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Perceived norm

Behaviour Change Intervention Ontology (BCIO)

Source

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Definition: A belief about what is typical for people who belong to a particular group.

Comment: A person does not need to belong to a group to have a perception of their norms. For instance, the perceived norm could be in a group one aspires to belong to, and so the person might attempt to conform to it in an attempt to be accepted as a member of that group.

This definition was imported from the Behaviour Change Intervention Ontology (see <https://bciosearch.org/>). Comments and suggestions for improvements are welcome using the Qeios review system.

Definitions imported from the Behaviour Change Intervention Ontology (BCIO) are what are known as 'ontological definitions'. See this article in Qeios for an explanation <https://www.qeios.com/read/YGIF9B>.

Ontological definitions can sometimes be hard to read. In those cases we also include an informal definition.

Definitions also often require elaboration to make it clear how they should be used and what they include. In those cases we include a comment.

Also, definitions sometimes require an explanation as to how they came about to help users understand how they relate to alternative definitions. In those cases we include a curator note.