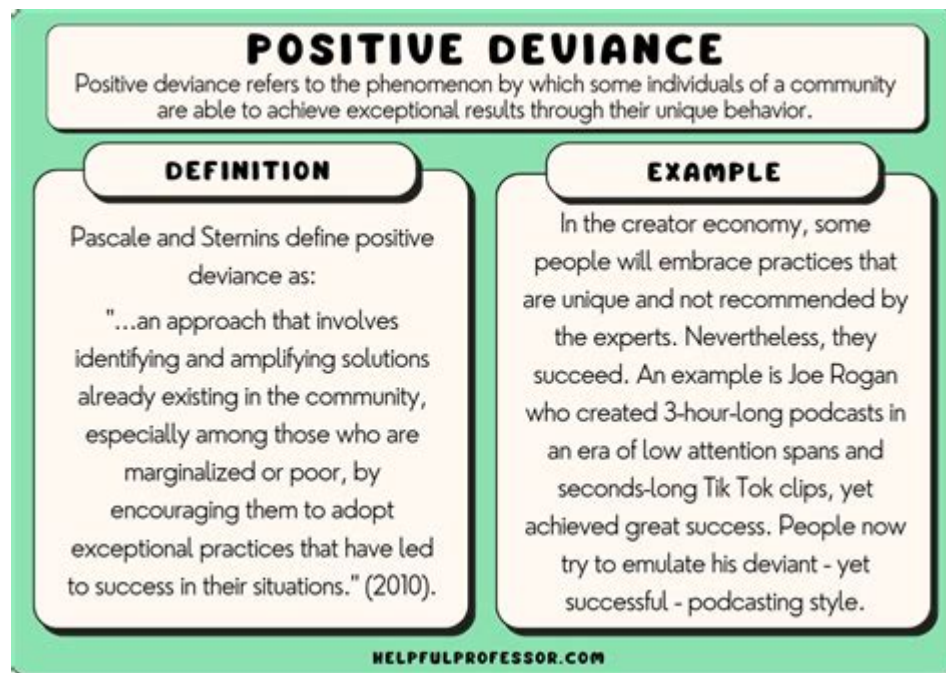


Examples Of Positive Deviance In Sociology



Positive deviance refers to the behavior of individuals or groups that deviates from the norms of a particular culture or community but has a positive effect on the community as a whole. In sociology, the concept emphasizes that not all deviance is negative; some deviant behaviors can lead to beneficial outcomes, fostering social change, innovation, and improved community practices. This article explores various examples of positive deviance across different societies, illustrating its implications for social change and community development.

Understanding Positive Deviance

Positive deviance is a concept that emerged as a response to the traditional understanding of deviance, which often focuses on behaviors that are harmful or socially unacceptable. In contrast, positive deviance highlights the actions of individuals or groups who, despite operating outside the mainstream norms, contribute positively to their communities.

Origins of the Concept

The term "positive deviance" was popularized in the 1970s by anthropologist Jerry and Monique Sternin, who studied communities in Vietnam facing malnutrition. They observed that certain families were able to keep their children healthy despite similar socioeconomic conditions. These families practiced behaviors that deviated from the norm, such as:

- Feeding children nutritious food that was locally available
- Practicing better hygiene habits
- Engaging in community support networks

This led to the development of the Positive Deviance Approach, which identifies and promotes these beneficial behaviors within communities to foster health and well-being.

Characteristics of Positive Deviance

1. **Innovative Solutions:** Positive deviance often involves creative responses to social problems that arise from within the community rather than being imposed from external sources.
2. **Cultural Relevance:** The behaviors considered positive deviance are typically rooted in local culture and social norms, making them more acceptable and sustainable in the community context.
3. **Community Involvement:** Positive deviance emphasizes the importance of community engagement in identifying and disseminating beneficial practices.
4. **Focus on Strengths:** Rather than concentrating on deficits or problems, positive deviance highlights the strengths and resources available within communities.

Examples of Positive Deviance in Sociology

Positive deviance can be observed in various domains, including health, education, social justice, and environmental sustainability. Here are some notable examples:

1. Health and Nutrition

One of the most widely cited examples of positive deviance comes from health and nutrition interventions in low-income communities.

