



CHARLES UNIVERSITY  
Pharmaceutical faculty  
in Hradec Kralove

# NORM AND NORMALITY IN PSYCHOLOGY



# Definition of a Norm

- Within our society, we have so called **social norms** which are *standards* that we are encouraged to live by in terms of *what is right and wrong & acceptable or unacceptable* when it comes to beliefs & behaviours.
- A **social norm** is the *accepted behaviour* that an individual is expected to conform to in a particular group, community, or culture.
- These norms often serve a useful purpose and *create the foundation of correct behaviours*. In other words, social norms allow you to expect the events that will occur in a particular setting. This allows you to prepare yourself for a situation and *reduces the amount of stress* that you would feel leading up to a situation that you felt uncertain of what was expected.



# Definition of a Norm

- Social norms are ***most noticeable*** when ***they are not followed***. They remain stable because most people are taught to follow them and agree to do so willingly. Even if a person doesn't feel like following a social norm, he or she may do it because of ***the social pressure that's placed*** on him or her to conform.
- ***When you do not conform to the social norms*** that are accepted by your culture or group, ***it's considered an abnormal behaviour***. This is called ***deviance***. There are varying degrees of deviance that are accepted by different groups.



# There are four key types of norms

## Types of Social Norms



### **Folkways:**

mark the distinction between rude and polite behaviour: *queueing*.



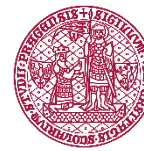
**Mores:** structure the difference between right and wrong: **religious doctrines**. Violating them typically results in disapproval and punishment.



**Taboos:** a prohibition of certain behavior. The violator is considered to be unfit to live in the society. Incest and cannibalism are both considered taboos in most places.



**Law:** a norm that is formally inscribed at the state level and is enforced by police. When someone violates a law, a state authority will impose a sanction (imprisonment).



*“Lazy? I’ve been social-networking my ass off.”*



# Definition of a Norm

- When it comes to interpreting **psychological test** scores, researchers often use **NORMS**. In terms of testing, ***norms can be described as the average scores among an identified group of people.*** Such NORM provides a basis at which test scores of individuals can be compared.
- **NORM REFERENCE TEST (NRT)** This type of test ***identifies whether the test taker performed better or worse than other test takers***
- **CRITERION REFERENCE TEST (CRT):** CRT interprets a test score ***compares an individual's performance to some criterion other than performance of other individuals.***





# Definition of a Norm

- ***DEVELOPMENTAL NORMS:*** *Developmental norms are defined as standards by which the progress of a child's development can be measured.*  
Developmental Norms – child age, stages of age.  
For example, the average age at which a child walks, learns to talk, or reaches puberty would be such a standard and would be used to judge whether the child is progressing normally.



