

# Talking and Complying

## The Role of Interpersonal Discussion and Social Norms in Public Communication Campaigns


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# Baseline Study



The map displays the states of India: Jammu & Kashmir, Himachal Pradesh, Punjab, Haryana, New Delhi, Rajasthan, Gujarat, Madhya Pradesh, Uttar Pradesh, Bihar, Sikkim, Meghalaya, Arunachal Pradesh, Assam, Nagaland, Manipur, Mizoram, Tripura, West Bengal, Orissa, Maharashtra, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, and Pondicherry. A blue outline highlights the southern states: Karnataka, Kerala, and Tamil Nadu.

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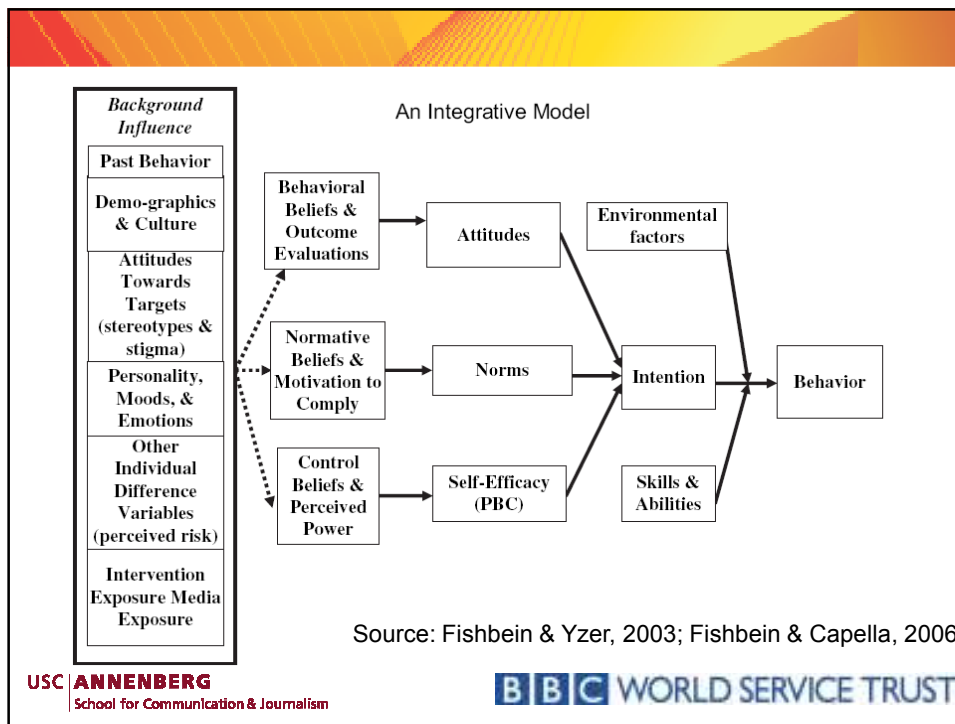
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## Formative Research Findings

- Key barriers to consistent condom use among high risk men:
  - Beliefs & Attitudes Towards Condoms
    - Product led, situation led
  - Social Norms
    - Embarrassment/shame in buying & using
    - Fear of being judged by others/stigma

