

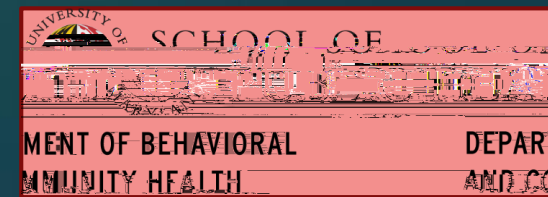
# Developing Experimental Vignettes to Identify Gender Norms Associated with Transactional Sex in Central Uganda

Presented by Kirsten Stoebenau to LINEA, October, 2020

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Published in:

64 (2019) S60-66



DEPARTMENT OF BEHAVIORAL AND COMMUNITY HEALTH

# Funders and Collaborators

We would like to thank STRIVE and the Washington, D.C. Center for AIDS Research (CFAR) Pilot Award, (AI117970).

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# Gender Inequality and Transactional Sex

We know TS → increased HIV risk for women

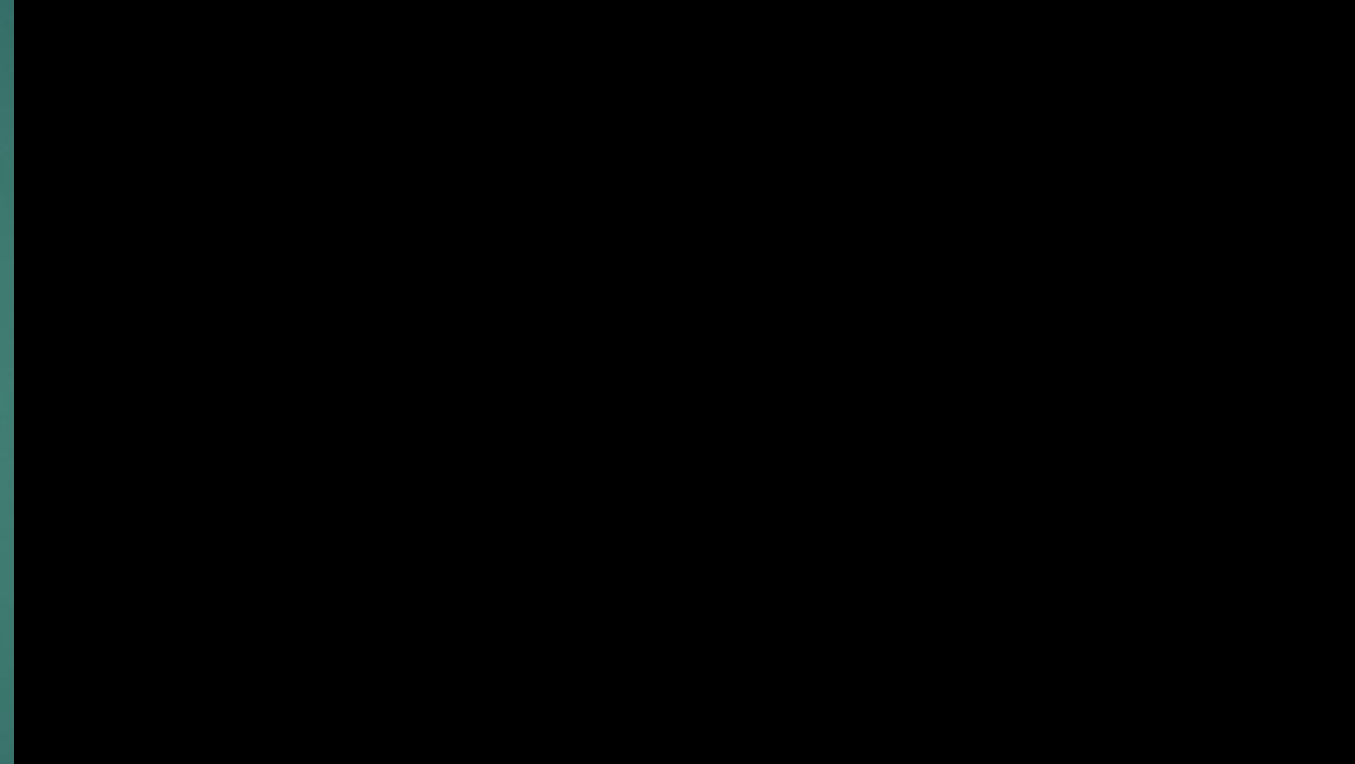
Mechanisms remain unclear

VAW/IPV (Cluver, 2013), age-disparate partnerships (Ranganathan, 2020); frequent exchanges (Kilburn, 2018); agency (Fielding-Miller)