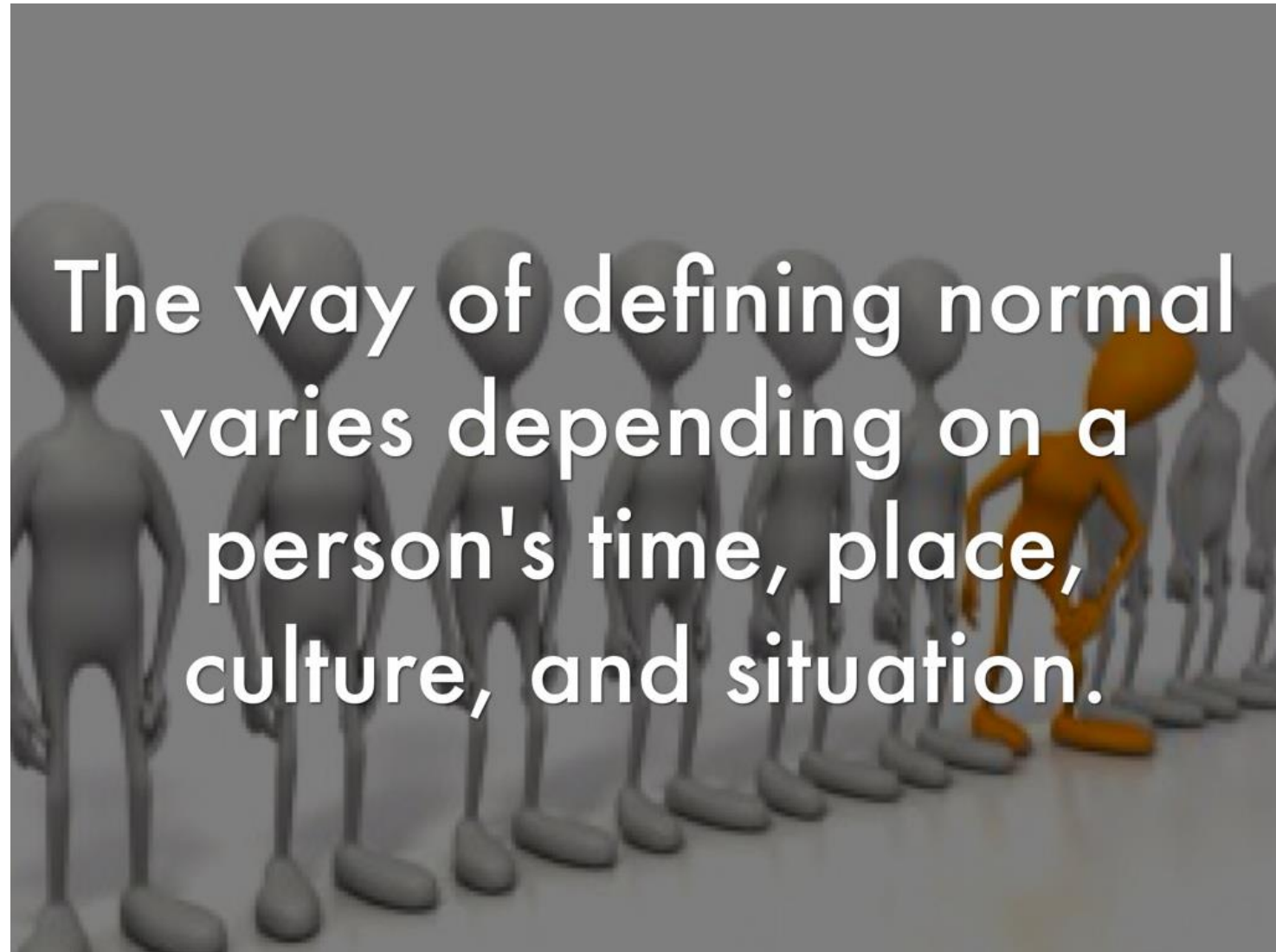
# Definition of Normality

- **Normality** can be defined as a set of characteristics that are an *indicator of mental health*:
  1. Reasonable perception of reality.
  2. Ability to control your behaviour.
  3. Self-esteem and acceptance.
  4. Ability to create emotional bonds, empathy.
  5. Activity.
- *Norm is a kind of ideal that we strive to achieve.*  
(Atkinson, 2003)





# NORM



The way of defining normal varies depending on a person's time, place, culture, and situation.



# Definition of Abnormality I.

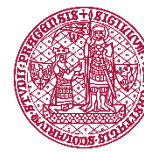
- The definition of abnormality can be determined in terms of various criteria:
- Deviation from **statistical standard**.
- Deviation from **social norm**.
- Maladaptive (non-adaptive) behaviour (affects negatively an individual or society).
- Personal problems (lack of well-being, mental suffering, anxiety).





# Definition of Abnormality II.

- When assessing abnormality, it is necessary to take into account:
- **Individual personality** - people perceive and respond to the same situations differently, typically for them.
- **Situation** - man's behaviour and acting should always be evaluated in context (death x loss of gloves).
- **The environment** in which an individual lives - the influence of social learning.



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# Non-adaptive Behavior

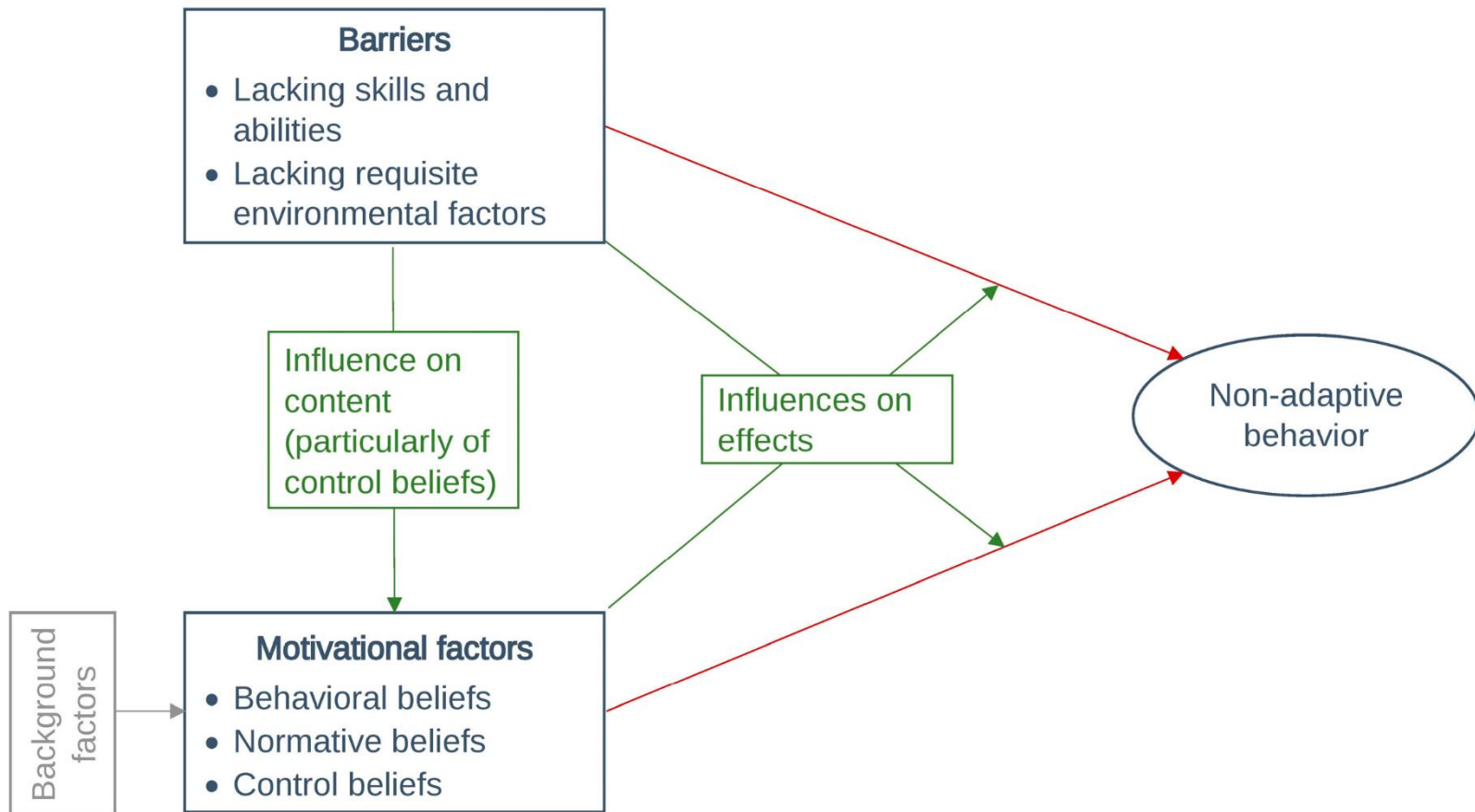


# Causes of Non-adaptive Behavior

- situations involving unreasonable tasks and requirements;
- problematic situations (new situations, lack of experience,...);
- situations involving obstacles (material, moral, social) - result: frustration, deprivation;
- conflict situation (++, + -, -; internal, external conflict);
- stress (physical, chemical, biological, psychological, social, etc.).



