ALiGN

Advancing Learning and Innovation on Gender Norms

Data, tools and measurement: Guide to recent resources

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Contents

*Cover photo: Women farmers in a community hard hit by drought in 2011 in Kenya.
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1.   Introduction

How can quantitative and qualitative data shed light on processes of gender norm change? What tools can be used to understand how gender norms are changing and how to measure that change?

This is an area that is developing at speed, and that spans in-depth qualitative analysis, quantitative data drawn from the local level, big data and international indices. There is growing innovation in tools for understanding and measuring changes in gender norms, some taking a broad view, and some focused on particular sectors and issues.

We have divided this guide into four sub-themes which together collate relevant resources for measuring change in gender norms:

• Data and indicators

• Qualitative and mixed methods tools

• Quantitative tools and approaches

• Monitoring and evaluating the impact of norm change approaches

If you would like to share tools or experiences of measuring gender norms, please contact ALIGN.

2. Data and indicators

Understanding whether, how far, and why gender norms are changing generally requires a combination of qualitative and quantitative data. As ALIGN's guide to quantitative measurement of gendered social norms points out, it is usually advisable to first undertake qualitative formative research, so that quantitative data collection can be more precise and tailored. This summary for Plan International provides a succinct overview of key considerations in measuring gender and social norms.

Proxy measures of norm change

As measurement of social norms is relatively recent, many studies have used proxy measures that give some indication of norms and changes in them. Most commonly these are measures of attitudes and behaviour. (See the qualitative and mixed methods, and quantitative tools pages for examples of tools that use these measures). Measuring change in the building blocks of norm change can also provide windows on norm change processes. These include:

Table 1: Proxy measures

Building block/Indicator	Why examine this?
Knowledge	Knowledge – for example, of the consequences of the law or of a particular practice - can spur changes in attitudes, behaviour and norms
Attitudes or beliefs	Attitude/belief questions can explore both individuals' values and what they believe is common in their community or reference group
Self-efficacy	These measures reveal people's sense of their power to change their own behaviour, to speak up or act in ways that challenge prevailing norms
Intended behaviour	For infrequent or one-time practices (e.g. Female Genital Mutilation/Cutting (FGM)), measures of intentions can help understand respondents' willingness to behave in ways that challenge existing norms
Actual behaviour	Self-reported or observed changes in actual behaviour help understand whether norms are changing, and/or whether people are behaving in ways that challenge existing norms

This LINEA webinar outlines ways of constructing quantitative proxy measures of norms.

Change in any of these indicators could suggest that norms are changing. If there is evidence of change in several of these indicators, the case that norms are changing is stronger. A study of community health promotion and women's empowerment shows how different evaluations can combine various proxy and direct indicators to assess how far norms are changing as a result of interventions. However, any of these building blocks could change without norms actually shifting. Therefore, in recent years researchers and practitioners have invested in developing more direct measures of norm change.

Direct measures of norms

Much of the recent work on gender and social norms measurement has focused on developing relatively light-touch direct measures of norms. Drawing on social norms theory, these approaches directly explore:

- descriptive norms or empirical expectations (beliefs about what most people do in a given locality)
- injunctive norms or normative expectations (beliefs about what most people think is appropriate behaviour)
- the key reference groups who influence particular norms
- the strength of a particular norm
- the sanctions for violating a norm.

The following pages provide examples of tools and questions that can help explore these different aspects of norms.

3. Qualitative and mixed methods tools

The growing number of tools for identifying social norms and measuring norm change include:

- **The Learning Collaborative's** Social Norms Exploration Tool (SNET) outlines a set of steps and a menu of tools that can be used to find out which norms are dominant and why, and for analysing data collected.
- **CARE's** Social Norms Analysis Plot (SNAP) provides a framework for distinguishing different types of norms, sanctions for violating a norm and understanding how much those sanctions affect behaviour. It can be used as a framework for monitoring and evaluation as well as understanding whether norms underpin a practice.
- **Oxfam's** Empower youth for work social norms diagnostic tool focuses specifically on identifying social norms related to young women's economic empowerment.
- **The Learning Collaborative's** Resources for measuring social norms: a practical guide for programme implementers. This resource provides a collection of qualitative and quantitative tools for understanding norms and how they change. These include: vignettes, pile-sorting, body-mapping and social network analysis.
- **The Learning Collaborative's** Overview of experiences diagnosing social norms. This resource curates a number of other tools and approaches that have been used in programming and research to identify social and gender norms.
- **UNICEF's** Everybody wants to belong. This includes a section on understanding and identifying social norms, identifying the key stakeholders who uphold particular norms, and mapping social networks and reference groups.
- **STRIVE's** Learning report: measuring gender-related social norms. This provides a collection of tools and sets of questions across different topics (such as family planning, child marriage, domestic divisions of labour, gender-based violence (GBV)). Some of these can be integrated into quantitative data collection – for example through questions on scenarios in surveys.
- **CARE's Tipping Point initiative's** Methods briefs. These briefs explain how to use Photovoice, a participatory photography tool, and Sensemaker, an approach to collecting and analysing narrative data to measure change in social and gender norms.
- **CARE's** Monitoring, evaluation and learning framework for social analysis and action. This provides guidance on tools (mostly qualitative ones) for monitoring various dimensions of gender and social change, including social norms. This LINEA and CPC webinar also discusses these tools and the SNAP framework.
- **UNICEF, UNFPA and Drexel University's** ACT Framework. This has been developed for measuring norms related to female genital mutilation/cutting (FGM/C), and could be adapted for use on norms around various other issues. The tools associated with the framework provide both validated questions for quantitative surveys and qualitative tools for exploring different aspects of norms, such as social networks and reference groups, sanctions, and perceptions of what others think. It also includes some specific tools for examining gender roles and encouraging participants to reflect on why FGM/C exists, as part of a norm change process, that can be used in group discussions or in individual interviews. The tools include 2x2 tables for examining whether or not social norms are a significant influence on a behaviour, discussed in more detail in this Learning Collaborative webinar.

- **ODI's** Guide to doing qualitative research on gender norms with adolescent girls and their families. This tool gives guidance on: group discussions, including tools such as body mapping, a specific type of interview - the intergenerational trio, which can be used to explore changing norms across generations - a specific social network tool, exploring decision-making around marriage, and outlier case studies. These probe the factors that have led certain individuals to challenge constraining norms.
- **Gender and Adolescence Global Evidence (GAGE) programme's** qualitative toolkit. This contains a number of qualitative tools that can be used to explore gender norms. It includes a dedicated section on mapping social norms, as well as tools such as body mapping and vignettes.

Vignettes

Vignettes have become one of the most common tools for understanding norms. They can be used in both qualitative and quantitative research to establish both the existence and strength of social norms, and the conditions under which they are influential. Table 2 lists some toolkits, guidance and studies using vignettes to explore gender norms.

Table 2: Tools and guidance on using vignettes to measure changes in gender norms

Topic	Resource
Toolkits	
Exploring norms around child marriage	CARE's Social Norms Analysis Plot (SNAP) – also showcased in this Learning Collaborative webinar.
Sexual and reproductive health and rights and gender-based violence.	Oxfam's Social norms diagnostic tool
Gender norms around food and nutrition	Gennovate's guidance on using vignettes to explore gender issues
Studies	
Transactional sex	Stobenau et al. (2019) Developing experimental vignettes to identify gender norms associated with transactional sex in Central Uganda
Child marriage	Bicchieri et. al (2014), A structured approach to a diagnostic of collective practices

Bridewealth and gender-based violence	Horne et al. (2013) The Shadow of indebtedness: bridewealth and norms constraining female reproductive autonomy
Learning Collaborative project examples (see more in the Learning Collaborative's map of social norms-focused interventions and research)	
Acceptability of unmarried adolescents having sex and using contraception; acceptability of contraception within marriage in specific scenarios	Urban Reproductive Health Initiative
Acceptability of intimate partner violence in various scenarios	ReNEW, Sri Lanka
Adolescent dating behaviour and child marriage	Global Early Adolescent Survey
Girls' education and child marriage	Grandmothers project, Senegal
Girls' mobility, child marriage and sexual harassment	Tipping Point, Nepal

4. Quantitative tools and approaches

Many of the questions in the qualitative and mixed methods tools section can be integrated within quantitative approaches. This page focuses on using secondary quantitative datasets and on survey tools for exploring social and gender norms.

Tools by topic

In recent years, there have been growing efforts to develop more focused tools for generating quantitative data specifically measuring norms, through questions about what respondents think is typical or accepted behaviour in their communities. The table below outlines surveys and modules exploring gender norms by topic.

