

# Measuring and intervening to change gender social norms in MNA

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# Social norms in the MNA

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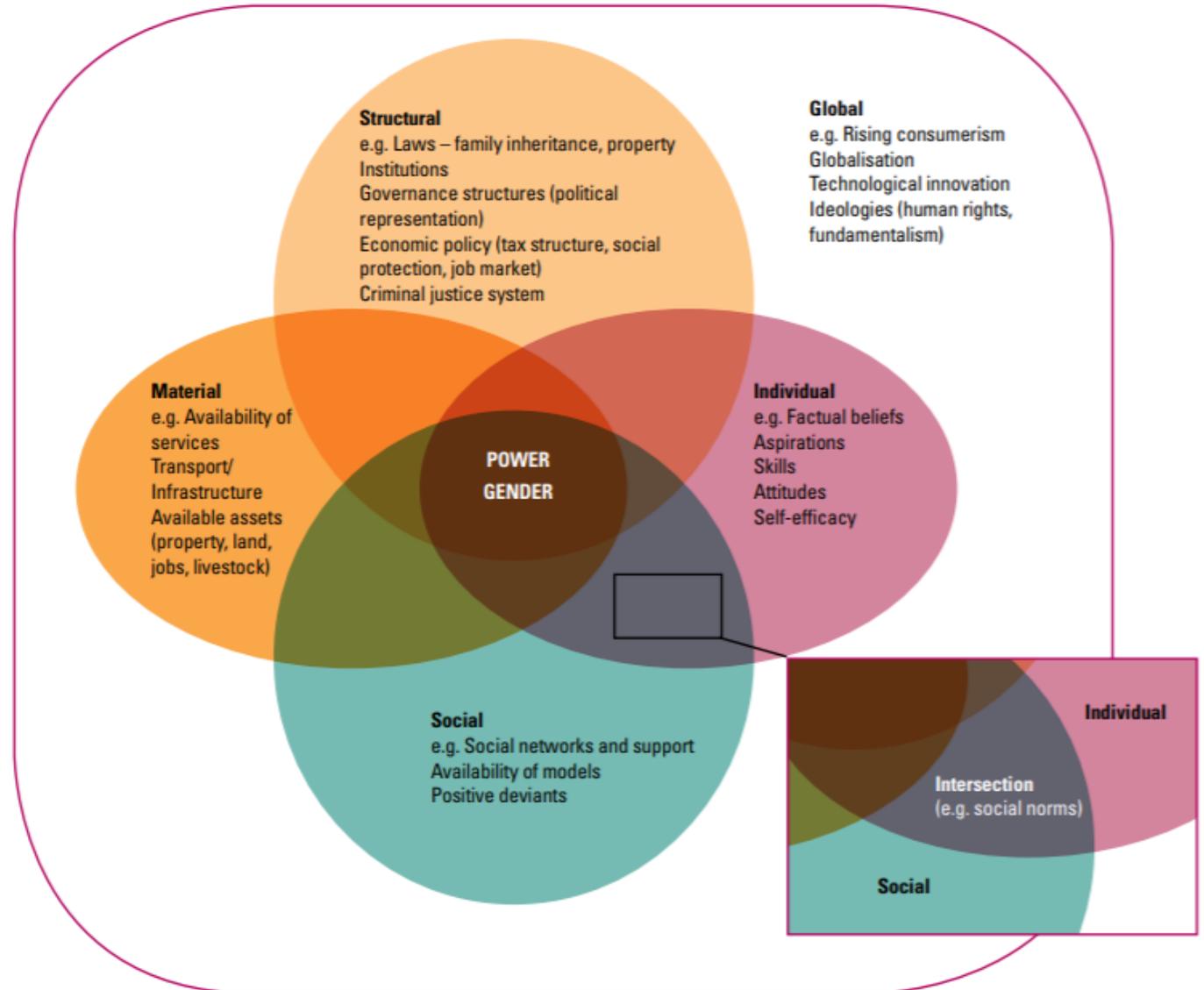
- The MNA region lags behind all other regions on female labor force participation (FLFP)
- Fewer than 1 in 4 women work in Lebanon and less than 15% of women are economically active in Jordan and Iraq (Lugo, Muller, & Wai-Poi, 2020).
- Jordan has the lowest female labor force participation (FLFP) in the world for a country not at war (Gauri, Rahman, & Sen, 2019).
- Adherence to unequal norms can generate unequal outcomes



# It is important to determine whether a practice is held in place by norms because...

Social norms can act as a **brake** on social change because they may inhibit changes in behavior even when an individual changes their personal attitudes.

Social norms might act as **accelerators**, facilitating a change in the behavior of those individuals whose personal attitudes have not yet changed.