# Model of non-adaptive behaviour





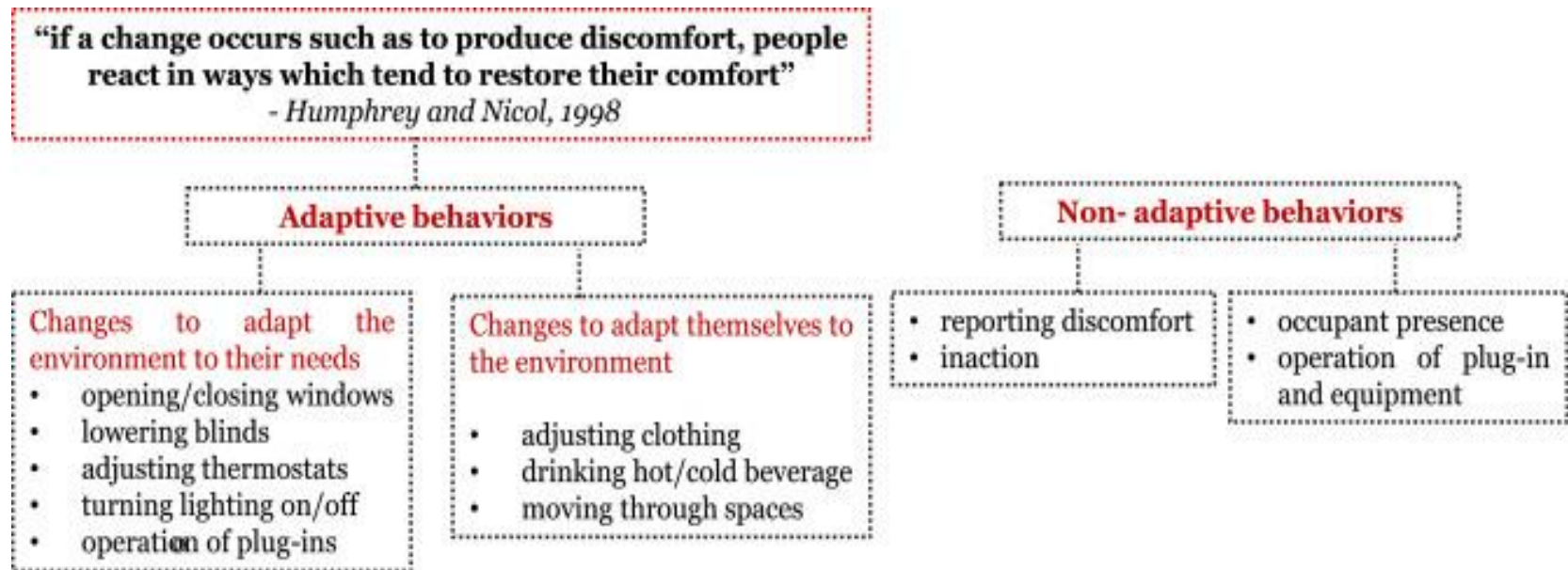
# Solution of arduous situations

- Sometimes, in difficult (arduous) situations, one does not use the means for optimal adaptation,
- resorts to non-adaptive behaviors;
- can use different mechanisms to deal with the current situation;
- however, they can become addictive ways of acting;
- throughout life, successful techniques are strengthened.





# Occupant behaviour in buildings





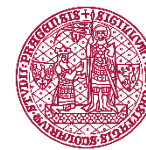
# Some Defense Mechanisms





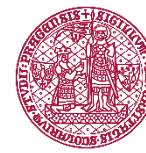
# Aggressiveness

- Especially children react aggressively;
- it could take various forms - from serious violence and tantrums, threats through gestures and facial expressions, verbal threats, insults, sarcasm, irony to the so-called innuendo and teasing;
- in particular, direct aggression is evaluated negatively (swearing, beating, destruction of property, etc.), therefore aggression is manifested more often in a hidden, indirect form.

