

Guide for Whistleblowing Education Facilitators: The Power of Social Norms

Module title	Developing positive social norms towards whistleblowing
Aim of the module	The aim of this module is to teach trainees: <ul style="list-style-type: none">• About the influence of social norms on behaviour• How to develop positive social norms towards whistleblowing
Learning outcomes	By completing this module, trainees should be able to: <ul style="list-style-type: none">• Describe key definitions of social norms• Demonstrate basic knowledge about the ways social norms influence behaviour• Understand how to develop positive social norms towards whistleblowing in a sport context
Learning activities	<ul style="list-style-type: none">• Brief lecture• Group presentation• Self-reflection
Assessment activities	At the end of the module trainees will be asked to reflect on the following questions: <ol style="list-style-type: none">1. What was your knowledge about social norms before the module?2. How has the seminar changed the way you understand how to develop positive social norms towards whistleblowing?
Resources	<ul style="list-style-type: none">• Access to internet

WHISTLE MODULE GUIDE:
SOCIAL NORMS & WHISTLEBLOWING

Duration	45'
-----------------	------------

Module Session Plan

Time	Content	Learner Activity	Teacher Activity	Link to learning outcomes
15 minutes	<p>Activity 1 (Starter activity) Use the lecture notes provided to deliver a brief (10 minutes) presentation about the influence of social norms on human behaviour. The <u>key definitions</u> to be covered include:</p> <p>a) Normative influence/injunctive norms: Behaving in ways that you think important others will approve of and support. b) Informational influence/descriptive norms: Behaving in ways that you think most similar others would behave. d) How to develop effective normative messages to change behaviour.</p> <p>When the lecture is over ask trainees to reflect on these definitions and recall instances/experiences from their lives (preferably in a sports context) where they acted in accordance to social norms.</p>	At the end of the lecture learners will be asked to recall instances normative influence from their own experiences in sports.	Deliver a short interactive lecture on social norms and human behaviour	Learn about the influence of social norms on behaviour
20 minutes	<p>Activity 2 (Group presentation) In this activity learners are advised to reflect on the concepts of social norms (descriptive and subjective norms) and develop a norms-based intervention to facilitate whistleblowing behaviour in sports. They should present their proposed intervention to other groups by addressing the following questions:</p> <ul style="list-style-type: none"> • Is whistleblowing subject to normative influence? • What type of intervention will be used to promote whistleblowing? • What type of normative messages will be developed? 	Learners will work in groups (as they were assigned in the previous activity) and address the topic and questions described in the activity. Learners may wish to use the internet to draw ideas and see examples of social norms-based campaigns.	Inform learners about the aims and goals of the activity. Coordinate the activity and answer questions in case they arise.	Demonstrate basic knowledge about the ways social norms influence behaviour. Understand how to develop positive social norms towards whistleblowing in a sport context.

WHISTLE MODULE GUIDE:
SOCIAL NORMS & WHISTLEBLOWING

Time	Content	Learner Activity	Teacher Activity	Link to learning outcomes
10 minutes	Activity 3 (Plenary activity/self-reflective task) Summary of the activities and self-reflection on skills acquired	Self-reflect on the following questions: 1. What was your knowledge about social norms before the module? 2. How has the module changed the way you understand social norms and their influence on whistleblowing behaviour?	N/A	All learning outcomes