

Action for Equality M&E Process document Tool: Scenario based- Gender Attitude Survey (GAS)

What does the Gender Attitude Survey measure?

In order to measure AFE's key performance indicators on participants' attitudes towards gender norms and gender violence, participants are asked to complete a 'Scenario-based Gender Attitude Survey', which consists of 10 scenarios. Each of the scenarios focuses on gender norms, including acceptance/justification of violence against women and girls, manhood and masculinity and gender roles.

The scenarios were modified out of statements from the Gender Equitable Men (GEM) Scale, created by Promundo in 2007 (Pulerwitz & Barker, 2007). The GEM Scale is widely used to measure changes in the equitability of gender attitudes as a result of interventions working with men and boys. It usually asks participants to rate how much they agree with a number of statement on a five-point likert scale (from Agree to Disagree). Previous attempts to measure participants' gender attitudes by ECF using a **scale** adapted by ICRW for use with adolescent boys in India¹ were unsuccessful due to a high degree of social desirability in responses given by AfE participants.

In an attempt to overcome the bias of social desirability in any tool used to measure gender attitude, it was decided that the gender attitude survey at ECF would be created using character-based scenarios instead of statements. Once developed, the gender attitude survey was piloted in 3 versions using open ended responses, closed ended responses and context based closed responses. Based on the analysis of the three versions, consultation with mentors, observations of training sessions and outcome assessment survey with mothers, it was found that open ended responses were most reflective of participants actual understanding of gender norms and attitudes towards gender violence and discrimination.

What are the indicator/s for GAS ?

% of participants that demonstrate strong support towards gender equitable norms

- % of participant that show zero tolerance towards violence against women and girls
- % of participants that do not subscribe to conservative notion of Masculinity
- % of participants that challenge existing gender roles and responsibilities

When is the GAS conducted?

GAS is conducted for 4 times in the course of the AFE programme

- In the beginning of the Foundation Programme during Training Event three
- At the end of the Foundation Programme during the attitude survey week
- At the end of the Action Programme during the attitude survey week
- At the end of the Leadership Program during the attitude survey week

Links to the tool

- [Gender Attitude Survey tool](#)
- [ECF RDE AFE GAS statements](#)

How is the survey conducted?

Materials required

- 1 copy of Scenario-based Attitude Survey per participant
- 1 copy of Scenario-based Attitude Survey per mentor
- 1 pen / pencil per participant

¹



Duration of the survey

The survey should take 45 minutes

Before conducting the survey

Inform participants about purpose of the survey

Participants must be properly briefed and informed about the purpose of the survey. Give participants the following information:

- The purpose of the survey is to understand participants' thoughts and opinions about gender issues
- The survey will use fictional scenarios to explore situations of gender violence and discrimination
- This survey is *not* a test but a will help ECF understand how effective the AfE programme is. All opinions are valid. there are no correct or incorrect answers.

Briefing participants

The following must be emphasised to participants prior to conducting the survey:

- Scenarios are completely imaginary. All of the characters in the questionnaire are fictional and are not intended to represent anyone from their own community or from real life, even if names and situations may appear familiar.
- The Survey is confidential. Answers will be completely anonymous and used for the sake of understanding the impact of the AfE programme. Individual answers will not be communicated to parents or other community members.
- The survey asks for each participant's own, individual opinion; so they are to think for themselves and give their own answers. Participants are asked to put themselves in the characters' place and to respond honestly.
- Mentors will not give any additional explanation about the scenarios.

Survey Rules

- The Survey should last 45 minutes.
- Participants must have enough space that they can complete the survey in privacy
- Participants must not discuss their answers during the survey. Any discussion on the issues raised in the survey should take place after the survey has been completed.
- Mentors must not give additional information to that already in each scenario.

During the survey

- During the Survey, the mentor will:
- Ensure participants have enough space that they can complete the survey in privacy
- Ensure participants do not discuss the survey questions before completing the form. Make time for discussion after the survey has been completed if you feel there is a demand for this.
- Ensure survey is completed within 45 minutes; inform participants of time remaining to them to complete the survey. For example, 10 minutes, 5 minutes).

Conducting the survey with participants with low literacy skills:

- The facilitator will read the scenarios out loud to participants who require extra support
- Scenarios should be ready with a neutral tone of voice: remaining even and without any movements that would suggest an answer
- Each scenario should be read twice
- Sufficient time should be given by mentors to participants to think about and verbally discuss their answer
- The facilitator should not discuss, give additional information or attempt to clarify verbal responses



After the survey

Mentors should collect the surveys from each participant and put them in an envelope with the name of the community, the stage of AfE programme and the number of surveys contained in the envelope.

What is the process of scoring?

Step 1: Coding

Each response of the participants coded as

0 = Gender inequitable

1 = Less gender equitable

2 = Moderately gender equitable

3 = Gender equitable

Not Applicable (N/A)

Surveys that have 4 or more blank or irrelevant responses are excluded from the analysis.

Guidelines for coding the responses in the Gender Attitude Survey

Not Applicable (NA)	0 - Gender Inequitable	1 - Less equitable	2 - Moderately equitable	3 - Gender Equitable
Response is not readable	Accepts violence and discrimination against women and girls.	Explanation is not related to gender equality/ violence and discrimination	Explanation is related to equality (Example: Both should do housework, both should work) and prevention of violence and discrimination but not complete or coherent	Explanation provides a comprehensive understanding of gender equality or violence and discrimination related to the scenario
Question is not answered/ left blank	Excuses violence and discrimination against women and girls	Explanation does not acknowledge the social/gender norm in the scenario	Through the explanation the participant acknowledges that a social norm exists but does not challenge the social/gender norms (Example: Boys can look after the child, boys should be given household work)	Explanation challenges the social or gender norm in the scenario (Example: Boys will not become girls if they play with dolls, men should help in looking after children , equal responsibility in household chores)
Response is not coherent	Justifies violence and discrimination against women and girls	Explanation proposes a general solution or action (Example: They should get a divorce, he should explain to his father, he should explain to his friends, inform the police)	Explanation uses the rights language (Example: right to life) but it is not related to the scenario	Explanation uses human rights language (Example: right to education, right to work, right to wear what one wants) related to the scenario
Respondent's position is not understandable	Agrees with gender inequitable position,	Explanation proposes a general	The participant provides an action oriented explanation	Participant provides an action oriented



	explanation is inequitable	reaction or response talks about giving permission (For example: They should let her go for the picnic, he should explain to his friends, she should ask/give him/her permission to work	for stopping violence but does not answer the 'why' for stopping violence	explanation to stop violence and and explains the 'why' for that action (Example of why: because it is wrong to hit women / wrong to tease girls)
Response has been copied from another questionnaire or copied from the question		Disagrees with gender inequitable position, gives no explanation.		

Step 2: Scoring

Once the responses are coded the codes of all the responses are then summed to give each participant a gender equitability score. The total score ranges from 0 to 30.

These score are divided into quartiles:

- 0-7 = gender inequitable
- 8-15 = less gender equitable
- 16-23 = moderately gender equitable
- 24-30 = gender equitable

Programme Target

The target is to collect the pre and post tests of all graduates of the three programmes so that their shift in attitude can be tracked throughout the Action for Equality programme.