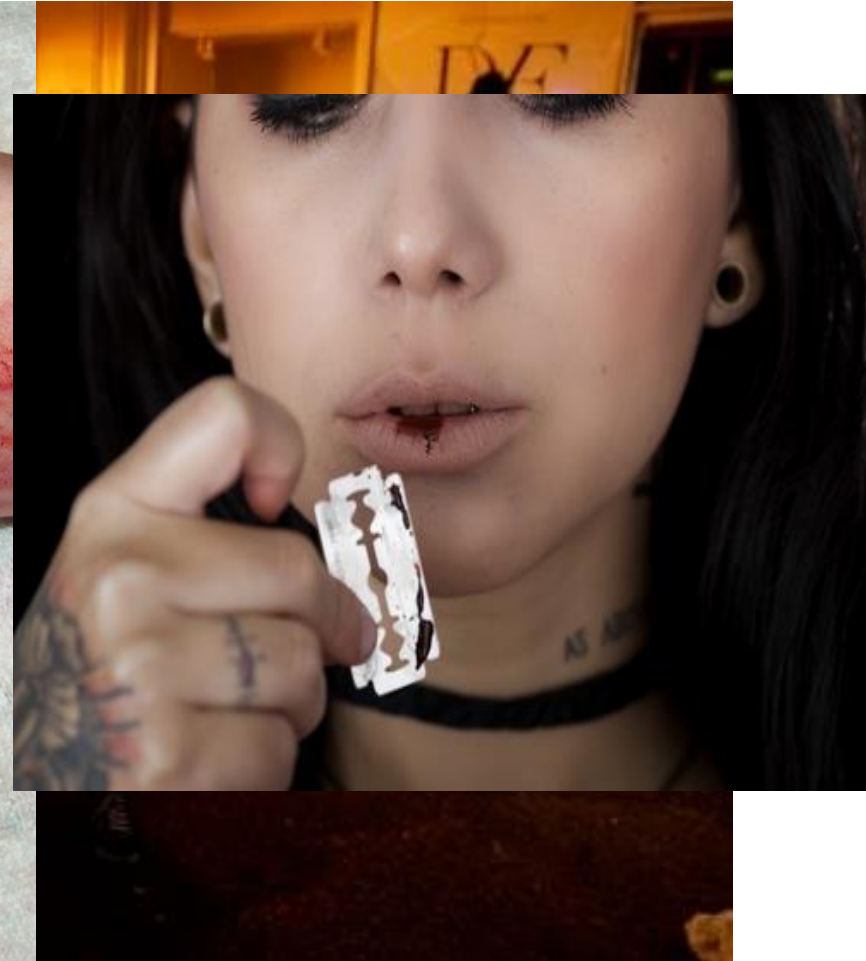


# Transfer of Aggression

- **To another person** (rage at the superior - transmission to a colleague);
- **to things** (vandalism, property destruction);
- **self-aggression** - you sees yourself as a source of problems, he/she is trying to cope with aggression towards others, or when he/she feels guilty;
- self-punishment or redemption can occur;
- extreme form - self-harm (self-mutilation), can lead to a suicide;
- milder form - one can deny anything he desires (restrictions).
- The more advanced the society, the more it has developed repressive measures.



# Aggression

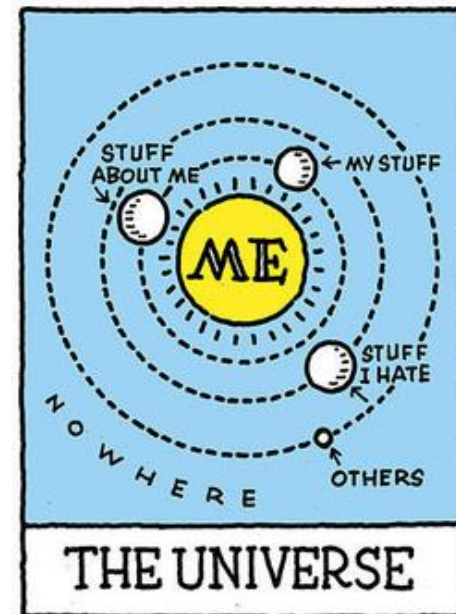






# Egocentrism

- Self-orientation, concentration, attracting attention;
- common in children - not yet capable of empathy;
- jumping into speech, bringing toys, requiring attention, ...





# Egocentrism in Adulthood

- Sign of social and personality immaturity;
- draw attention to themselves by speaking loudly, promoting their own interests, wearing striking clothing and emphasizing the entire exterior, talking only about themselves;
- it often develops in individuals who were either pampered and admired in their childhood or, on the contrary, rejected, pushed back, underestimated.
- ***The inability to see others' perspectives: only one's own perspective.***





# Fixation

- Freezing, stopping development,
- the reactions of the individual even at an older age stagnated at a lower developmental level.
- One tries to impose the same, albeit ineffective, solution to the precarious situation; he/she was disappointed once and no longer trusts anyone.
- ***Failing to successfully complete a stage***, Freud suggested, ***would cause that person to remain essentially “stuck.”*** In other words, **they would become fixated at that point in development.**



# Fixation

Oral



Forceful feeding  
Deprivation  
Early weaning

Oral activities (e.g. smoking), dependency, aggression.

Anal



Toilet training:  
Too harsh  
Too lax

Obsessiveness, tidiness, mean-ness; untidiness, generosity

Phallic













Abnormal family set-up leading to unusual relationship with mother/father

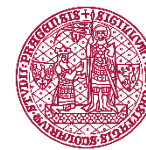
Vanity, self-obsession, sexual anxiety, inadequacy, inferiority, envy

# Examples of Psychological Fixations

## Examples of Psychological Fixations

Oral Fixations	Anal Fixations	Phallic Fixations
smoking 	orderliness 	vanity 
gum-chewing 	obsessiveness 	exhibitionism 
nail-biting 	rigidity 	pride 



