Measuring Social Norms around Violence and Gender in Tanzania and Uganda

Ruti Levto, Kristina Vlahovicova, Lugano Daimon & Stella Mukasa | Promundo-US, UMATI & ICRW

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

  Adolescence sexuality
  
  **Attitude**
  - I think adolescent girls should start having sex after marriage
  
  **Empirical Norm**
  - Not sexual intercourse before marriage
  
  **Normative Expectation**
  - Not sexual intercourse 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 perpetuation

Results

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

| Statement | Country | Percent of men who ever perpetrated IPV | Agree or strongly agree | Disagree or strongly disagree | Difference Significant
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<tbody>
<tr>
<td>I think there are times when a woman deserves to be beaten (attitude)</td>
<td>Tanzania</td>
<td>24.2</td>
<td>14.9</td>
<td>Yes</td>
<td></td>
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<td></td>
<td>Uganda</td>
<td>37.0</td>
<td>18.6</td>
<td>Yes</td>
<td></td>
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<tr>
<td>Most men in my community beat their wives/partners (empirical norm)</td>
<td>Tanzania</td>
<td>19.9</td>
<td>15.3</td>
<td>No</td>
<td></td>
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<td></td>
<td>Uganda</td>
<td>33.5</td>
<td>20.1</td>
<td>Yes</td>
<td></td>
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<tr>
<td>Most people in my community disparage of men who don't beat their wives/partners when they deserve it (normative expectation)</td>
<td>Tanzania</td>
<td>22.2</td>
<td>9.8</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Uganda</td>
<td>29.8</td>
<td>22.7</td>
<td>Yes</td>
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Men who disagree that women deserve to be beaten (attitude) and agree that most men beat their wives (empirical norm) have lower odds of using IPV

- Tanzania: 23.2% in Tanzania never used physical IPV, 20.4% in Uganda never used physical IPV
- Tanzania: 49.3% in Tanzania used physical IPV, 43.8% in Uganda used physical IPV
- Tanzania: 23.2% in Tanzania used physical IPV, 21.4% in Uganda used physical IPV

Conclusions

- 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 = 0.1, p < 0.001); 150% greater for these men in Uganda (OR = 2.9, SE = 0.47, p < 0.001)

References


Contacts:
Ruti Levto: r.levto@promundoglobal.org
Kristina Vlahovicova: k.vlahovicova@promundoglobal.org
Website: www.promundoglobal.org