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# Perceived descriptive norm

Behaviour Change Intervention Ontology (BCIO)

## Source

*Behaviour Change Intervention Ontology (BCIO)*

**Definition:** A belief about the prevalence of performance of a given behaviour by people within a group.

*This definition was imported from the Behaviour Change Intervention Ontology (see <https://bciovocab.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.*