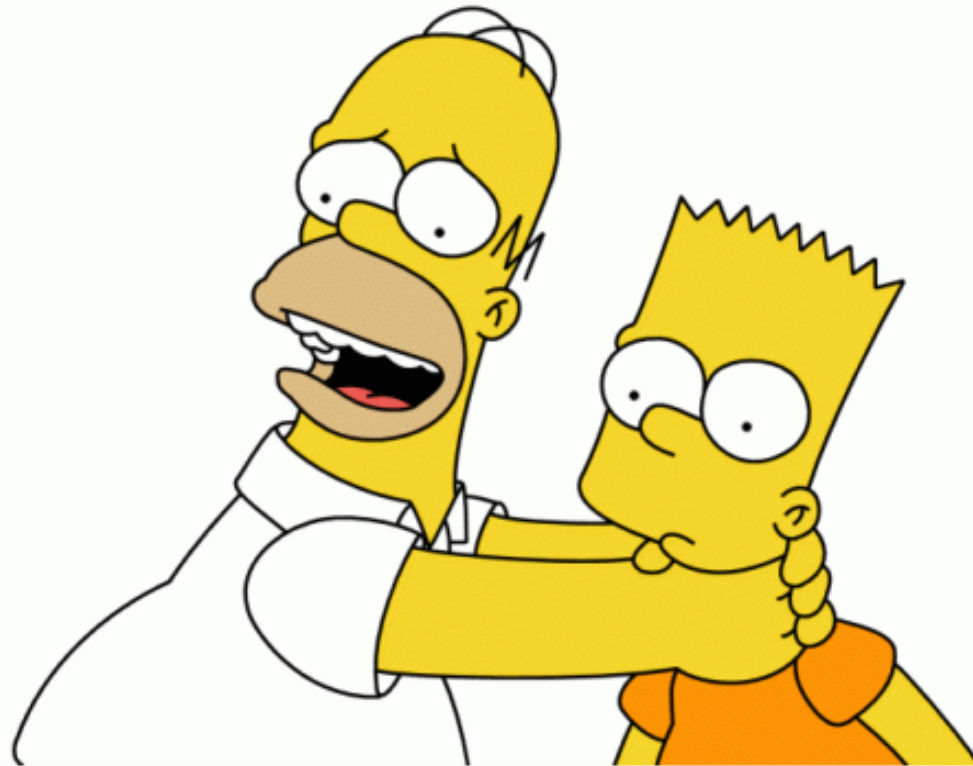


# Identification

- Identification with real persons and fictional characters e.g. film, book;
- child - most often identifies either with parents or ,when playing, with people of different professions (teacher, doctor, nurse, designer, driver, pilot,...);
- identification indicates a very positive relationship of an individual to a particular person.



# Projective identification

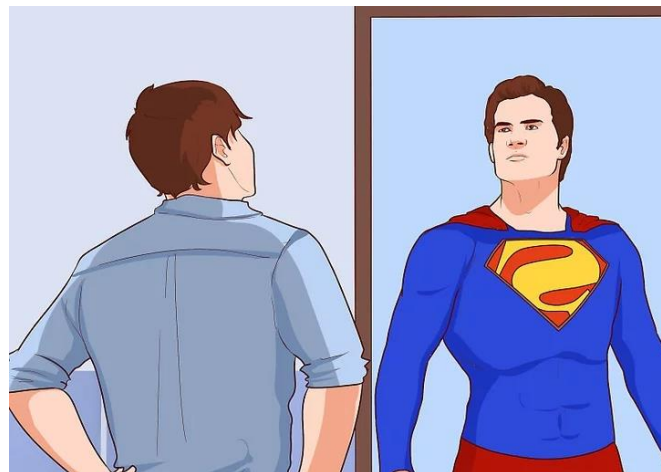


When we understand projective identification, we understand that sometimes we just need to empathise and analyse what is going on for the other person in the relationship and where the feelings have arisen from.



# Problematic Identification

- Fixed identification with parents - in adolescence can be an obstacle to the socialization of personality;
- dangerous - identification with some antisocial person or otherwise impaired;
- pathological form of identification - some delusions (e.g. identification with historical personality).





# Isolation

- Exaggerated form of escape
- reactions from simple distance to complete loss of contact with the outside world;
- partial isolation can be considered the norm for introverts;
- **pathology** - when the perception of the outside world is replaced by **hallucinations** and the individual creates his own world (psychotic autism).
- [loneliness](#)





# How loneliness can affect our health





# Negativism

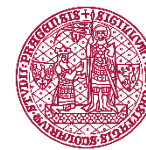
- Manifestation of defiance especially in young children (**active** - opposite, **passive** - not responding);
- developmentally - about 3 years (defiance period) the second similar period is puberty;
- man provokes - it can be an effort
- to attract attention,
- to strengthen self-confidence,
- to gain independence,
- to be in opposition at all costs.





# Compulsive Behavior

- One of many forms of dissociation (splitting mental state, disrupting the unity of inner life and action);
- actions that the individual must constantly repeat,
- ritual, magical defence, relieving anxiety. (e.g. sewer cover, pass under a bridge while a train is running, or milder forms like holding inches, knocking on wood);
- pathology - when a person is strongly forced to fulfil task and failure to do so causes anxiety or rage.



# Compulsive behaviour

- compulsive behaviour is a conscious act driven by a desperate need to ease anxiety and stress.
- At it simplest, compulsive behaviour is a response to the thought *“If I don’t do this action, something terrible will happen.”*
- The most common **compulsive disorders** are **hoarding** – the excessive accumulation, and the inability to discard, possessions regardless of their value; and **obsessive-compulsive disorder** (OCD) – a pattern of uncontrollable, unreasonable thoughts and fears that lead to repetitive behaviours.



# Symptoms of Obsessive-Compulsive Disorder include:

- excessive cleaning, bathing, and handwashing;
- repeatedly checking things – cell phones, locks, the oven;
- obsessive orderliness – arranging things in a particular or precise way;
- compulsive counting;
- ritualistic tapping, touching, or rubbing;
- demanding encouragement or reassurances;
- following a strict routine.



# Impulsive vs compulsive behaviour

- In today's modern society, the promotion of stress, fear, and anxiety has become a part of daily life, as has our constant need for happiness and validation. Satisfying these innate human emotions is what has led to the increase in impulse control disorders, compulsive behaviour disorders, and addiction in our community.
- **Impulsive behaviour** is usually driven by the desire for positive or pleasurable results, such as relief from emotional pain or the need for feeling of happiness
- Current research into the **origins of impulse control disorders** indicates that genetics, neurological imbalances, and the environment in which an individual lives or was raised are a factor.







# Impulse Control Disorders include:

- substance abuse;
- pathological gambling;
- sexual addiction;
- binge eating;
- compulsive shopping;
- intermittent explosive disorder;
- kleptomania;
- pyromania;
- trichotillomania.