Table 3: Thematic tools and surveys for exploring gender norms

Topic/theme	Tools
Gender norms – multiple topics	GAGE adult survey modules (Jordan, Bangladesh, Ethiopia)
Gender roles	International Men and Gender Equality Surveys (IMAGES) EMERGE gender questions: Social norms and gender roles
Idealised masculinity and femininity	Global Early Adolescence Study questionnaire and qualitative tools International Men and Gender Equality Surveys (IMAGES) Gender Equitable Men Scale
Care and domestic work	Oxfam Household Care surveys
Economic empowerment	World Values Survey EMERGE gender questions: Social norms on women's employment and leadership Investing in Women Social Norms, Attitudes and Practices Survey
Sexual and reproductive health	EMERGE gender questions: social norms on sexual and reproductive health Urban Reproductive Health Initiative MEL tools

Gender-based violence	Demographic and Health Surveys (DHS) Social Norms and Beliefs about GBV Scale EMERGE gender questions: Social norms and violence against women and children Partner Violence Norms Scale (see also this webinar)
Dating	Global Early Adolescence Study questionnaire and qualitative tools
Child marriage	CARE Tipping Point Resources (qualitative and quantitative) UNICEF Child marriage standardised survey
FGM/C	ACT Framework and tools UNICEF Measuring Social and Behavioural Drivers of Child Protection Issues Guidance Tool
Voice, agency and political leadership	Afrobarometer, Arab Barometer surveys

Three resources that bring together tools and methods for quantitative measurement of gender and social norms include:

- ALIGN's webinar on innovations in quantitative measurement of gender norms, which covers a range of thematic areas
- Videos from LINEA's 2020 conference, which focuses on measuring norms related to sexual exploitation
- Evidence-based Measures of Empowerment for Research on Gender Equality (EMERGE). In addition to the tools highlighted in the table above, EMERGE's gender role norms collection features surveys and survey modules that explore aspects of gender norms including intimate partner violence, early marriage, masculinities, and labour market roles.

Measuring diffusion of norms and norm change

Another area of recent innovation is in the spread of new norms. This often involves analysis of social networks. LINEA's webinar recording explains how to research social networks to understand reference groups and their influence on social norms, and a webinar by the Learning Collaborative also discusses some participatory techniques for understanding reference groups.

Some recent studies that showcase the tools and approaches they have used include:

- Holly Shakya et al. (2020)'s study of influences on adolescent childbearing in Honduras. The online supplement lists questions used to understand social networks.
- Bettina Shell-Duncan et al.'s (2018) study of the influence of men's social networks on FGM/C in Senegal.

Using secondary data

Large-scale international surveys, such as Demographic and Health Surveys, Multiple Indicator Cluster Surveys and the World Values Survey that have been carried out for the last twenty years or longer now have substantial datasets with data on attitudes and behaviour or practices. These can serve as proxies for norms. Samman's (2018) *Guide to quantitative measurement of gendered social norms*, and Pereznieto's (2015) *What can internationally comparable quantitative data tell us about how gender norms are changing?* outline some of the measures used in these and other surveys and their potential and limitations as measures of norms. Some recent studies that have used World Values Survey data to illuminate changes in gender norms include:

- ALIGN (2020) Gender, power and progress: how norms change
- UNDP's (2020) Tackling social norms: a game changer for gender equality
- Alpin et al. (2019) Gains and gaps: perceptions and experiences of gender in Africa

Regional Barometer Surveys (e.g. Afrobarometer, Latinobarometro) are also increasingly including questions that measure norms too.

Indices of norm change

The growing interest in quantitative measurement of social and gender norms has led to increased investment in indices that either focus entirely on changing norms, or include measures of norms as a dimension that contributes to an overall index. Samman's (2018) guide to the quantitative measurement of gender norms, and this short ODI guide to gender indices provide an overview of issues related to using indices to understand changing gender norms. In brief, indices such as those listed below can provide a top-level indication of whether norms are changing. They typically rely on secondary data from publicly available quantitative survey data on attitudes. Others, such as the Social Institutions and Gender Index (SIGI) also include complementary measures of informal and formal laws, and practices. The table below lists some key indices that draw on attitudinal data as a proxy for norms. It does not include indices that draw only on outcome data.