# Measuring social norms in the MNA

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Jordan (2018)

Women's labor force participation

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- Social norms across 4 dimensions:
  1. Women working at home/ outside
  2. Work/ marriage, children, and childcare
  3. Publicness and mixing in work environment
  4. Family status: traditions, financial need

Kurdistan Region of Iraq (2019)

Women's labor force participation

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- Social norms across 4 dimensions:
  1. Whether women should work
  2. Working in the private sector
  3. Gender roles/ work & household responsibilities
  4. Publicness and mixing of genders in the work environment

Tunisia, Morocco, Jordan  
(2020)

Men's Household Behaviors and COVID consequences

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- Survey categories
  1. Social norms around men's household behaviors
  2. Time allocation
  3. Demographics (Marital status, working status/ spouse, support of spouse working)
  4. COVID-related consequences (time on activities, employment, community)

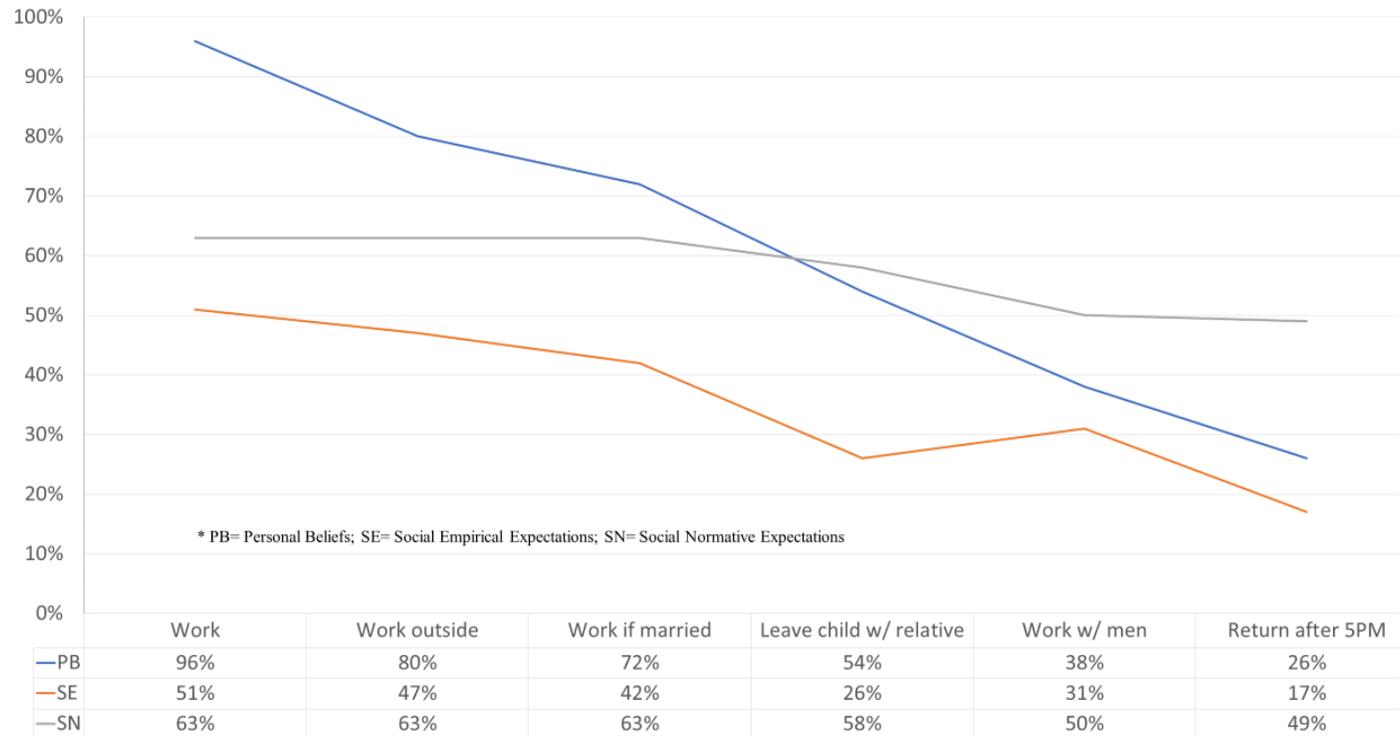
Iraq (2021)

Women's labor force participation (*Forthcoming*)