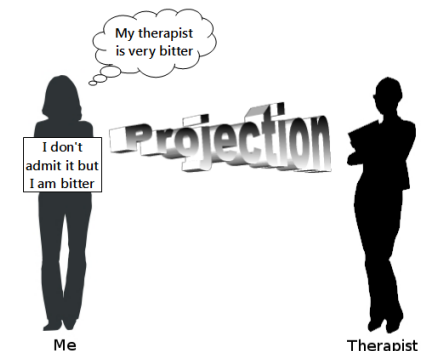






# Projection

- Basically, it involves blaming the other person, attributing one's own opinions, motives, ideas to others;
- it is used primarily by people with low empathy;
- the individual attributes his / her shortcomings, mistakes, bad qualities to his / her surroundings - justifies his / her behaviour, e.g. all lie (stealing, cheating, being unfaithful, drinking,...), so it is ok; I hate someone because he/she hates me;
- projection may lead to disruption of the relationship between the individual and the environment.





# Rationalization

- Additional explanation or justification of certain behaviour (often initially impulsive) based on reasoning;
- some motives of behaviour are socially unacceptable - the individual will therefore replace them with another, socially appreciated;
- rationalizes by finding an acceptable motive (neglected child - independent) for its unacceptable conduct;
- it also serves to reduce guilt and remorse (the positive and negative role of rationalization).
- [rationalization](#)

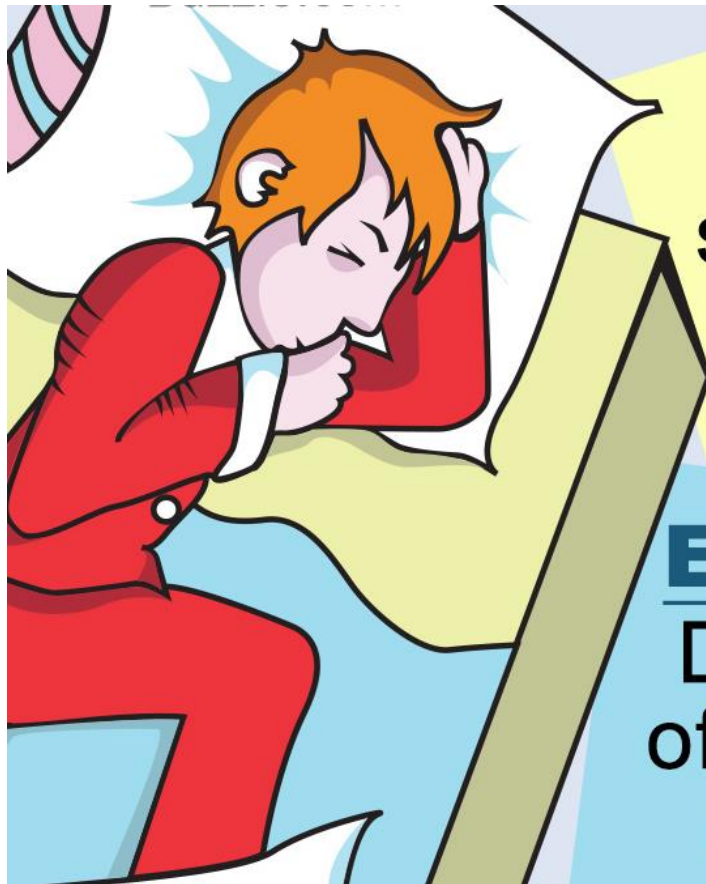


# Regression

- Return to the manifestations of the already developed stage of development;
- often in children at birth of a sibling, in a child's illness, etc. (wetting oneself with an older child who has already managed to defecate);
- in adulthood - older people's desire for the past, the "old golden days,,
- younger people sudden increased focus on parents, friends from childhood or previous partner after love disappointment.



# Regression



## Regression:

Slipping to an earlier stage of development when faced with stress.

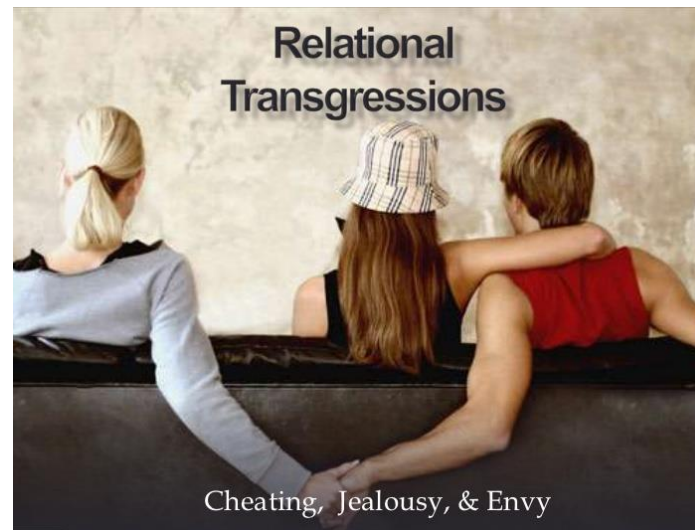
## Example:

Due to the pressure of college, Tom starts sucking his thumb.



# Transgression

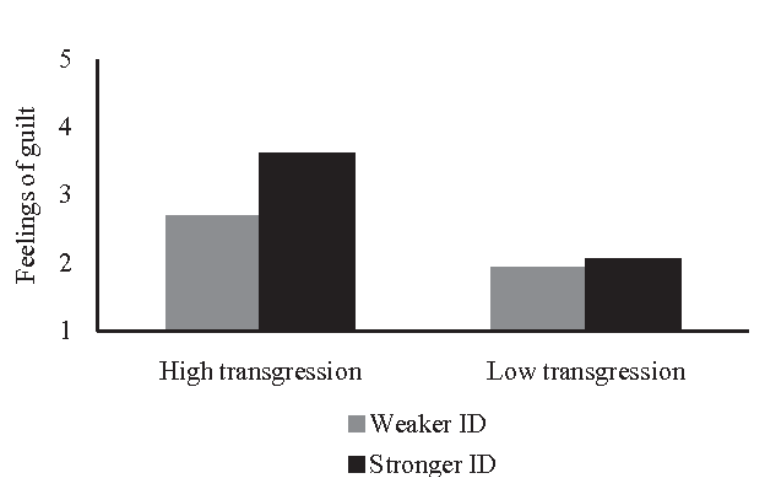
- Opposite direction of shift of developmental stage of reaction;
- some form of defence - by skipping the stage of development, a kind of premature maturity;
- again the reaction to a difficult life situation.