- **Vietnamese Communities:** As mentioned earlier, the Sternins' work in Vietnam identified families that maintained their children's health despite poverty and food scarcity. They found that these families practiced unique feeding habits, utilized local resources, and engaged in community support systems.
- **Community Health Workers in Africa:** In many African countries, community health workers have used positive deviance principles to combat malnutrition. They identify families that successfully feed their children and encourage others to adopt similar practices. This grassroots approach has proven

effective in reducing malnutrition rates.

2. Education and Learning

Positive deviance has also been applied in educational settings, where certain students or schools utilize unconventional methods to achieve academic success.

- Peer Tutoring Programs: In some schools, students who perform well academically (the positive deviants) are encouraged to help their peers. This not only improves the struggling students' performance but also fosters a sense of community and cooperation.
- Innovative Teaching Methods: Teachers who deviate from traditional instructional methods—such as incorporating technology, hands-on learning, or culturally relevant pedagogy—often see improved engagement and academic outcomes among their students.

3. Social Justice and Activism

In the realm of social justice, positive deviance can manifest in the actions of individuals or groups who challenge societal norms in constructive ways.

- Grassroots Movements: Activists who adopt nonviolent resistance strategies, as seen in movements led by figures like Martin Luther King Jr. and Mahatma Gandhi, exemplify positive deviance. Their approaches deviated from the violent protests of the time and garnered widespread support for civil rights.
- Community Organizing: Local leaders who empower marginalized communities to advocate for their rights often employ positive deviance. They encourage community members to identify their strengths and organize collective actions, leading to significant social change.

4. Environmental Sustainability

Positive deviance also plays a role in environmental initiatives, where communities adopt sustainable practices that deviate from the prevalent norms of consumption.

- Community Gardens: In urban areas, residents may create community gardens that challenge the norm of conventional agriculture. These gardens promote local food production, reduce carbon footprints, and foster community bonds.
- Waste Reduction Initiatives: Some communities have implemented waste

reduction strategies that deviate from standard practices. For instance, zero-waste communities encourage residents to minimize waste through composting, recycling, and upcycling, leading to a more sustainable lifestyle.

Challenges and Critiques of Positive Deviance

While positive deviance offers numerous benefits, it is not without its challenges and critiques.

1. Generalizability

One significant critique is the potential difficulty in generalizing findings from specific positive deviance cases to broader populations. What works in one community may not be applicable in another due to cultural, social, or economic differences.

2. Sustainability of Changes

Another challenge is ensuring the sustainability of positive deviant practices over time. Community engagement is vital, but changes may revert if the community does not maintain motivation or support.

3. Recognition and Support

Positive deviants may face resistance from traditional systems or structures that view their behaviors as unconventional or noncompliant. This can hinder their ability to implement change effectively and may require additional advocacy for recognition and support.

Conclusion

Positive deviance provides a valuable lens through which to view social behavior and change. By recognizing that some deviations from the norm can lead to beneficial outcomes, communities can harness the strengths of their members to address pressing social issues. The examples discussed illustrate the potential for positive deviance to inspire innovation, foster community engagement, and create lasting change. As we continue to explore this concept in sociology, it becomes increasingly clear that embracing the unconventional can be a powerful tool for social progress.

Frequently Asked Questions

What is positive deviance in sociology?

Positive deviance refers to behaviors or strategies that are uncommon but contribute to positive outcomes within a community. It highlights how individuals or groups deviate from the norms in a positive way, often leading to innovative solutions to social problems.

Can you provide an example of positive deviance in public health?

One example is the practice of certain communities in Vietnam where families have improved their children's nutrition through unique local practices, such as utilizing locally available foods that are nutritious, despite poverty. These strategies deviate from the norm but result in better health outcomes.

How does positive deviance differ from negative deviance?

Positive deviance involves behaviors that are beneficial and lead to positive social outcomes, while negative deviance refers to actions that violate societal norms in harmful ways. Positive deviance is about finding constructive and effective solutions to problems.

What role does community engagement play in positive deviance?

Community engagement is crucial in positive deviance as it encourages local participation and ownership of solutions. Involving community members in identifying and implementing positive deviant behaviors fosters empowerment and sustainable change.

How can positive deviance be applied in educational settings?

In educational settings, positive deviance can manifest through students or teachers who adopt unconventional study techniques or teaching methods that lead to improved academic performance. For example, peer-led study groups that enhance learning outcomes for at-risk students can serve as a form of positive deviance.

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