Location
ANALYSIS
Analysis

• Software: UCINET, R CCTpack
• Estimates
  • Answer key
  • Competences for each individual
  • Person-by-person agreement matrix
Implications

- Targeted messaging and programming
- Identify least/most “knowledgeable” to interview
- Identify potential unintended consequences
- Test as a monitoring tool
Enhancing Palestinian Justice Program

- USAID funded five-year program in West Bank

- Supporting justice sector institutions, individuals, civil society

- Focus: family courts
Haiti Justice Sector Strengthening Program

• What types of conflicts are most common and concerning?
• How are conflicts resolved in practice?
• How do people perceive and trust in the formal justice system?
• How do vulnerabilities (poverty, remoteness, gender, sexual orientation, age) impact access to justice?
Mozambique Coastal City Adaption Project (CCAP)

Main Goal: to increase climate resilience in five Mozambican coastal cities

• Improve municipalities’ provision of climate-resilient urban services

• Increase adoption of climate resilience measures by communities and civil society, NGOs, and faith-based organizations)

• Increase the capacity to implement economic risk-management tools
Thanks!

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