## The Campaign





## Social Norms

- Subjective
  - Normative Beliefs
  - Motivation to Comply
- Descriptive



# Interpersonal Discussion

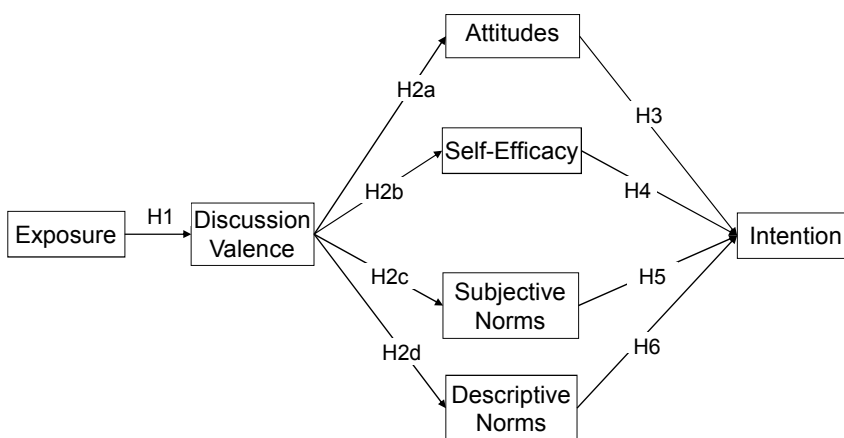
- Encouraged explicitly
- Valence



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# Conceptual Model



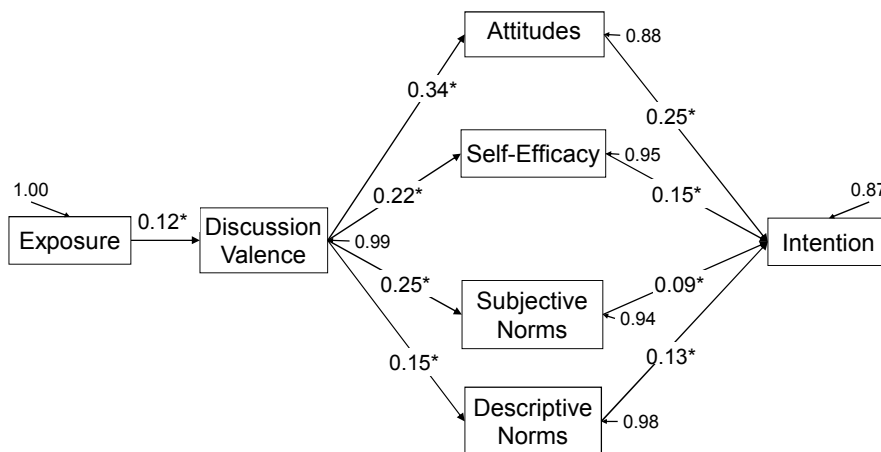
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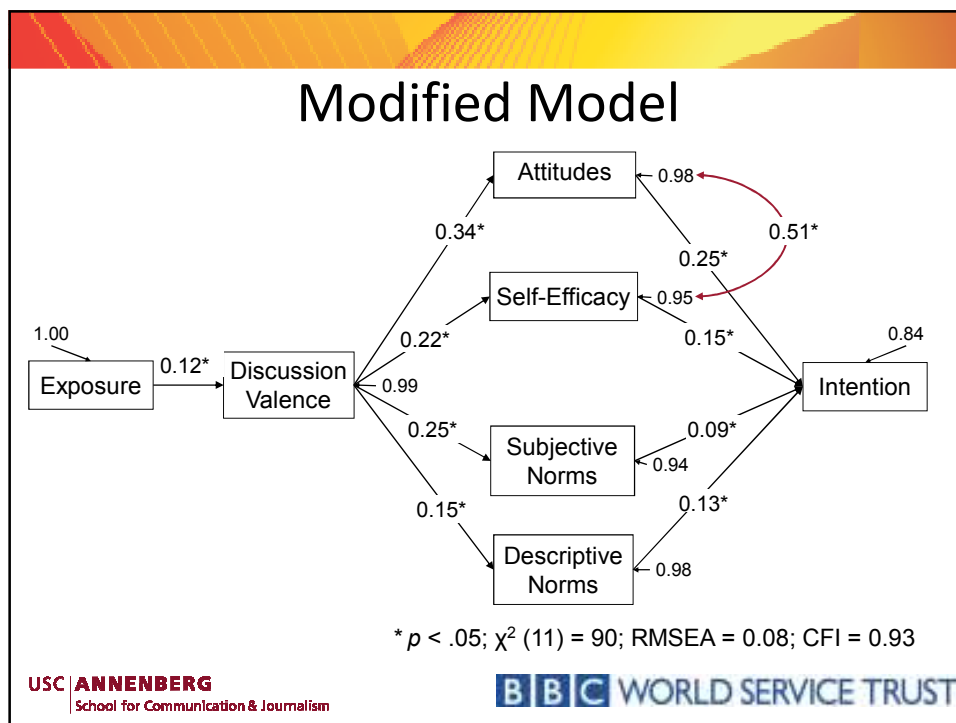
## Methods

- Sample (N = 950)
  - Men aged 15 to 49
  - Reported having had sex with someone other than a wife
- Survey conducted in person
- Analysis: structural equation modeling

## Hypothesized Model



\*  $p < .05$ ;  $\chi^2 (12) = 444$ ; RMSEA = 0.18; CFI = 0.65



## Conclusion

- Descriptive and subjective norms both predictive of intention to use condoms
- Importance of valence of discussion