Table 4: Some indices that draw on attitudinal data to give an indication of norm change

Index	Developer	Data sources
Gender and Social Norms Index (GSNI) *(see also this ALIGN blog)*	UNDP	World Values Survey
Social Institutions and Gender Index (SIGI) *(see also this ALIGN note)*	OECD	World Values Survey, Barometer Surveys, specialised surveys e.g. ILO-Gallup attitudes to women and work survey
Index of Child Marriage Acceptability - Asia	Plan International	Primary data collected by PLAN international

Big data

In recent years, there has been growing interest in using social media to monitor changing norms. This is still a new field, but some emerging studies provide insights and guidance. Measure Evaluation's (2018) study analyses representation of gender-based violence and 'sugar daddy' relationships on Twitter accounts from ten southern and eastern African countries and discusses in detail the approaches used. A study in 2018, supported by Data 2x, examines insights on norms around gender-based violence using Twitter and YouTube content in Arabic. Breakthrough Research's (2020) brief explains social listening: an approach to interpreting social media data, in this case to understand changing norms, attitudes and behaviour around sexual and reproductive health.

5. Monitoring and evaluating the impact of norm change initiatives

The two most widely evaluated approaches to promoting gender equitable norms are:

• Edutainment and multi-media campaigns
• Non-formal education, including short courses aiming to shift norms and community dialogue processes

Below we showcase some tools used to monitor and evaluate shifts in norms using these approaches.

Table 5: Tools for measuring changes through edutainment

Initiative	Norms-related evaluation questions
UNESCO radio series on GBV: <u>A new dawn in Quialana</u> (Mexico)	**Perceived community acceptance of gender-based violence (GBV) (norm):** "*Do you think that that the community, the neighbours, and other families see violence against women as a serious problem here in Quialana?*" with responses coded from 1 ("*No, they do not see it as a problem at all*") to 4 ("*They see it as a serious problem that needs to change*"). The evaluation also probed personal beliefs about and responses to GBV, expectations about the future, and respondents' intentions to bring up their children with gender-equitable values.
<u>Change Starts at Home</u> radio show plus community intervention, Nepal	The evaluation asked about changes in attitudes, norms and intended behaviour towards GBV. **Norms questions:** <u>The endline survey</u> asks respondents how many people in the community agree with the following statements (0 = No-one in my community believes this, 1 = Some people in my community believe this, 2 = Most people in my community believe this, 3 = Everyone in my community believes this): • A husband who helps his wife with the household chores will not be respected by his family. • A man who makes important decisions jointly with his wife will be considered a weak man by his family. • A man's family will think he is a disloyal son if he takes his wife's opinion over his mother's opinion. • A woman who openly expresses her sexual desires to her husband is perceived to be vulgar. • Husbands may use force to reprimand their wives because men should be in control of their families.

	- A woman who complains about her husband's violent behaviour is considered a disloyal wife by her in-laws. - A woman who does not tolerate violence from her husband is dishonouring her family and should not be welcomed home. - A person who intervenes when a woman is being beaten by her husband would be considered to be interfering or meddling in the couple's private affairs. - A woman who refuses to have sex when her husband wants it is to be blamed if he has an affair or remarries.
Taru, Radio Soap Opera, India	The evaluation asked respondents' views on son preference, sex-selective abortion, and whose opinions mattered most to respondents on family planning decisions (spouse, family elders, friends), as well as asking many other questions on gender norm and equality issues.
UNICEF Saleema – multi-component initiative to reduce FGM, including media campaign	The evaluation probes various building blocks of change in relation to FGM/C: respondent's self-efficacy, expectations about the effects of abandoning FGM/C, intended future behaviour, and perception of descriptive and injunctive norms around the practice. **Descriptive Norms:** Perceived prevalence of FGM/C practice 1. Most people in my community practice cutting 2. Most of my friends practice cutting **Injunctive Norms:** Perceived acceptability of FGM/C practice 3. It is appropriate for families in my community to practice cutting 4. Sudanese society in general considers it appropriate to practise cutting The survey also asks about identification with the Saleema brand, access to media, exposure to messages and recall of messages.

