Exploring attitudes, social norms and intimate partner violence in Bolivia

Taveeshi Prasad Gupta, PhD (Equimundo)
SVRI Forum 2022
“People act on their perceptions of their world in addition to acting within a real world”

Perkins & Welcher, 1996
Background

- Interest in the role social norms play in violence-related behaviors.
- **Social Norms**: rules that govern acceptable behavior, held in place by social expectations, rewards and sanctions. Two types of norms:
  a) normative expectations – *what others expect one to do*
  b) empirical norms - *what others do*

International Men and Gender Equality Survey (IMAGES) Bolivia adapted norms questions to learn about normative influence on violence-related behaviors.

Please visit [www.menandgendersurvey.org](http://www.menandgendersurvey.org) to learn more about IMAGES
Research Questions

1. Do individual attitudes and social norms differ?

2. How do attitudes and social norms relate to violence outcomes?

3. How do attitudes and norms operate jointly to influence violence-related behavior?

4. What are the implications for programming and research?
Methods – IMAGES Bolivia

- **Design**: Household survey of men's and women's attitudes and behaviors on a variety of gender-related topics (i.e. gender attitudes, household dynamics, IPV, VAC, SRHR, etc.).
- **Fieldwork**: Survey administered by trained sex-matched interviewers in April/May 2019 (pre-pandemic) using electronic tablets.
- **Sample**: N = 1,775 (888♂ + 887♀) each; all regions using PPS sampling (representative)

For violence against women and children, asked three types of statements:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attitude</strong></td>
<td>I think there are times when a woman deserves to be beaten.</td>
</tr>
<tr>
<td><strong>Normative Expectation</strong></td>
<td>Most people in my community approve of men who beat their partners or wives.</td>
</tr>
<tr>
<td><strong>Empirical Norm</strong></td>
<td>Most men in my community beat their partners or wives.</td>
</tr>
</tbody>
</table>
Analysis

(1) Compare rates of agreement of the three different statements.

(2) Explore associations between attitudes, social norms (two types) and men’s perpetration of physical IPV.

(3) Run subgroup analysis to explore different versions of alignment between attitudes and norms, and its distinct association to men’s IPV perpetration.
1. Do individual attitudes and social norms differ?

Percent of men and women who agree or strongly agree with the following statements. Weighted data.

- I believe there are times or reasons a woman deserves to be beaten
  - Men: 6.7%
  - Women: 3.3%

- Most people in my community tolerate or approve of men who beat their partners or wives
  - Men: 24.9%
  - Women: 26.1%

- Most men in my community beat their partners or wives
  - Men: 42.7%
  - Women: 49.5%

Source: IMAGES Bolivia 2019
### 2. How do attitudes and social norms relate to IPV?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percent of men who ever perpetrated physical IPV</th>
<th>OR</th>
<th>Significant difference (p&lt;0.05)?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Agree or strongly agree</td>
<td>Disagree or strongly disagree</td>
<td></td>
</tr>
<tr>
<td>I think there are times when a woman deserves to be beaten</td>
<td>29.9%</td>
<td>21.7%</td>
<td>2.07, SE=.61</td>
</tr>
<tr>
<td>Most people in my community approve of men who beat their partners or wives</td>
<td>31.3%</td>
<td>15.3%</td>
<td>2.09, SE=.008</td>
</tr>
<tr>
<td>Most men in my community beat their partners or wives</td>
<td>33.8%</td>
<td>18.6%</td>
<td>2.587, SE=0.009</td>
</tr>
</tbody>
</table>
3. How do attitudes and norms operate jointly?

- Odds of physical IPV 190% higher (OR=2.9, p=0.009)
- Odds of physical IPV 170% higher (OR=2.7, p=0.008)
- Lifetime use of physical IPV 3X (OR=3.15, p<0.001)
KEY FINDINGS - recap

Chasm between personal attitudes and social norms

Empirical norms strongest correlate of lifetime use of IPV

Odds of violence are greater when attitudes and norms align
4. What are the implications for programs and research?

- Valuable to ask about both norms and attitudes
  - Can identify nuances in patterns of support for different attitudes and norms
  - Gauge entry-points for normative change interventions

- Alignment between attitudes and norms associated with strengthened relationships to outcome
  - Programmatic focus on targeting both attitudes and normative environment to create space for change
About Equimundo (formerly Promundo-US)

Equimundo works to achieve gender equality and social justice by transforming intergenerational patterns of harm and promoting patterns of care, empathy and accountability among boys and men throughout their lives.

Please visit www.equimundo.org for more information.
International Men and Gender Equality Survey

*IMAGES-inspired studies include the Partners for Prevention (P4P) UN multi-country study on men and violence in Asia and the Pacific.

Note: This map highlights countries where IMAGES studies have been conducted. Many studies were locally or regionally representative rather than nationally representative.
Thank you.