How V4C is Measuring Social Norms

Julian Barr (Itad) & Emeka Nwankwo (V4C)

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Contents

1. The V4C Programme
2. Defining Social Norms
3. Survey Design
4. Analytical Frame
5. Survey Results
The V4C Programme

A transformational change programme, tackling underlying systemic and structural causes of gender inequality and exclusion of adolescent girls and women (AGW) in Nigeria.

- **Empower young women** through increasing their self esteem
- **Transform society** through making people’s attitudes to women increasingly positive
- **Effective legal framework** through securing laws and budgets that respond to women’s needs

[www.v4c-nigeria.com](http://www.v4c-nigeria.com)
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Defining Social Norms

A social norm is a pattern of behavior such that individuals prefer to conform to it on condition that they believe that

- *most people in their relevant network conform to it* [empirical expectations]
- *most people in their relevant network believe they ought to conform to it* [normative expectations]

How do we change current social expectations, create new social expectations, or both?
Process of change

More Independent Action
Adoption of Oral Rehydration Therapy
(Change in Population Attitude and Practice)

More Interdependent Action
Shift to Community Latrine Usage
(Change in Population Attitude and Practice)

EMPOWERING ADOLESCENT GIRLS AND WOMEN IN NIGERIA
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Survey Design

- 2,397 men & 2,401 women ages 16 to 25
- 4 states in Nigeria: (1). Enugu | (2). Kaduna | (3). Kano | (4). Lagos
- The survey is divided into three modules: 1) Household decision-making, 2) VAWG, and 3) Leadership.
Open Data Kit

You are at the start of V4C Baseline 16 May 2014. Swipe the screen as shown below to go backward and forward.

backward to previous prompt

forward to next prompt

Main Questionnaire > Decision-making-ought & actual

In your household, who OUGHT to have the greater say in Deciding what to do with money the HUSBAND earns

- Man
- Woman
- Both
- Depends
- Don’t know
- Single sex HH or issue not relevant to my household

Main Questionnaire > Decision-making-ought & actual

In your household, who DOES have the greater say in Deciding what to do with money the HUSBAND earns

- Man
- Woman
- Both
- Depends
- Don’t know
- Single sex HH or issue not relevant to my household

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Analytical Frame

<table>
<thead>
<tr>
<th>OLD ACTION</th>
<th>OLD ATTITUDE</th>
<th>NEW ATTITUDE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Non-contemplation (unaware and support old)</td>
<td>Non-contemplation (aware and support old)</td>
</tr>
<tr>
<td></td>
<td>Reluctant abandonment (unaware and support old)*</td>
<td>Reluctant abandonment (aware and support old)</td>
</tr>
<tr>
<td></td>
<td>CONTEMPLATION</td>
<td>CONTEMPLATION</td>
</tr>
<tr>
<td></td>
<td>Reluctant practitioner (aware and support new)</td>
<td>Willing abandonment (aware and support new)</td>
</tr>
</tbody>
</table>

*may not occur often; involves unthinking mimicry of other abandoners in network

EMPOWERING ADOLESCENT GIRLS AND WOMEN IN NIGERIA
The ‘KAP 4’ matrix

- KAP: Knowledge, Attitude, Practice
# Measuring Social Norms

<table>
<thead>
<tr>
<th>What Self Believes About:</th>
<th>Self</th>
<th>Others – 1\textsuperscript{st} Order</th>
<th>Others – 2\textsuperscript{nd} Order</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Empirical</strong></td>
<td>What I do</td>
<td>What others do</td>
<td>What others think I do</td>
</tr>
<tr>
<td><strong>Normative</strong></td>
<td>What I think I should do</td>
<td>What I think others should do</td>
<td>What others think I should do</td>
</tr>
</tbody>
</table>

**EMPOWERING ADOLESCENT GIRLS AND WOMEN IN NIGERIA**
Survey Questions

Sometimes a husband is annoyed or angered by things his wife does. Would you approve or disapprove if a husband hit or beat his wife in the following situations:

6.01 If she goes out without telling him?

6.02 If she neglects the children?

6.03 If she argues with him?

6.04 If she refuses to have sex with him?

6.05 If she doesn't cook food properly?
Survey Questions

6.06 In the last month, how often has a man in YOUR family hit or slapped a woman?

6.07 In OTHER families around here, how often does a man hit or slap a woman in a month?

6.20a How many of the following statements apply to you:
1. My favorite musician is Nigerian.
2. I have at least one close family member living abroad.
3. Neither of my parents can read.
4. I had trouble covering my expenses in the last month.
5. I hit or slapped a woman in the last month.
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### KAP Findings: VAWG

**Self-Reported: Empirical**

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>OLD</td>
<td>OLD</td>
</tr>
<tr>
<td>OLD</td>
<td>12%</td>
</tr>
<tr>
<td>NEW</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>13%</td>
</tr>
</tbody>
</table>

**EMPOWERING ADOLESCENT GIRLS AND WOMEN IN NIGERIA**
## KAP Findings: VAWG

### Others, 1st Order - Empirical

<table>
<thead>
<tr>
<th>Attitude about Others</th>
<th>Reported Practice of Others</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>OLD</td>
</tr>
<tr>
<td>OLD</td>
<td>17% 18% 6% 8%</td>
</tr>
<tr>
<td>NEW</td>
<td>43% 38% 34% 35%</td>
</tr>
</tbody>
</table>

**EMPOWERING ADOLESCENT GIRLS AND WOMEN IN NIGERIA**
KAP Findings: VAWG

**Others, 2\textsuperscript{nd} Order - Empirical**

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Others’ Expectations: Respondent’s Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>OLD</td>
</tr>
<tr>
<td></td>
<td>NEW</td>
</tr>
<tr>
<td>OLD</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>NEW</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>53%</td>
</tr>
<tr>
<td></td>
<td>55%</td>
</tr>
</tbody>
</table>
### SN Findings: VAWG

#### What MEN believe about ‘hitting’ women

<table>
<thead>
<tr>
<th></th>
<th>I…</th>
<th>I think others…</th>
<th>Others think I…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do</td>
<td>27%</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Should Do</td>
<td>25%</td>
<td>25%</td>
<td>12%</td>
</tr>
</tbody>
</table>

#### What WOMEN believe about ‘hitting’ women

<table>
<thead>
<tr>
<th></th>
<th>I…</th>
<th>I think others…</th>
<th>Others think I…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do</td>
<td>40%</td>
<td>60%</td>
<td>44%</td>
</tr>
<tr>
<td>(it happens to me)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Should Do</td>
<td>22%</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>(should happen)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**EMPOWERING ADOLESCENT GIRLS AND WOMEN IN NIGERIA**
Feedback

1. How is the framework relevant / not relevant for your work?

2. How can the framework be strengthened?
Thank you