



## Empowering Women

Legal Rights and Economic  
Opportunities in Africa

Mary Hallward-Driemeier and Tazeen Hasan

# Gender, violence and social norms working group

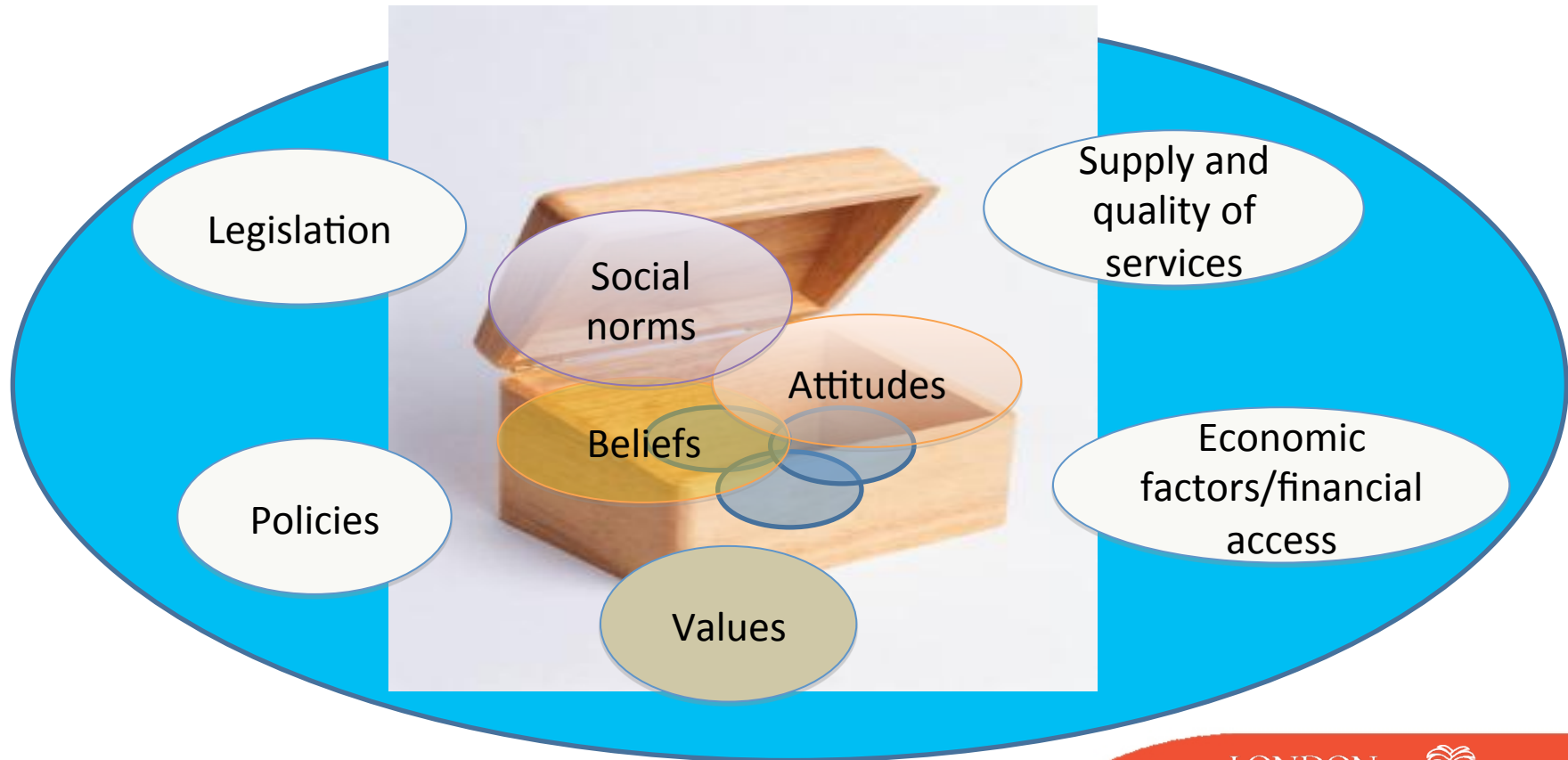
STRIVE

# STRIVE projects related to social norms

- ❁ Parivartan -- sports based girl's empowerment intervention in Mumbai slum
- ❁ Maisha – adaptation of IMAGE project in Tanzania
- ❁ Samata – multi-faceted intervention to keep girls in school, delay marriage and reduce entry into sex work in Karnataka
- ❁ Samvedana – intervention to reduce violence and increase condom use in

# Need to 'unpack' the 'social' box

## Factors that influence behaviours and practices



# Some Definitions

## Attitude

- An *individual's* psychological tendency to evaluate something (a person, symbol, belief, object) with some degree of favour or disfavour
  - “I really like swimming in the ocean”
  - “Walking alone at night scares me”
  - “It is ok for a husband to hit his wife but only if she has done something wrong”

## Behaviour

- What a person actually does

# Working definition of a social norm

- ⌘ A reciprocal, interdependent set of expectations held within a valued reference group
- ⌘ Often (but not always) there are informal sanctions if one does not comply (gossip, loss of face, ostracism, beating, etc.)
- ⌘ Compliance can yield positive sanctions (social standing, prestige, marriageability, less conflict)

# Two Types of Expectations within norm

- Empirical Expectations (what one thinks others do)
- Normative Expectations (what one thinks others believe should be done)

-Normative Expectations are crucial as they distinguish social norms from other social practices

- Empirical and normative expectations can align or diverge
  - When they diverge, people more often follow the empirical expectations than the normative one – they follow what others do rather than what others say should be done
  - (this varies; I don't have examples off the top of my head, but there are contexts in which the normative expectations triumph)

# Implications for programming

- ⊗ To abandon a social norm, it is necessary to change people's social expectations within the relevant reference network
- ⊗ To create a social norm, it is necessary to induce the right kind of social expectations (empirical and normative) within the relevant reference network
- ⊗ Often it is easier to create a new positive norm, than dismantle an existing problematic one

# Activities

## Annual Meeting

- ⊗ Reviewed and refined specific norms that each project is seeking to transform
- ⊗ Reviewed strategies for new strategies for measuring social norms
- ⊗ Reviewed and refined the instruments of key projects
- ⊗ Clarified objectives for our KIA strategies



# Knowledge into Action Strategy

- ❁ The KIA objectives of the group are to learn and share:
  - conceptual clarity on norms
  - insights into measuring norms
  - intervention methods to address norm change
- ❁ End users include STRIVE partners, programme and research coalitions/ forums (SVRI), donors (DFID, UNICEF, UN women)
- ❁ Objectives will be achieved through the creation of :
  - Evidence brief
  - Measurement brief
  - Case studies from interventions
  - Synthesis workshop and report
  - Webinars, knowledge packs

# Considerations in measuring social norms

- ❁ Identify the reference group
- ❁ Establish the respondent's beliefs about what others do (their empirical expectations)
- ❁ Establish what they believe others expect (normative expectations)
- ❁ Investigate counterfactuals to discern causality
  - What would happen if one did not comply?

# Sample Questions

- ⌘ Among members of your church community, it is shameful if a young woman has sex before she is married
  - Very true
  - Somewhat true
  - Not at all true
  - Don't know
  
- ⌘ If a boy your age walked away rather than fight when another boy insulted him, what would happen?
  - His friends would respect him more
  - It would not affect his friend's respect
  - His friends would respect him less