

# Measuring Social Norms around Violence and Gender in Tanzania and Uganda



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## Background

- There is increasing interest in the role social norms play in influencing violence-related behaviors.
- Social Norms are the often unspoken rules held in place by social expectations, rewards, and sanctions that govern acceptable behavior.
- Norms are different from personal attitudes and opinions.
- Social norms typically defined as:
  - empirical norms - *what one thinks others do*
  - normative expectation - *what one believes others expect one to do*

As part of International Men and Gender Equality Survey (IMAGES), we adapted norms questions to learn about normative influence on a range of gender-related behaviors, including violence.

## Research Questions

1. What are the differences between individual attitudes and social norms with respect to gender and violence?
2. How do attitudes and social norms relate to violence outcomes?
3. How do attitudes and norms operate jointly to influence violence-related behavior?
4. What are the implications for programming and research?

## Methods

- Household survey of men's and women's attitudes and behaviors on a variety of gender-related topics (i.e. gender norms, household dynamics, IPV, SRHR, VAC, adolescent sexuality)
- Survey administered between November 2016 and May 2017 by trained sex-matched interviewers using electronic tablets
- Five regions Tanzania (Dar es Salaam, Kagera, Tabora, Iringa, Dodoma); one region Uganda (Central); N = 2,016 (1,008 ♂ + 1,008 ♀) each
- For each of six topics, asked three types of statements:

### Adolescent sexuality

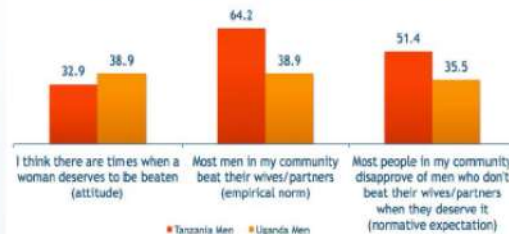
Attitude	I think adolescent girls should not have sex before marriage.
Empirical Norm	Most adolescent girls in my community engage in sexual relationships before marriage.
Normative Expectation	Most people in my community would disapprove of adolescent girls having sex before marriage.

### Analysis

- 1) Compare rates of agreement of the three different statements
- 2) Explore associations between attitudes, norms and men's perpetration of physical IPV
- 3) Run subgroup analyses to explore alignment between attitudes and norms and its association to IPV perpetration

## Results

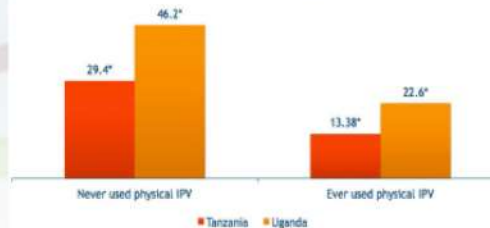
Percent of men who agree or strongly agree: attitudes vs. empirical norms vs. normative expectations



Agreement with all three statements associated with higher perpetration of IPV

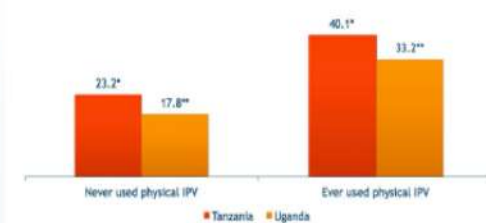
Statement	Country	Percent of men who ever perpetrated physical IPV		Difference significant?
		Agree or strongly agree	Disagree or strongly disagree	
I think there are times when a woman deserves to be beaten	Tanzania	24.2	14.9	✓
	Uganda	37.0	18.6	✓
Most men in my community beat their wives/partners	Tanzania	19.9	15.5	✗
	Uganda	33.5	20.1	✓
Most people in my community disapprove of men who don't beat their wives/partners when they deserve it	Tanzania	22.2	9.8	✓
	Uganda	29.8	22.7	✓

Men who disagree that women deserve to be beaten (attitude) and disagree that most men beat their women (empirical norm) have lower odds of using IPV



\*Differences significant at p < .001

Men who agree that women deserve to be beaten (attitude) and agree that most men beat their wives (empirical norm) have higher odds of using IPV



\* Differences significant at p < .001  
\*\* Difference significant at p < .007

- ✓ Relationships hold in multivariate logistic models controlling for age and education - the odds of using IPV are 120% greater for these men in Tanzania (OR = 2.2, SE = .45 p < .001); 150% greater for these men in Uganda (OR = 2.5, SE = .47, p = .001)

## Conclusions

- Valuable to ask about social norms and attitudes:
  - Useful for identifying nuances in patterns of support for different attitudes and norms
  - Helps gauge entry-points for normative change interventions
- Given that alignment between attitudes and norms is associated with strengthened relationships to outcome, programmatic goals could focus on targeting both attitudes and normative environment to create space for change.

## References

- Mackie, G., Moneti, F., Denny, E. and Shakya, H., 2012. *What are social norms? How are they measured?* University of California at San Diego-UNICEF Working Paper, San Diego.
- Hillenbrand E., Karim N, Mohanraj P and Wu D. 2015. *Measuring gender transformative change: A review of literature and promising practices.* CARE USA. Working Paper.

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