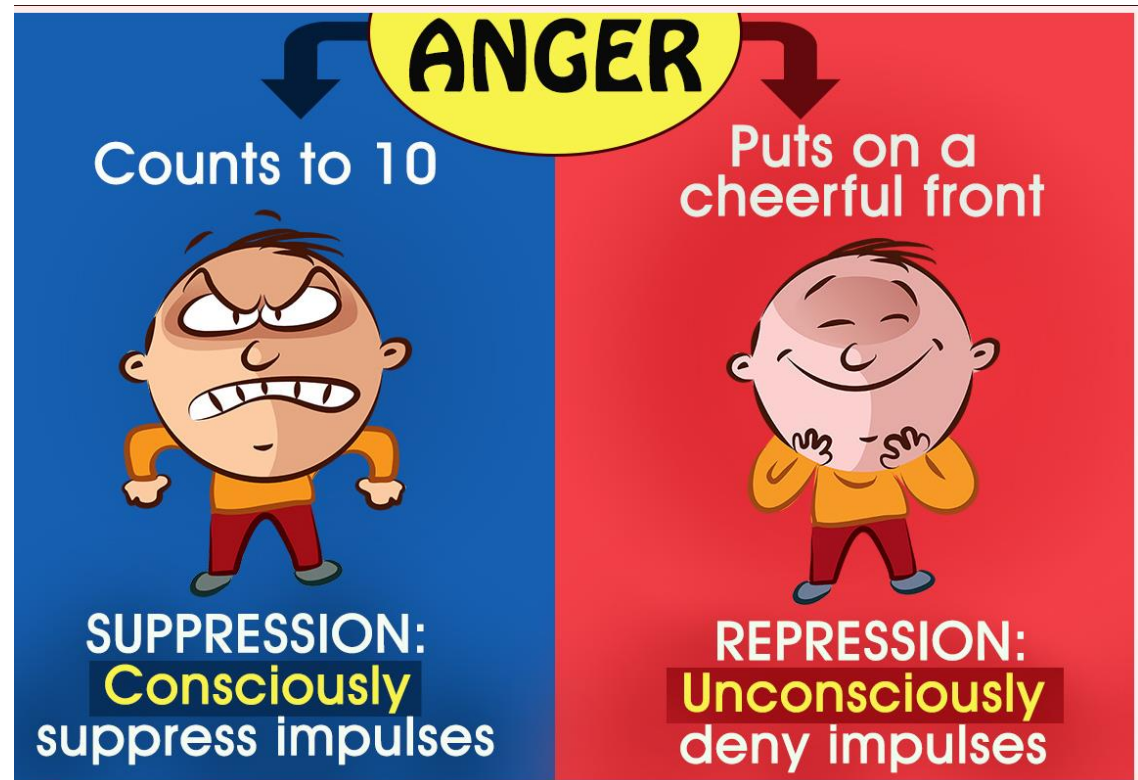
# Transgression

- **Transgression** as the act of violating norms, laws, budgets, etc. is traditionally esteemed as *an unwanted, destructive act of behaviour*.
- In general - the process of an overstepping of a boundary.
- Eg. Transgression is assumed to result in increased alcohol consumption relative to the perceived norm.



# Repression or suppression

- It is actually an escape into oblivion, suppression of unpleasant, harrowing thoughts or ideas - if they in some way threaten us or contradict our conscience, social norms, morality, etc. (e.g. we forget the name of the person that hurt us).







# What is Repression

- The '***subconscious defence mechanism*** to direct one's own desires and impulses towards pleasurable instincts by excluding them from one's consciousness and holding or subduing them in the unconscious'.
- It is our subconscious mind which avoids or ***suppresses these negative or unpleasant impulses from coming to the surface***; as a result, we are not even aware of the existence of such impulses within ourselves.
- The repression plays a role in the psyche of the average person and *can lead to* mental illnesses.





# What is Suppression

- Suppression means the act of consciously suppressing our impulses, feelings, memories, desires etc. and eventually making them not have any impact on our behaviour. In simple terms, ***suppression means the conscious avoidance of negative impulses.***

REPRESSION	SUPPRESSION
Unconscious subduing of one's impulses, desires (often negative) etc.	Forceful or conscious subduing of one's impulses, desires (often negative), etc.
One is not aware of negative impulses	One is aware of negative impulses
It is the subconscious mind which is performing the task	It is the conscious mind which is performing this particular task

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# Denial (negation)

- In addition to suppression, there is also a technique of denial - one denies unfavorable facts with which he/she cannot deal with (smoker - cancer);
- it can calm a person for a while, but it does not solve the problem;
- it can take the form of reverse reaction
- repressed sexual tendencies will result in strong resistance to sexuality, puritanism (reactive creation).