Table 6: Tools for monitoring change through non-formal education processes

Initiative	Norms-related evaluation questions
Responsible, Engaged and Loving (REAL) Fathers Initiative, Uganda	The evaluation asks respondents to think about the people whose opinions about their behaviour as a father and as a partner matter most to them, and whether most, half, some or none of them would think that the behaviour described are acceptable or common: • How many of these people think it is okay for a young father to beat or hit his wife/partner to correct her behaviour? • How many of these people think it is okay for a young father to beat or hit his child to correct the child's behaviour? • How many of these people think it is okay for a husband to be able to have sex with his wife whenever he wants? • In your opinion, how many young fathers in your community hit or beat their wife/partner to correct her behaviour? Would you say many, some, few, or none? • In your opinion, how many young fathers in your community hit or beat their child to correct the child's behaviour? Would you say many, some, few, or none? • In your opinion, how many young fathers in your community are able to have sex with their wives whenever they want?
Communities Care, South Sudan and Somalia (to date)	This community-based non-formal education and community development initiative to promote good quality care for GBV survivors and change norms around GBV in humanitarian contexts, developed an evaluation with a Social Norms and GBV Scale. Respondents were asked how far on a scale of 1-4 they agreed with the following statements, and researchers then computed average change between baseline and endline: **Response to sexual violence** 1. How many of these people whose opinion matters most to you expect a husband to abandon his wife if she reports that she has been raped? 2. How many of these people whose opinion matters most to you expect the family to ignore/reject a daughter if she reports that she has been raped? 3. How many of these people whose opinion matters most to you accept sexual violence against women and girls a normal part of life? 4. How many of these people whose opinion matters most to you blame women/girls when they are raped?

5. How many of these people whose opinion matters most to you think that a man should have the right to demand sex from a woman or girl even if he is not married to her?

Protecting family honour

1. How many of these people whose opinion matters most to you expect women/girls to not report rape to protect the family dignity?

2. How many of these people whose opinion matters most to you expect that a woman/girl's reputation will be damaged if she reports sexual violence to the authorities or elders?

3. How many of these people whose opinion matters most to you fear stigma if they were to report sexual violence?

4. How many of these people whose opinion matters most to you expect sexual violence to be handled within the family and not reported to authorities?

5. How many of these people whose opinion matters most to you expect a husband or father to retaliate against the alleged perpetrators?

6. How many of these people whose opinion matters most to you expect women and girls to only report sexual violence if they have serious physical injuries?

Husband's right to use violence

1. How many of these people whose opinion matters most to you think that when a man beats his wife, he is showing his love for her?

2. How many of these people whose opinion matters most to you think that a man has the right to beat/punish his wife?

3. How many of these people whose opinion matters most to you think it is okay for a husband to beat his wife to discipline her?

4. How many of these people whose opinion matters most to you expect a husband to force his wife to have sex when she does not want to?

Tipping Point, Nepal and Bangladesh	This is a community education programme to end child marriage and promote equitable gender norms affecting adolescents. The example below comes from the Tipping Point survey for girls in Bangladesh. There are similar versions for girls and boys in Nepal and community members in both countries. Respondents are asked how far they agree with the statement on a scale of 1-3:

1. Most people in my village do not approve of girls who study after marriage.
2. Most people in my village will approve if a girl studied as long as boys.
3. Most people in my village will approve if a non-school going, unmarried girl works outside home to earn money.
4. Most people in our village will approve of a girl under 18 getting married if her family honour is at risk.
5. Most people in my village will approve if a girl expresses her opinion regarding her marriage to her parents.
6. Most people in my village will not approve if a girl goes to the bazaar alone.
7. Most of the people in my village will not approve if a boy regularly cooks food for his family.
8. Most of the people in my village will not approve if a girl speaks openly about menstruation.
9. Most of the people in my village will not approve if a girl advocates for girls' needs in the community.
10. Most of the people in my village will not approve if a girl rides a bicycle for leisure (i.e. not to go to school).
11. Most of the people in my village will not approve if a girl plays football or other outdoor sport.
12. Most of the people in my village will not approve if a girl walks alone to visit her friend in her free time.

Note: these questions are listed to show the types of questions that can probe changes in norms. They will need to be tested for relevance in new contexts.

The Learning Collaborative's map of social norms-focused interventions and research showcases the tools used to measure norm change in numerous evaluations, most of which focus on sexual and reproductive health, child marriage and gender-based violence.

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About ALIGN

ALIGN is a digital platform and programme of work that is creating a global community of researchers and thought leaders, all committed to gender justice and equality. It provides new research, insights from practice, and grants for initiatives that increase our understanding of – and work to change – discriminatory gender norms.

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