Limited understanding of gendered social dimensions

Existing evidence at relationship level (Dunkle, 2004; Jewkes, 2012; Fielding-Miller, 2017)

Gender Norms and Individual beliefs less understood



# Pilot Study Objectives

We set out to develop measures to assess the gendered social dimensions of women's HIV risk

Measures explore whether and how fundamental gendered expectations of men's roles as providers are manifested in:

Gender Norms

Internalized gender beliefs

# Research Methods

Small Pilot Study with Adolescent Girls and Young women in Kampala and Masaka districts, Central Uganda

Study population: Young women ages 15-24

Sampled by: school status, community vs. "high-risk" venue

Stratified by district, age

Data collected in 2017-2018 over four phases with small research team

Secondary data analysis, 10 focus-group discussions, 32 cognitive interviews, pilot survey (n=108)

# Develop and test experimental vignettes to measure gender social norms\* concerning male provision in relationships

What do we mean by "experimental vignette"?

***John and Sarah have been in a relationship for some time. He has been providing Sarah with:***

- 1. a little money for her to buy clothes, and airtime.*
- 2. things important to her; he has given her a smart phone and gives her any money she says she needs.*

***Last week, he asked her to have sex for the first time. She said she was not ready. John becomes angry with her.***

Randomly stratify respondents to receive one of two manipulations of the vignette.

Assess approval/disapproval of behavior across different groups for each manipulation of the vignette

"On this scale of 1-4, how much do you (think John's friends/ community members would) approve of John's behavior?"

Phase 1

# Phases 1 and 2: Identifying Dimensions attached to expectations of Male Provision

1. Male authority in relationships (Dunkle, 2007)
  1. Legitimizes masculine identity (Morrell, 2012; Dunkle, 2007)
2. Male control of sexual decision-making (Jewkes, 2012; Zembe; 2015)
3. Women's economic dependence on men (Stoebenau, 2011)
4. Women use "erotic power" to access support from men (Groes-Green, 2012; Wamoyi, 2010; Leclerc-Madlala, 2003)
5. Evidence of Commitment/Intimacy: provision=love=sex (Poulin, 2007; Mojola, 2014; Swidler and Watkins, 2007)



Three "successful"  
vignettes:

1. Male provision and authority
2. Male provision and sexual decision-making control
3. Male provision and women having multiple partners

Two "us ce

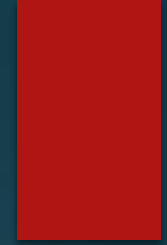
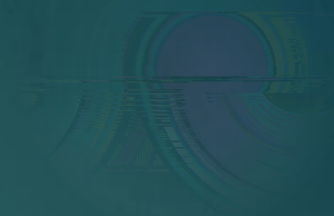
# Results

Attitude – How much do you approve?

Descriptive Norm – On a scale of 0-10, how many (men/women) would behave like \_\_\_ if zero is none, five is half, and 10 is every

every → BDCID 17/Lan000014305 0 960 540 reW\* nBT2/F3 12.84 Tf1 0 0 1 16.32 371.35 Tm0.541 0.816 0.839 rg0.541 0.816 0.8

# Results



NO

But it does influence  
respondent's own attitudes

provision = individual  
approval of male authority  
in relationships

# Discussion and Next Steps

## Intervention Implications

Male authority expectations important but not explanatory for TS risk

Male sexual decision-making power and women taking multiple partners do seem contingent on normative male provision expectations

Gender norm change interventions to disentangle male provision from male sexual control

Increased social acceptance of multiple partners for women adds urgency to above

## Vignette experiments offer potential alternative measurement approach to detecting the presence and strength of social norms

Particularly valuable when addressing topics with high social desirability bias (e.g., justifications of GBV)

Not perfect – issues of balancing realism, relatability, and measurable manipulation

**Missing: MEN!** And large enough sample to allow further manipulations

# Thank You!

Questions?: [kstoeben@umd.edu](mailto:kstoeben@umd.edu)