# Denial

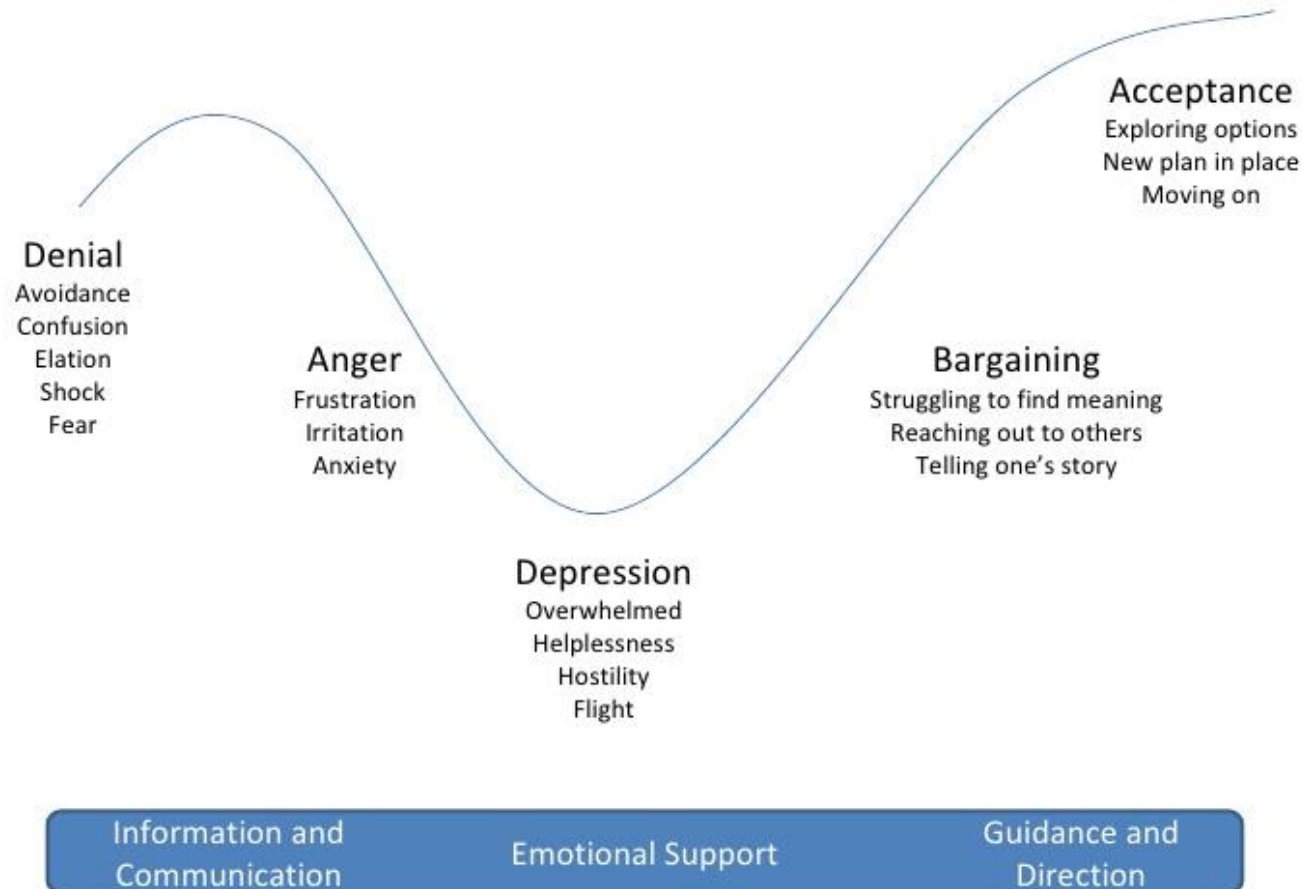
- Psychology has identified denial as ***the primary defence mechanism*** that most people use ***to cope with highly stressful situations***. It often involves blocking external events from our conscious awareness. Essentially, if a situation is too much for us to handle, then we refuse to experience it at all.

## Denial in 5 Easy Steps

1. **See the evidence**
2. **Ignore your intuition**
3. **Swallow your emotions**
4. **Reason away the evidence**
5. **Pretend all is well**



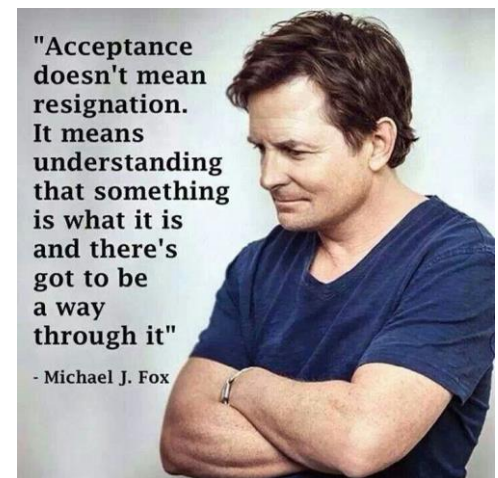
# Kübler-Ross model; five stages of grief





# Resignation

- It is a passive, apathetic, indifferent relationship to the burden;
- often accompanied by depressed feelings of helplessness;
- sometimes the individual's constant failure to solve problem situations can lead to resignation.
- defense mechanism





# Escape

- In this way, especially the children are dealing with difficult situations;
- Escape can take various forms:
- the easiest is simple escape (getaway, retreat) - child or adult simply escape from a difficult situation (against the enemy, sorrow, pain ...)
- is considered a more positive response than aggression, people with an excess of these mechanisms are called cowards,
- an individual can also use verbal escape (excuse) or escape by gestures, facial expressions, etc.



# Forms of escape I.

- A special form of escape is escape into fantasy (day dreaming)
- it substitutes satisfaction that was not actually achieved,
- day dreaming must not replace life, be an escape from life;
- another case of escape is the so-called borrowed fantasy, or escape into literature, film, computer games with heroes, into mysticism,
- this type of escape can be enhanced by alcohol or drugs.



# Forms of escape II.

- A specific form of escape is escape to disease, it is not a simulation - one experiences difficulties that are an unconscious means of protection from a difficult situation,
- in the role of a patient he/she gets rid of unpleasant duties, gains free time, compassion, respect, everyone cares more for him/her, etc.
- an extreme form of escape is **suicide** or suicide attempt
- a very complex issue - this is only one of the options, one of the mechanisms for dealing with the difficult situation.





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Thank you for attention



# Literatura

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