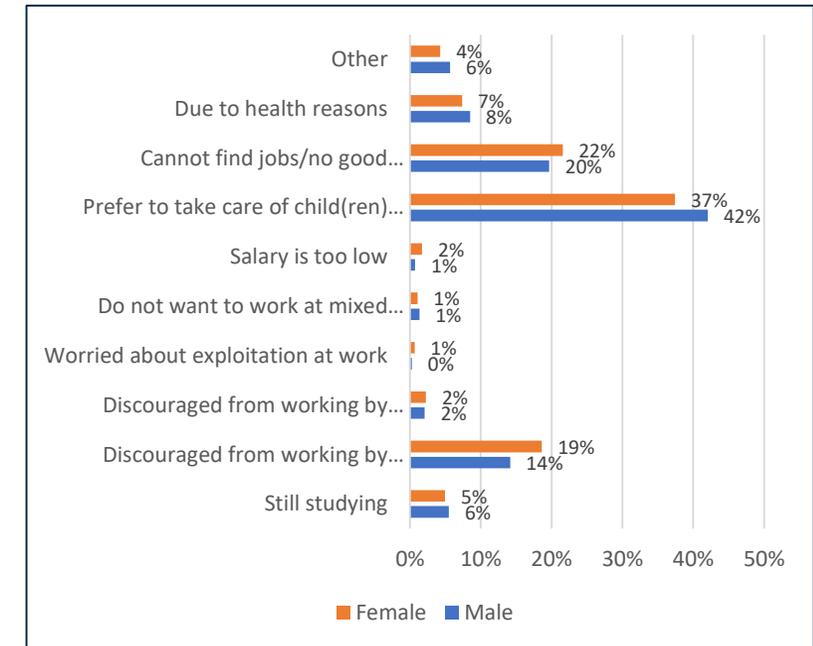
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# Why Do Women Not Work?

## Is it okay for a woman to work? (Jordan)

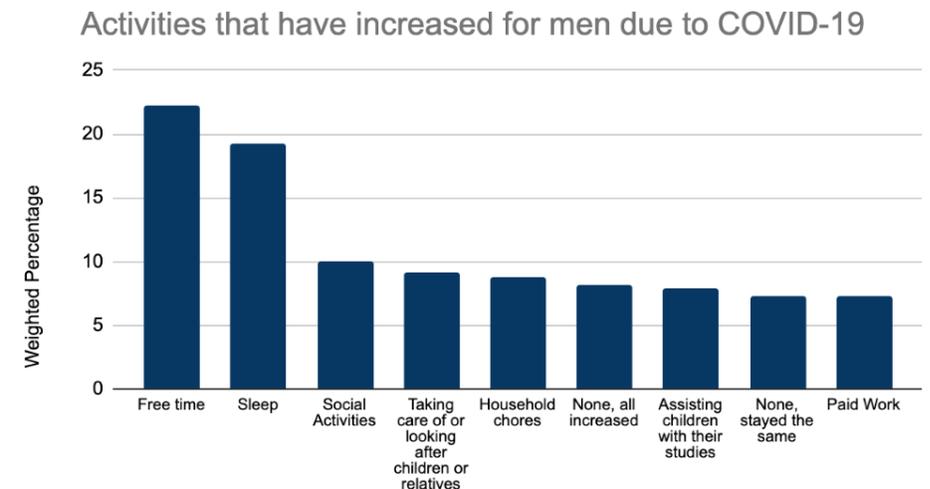
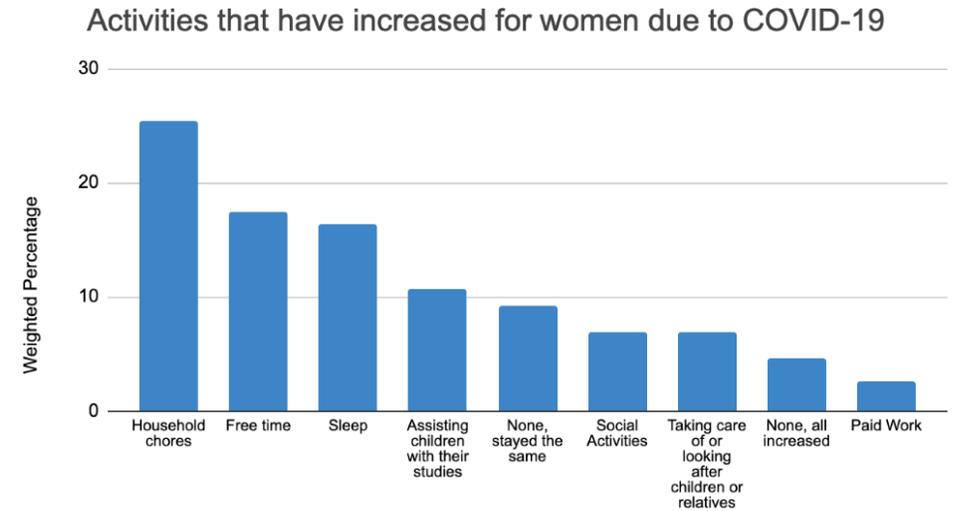
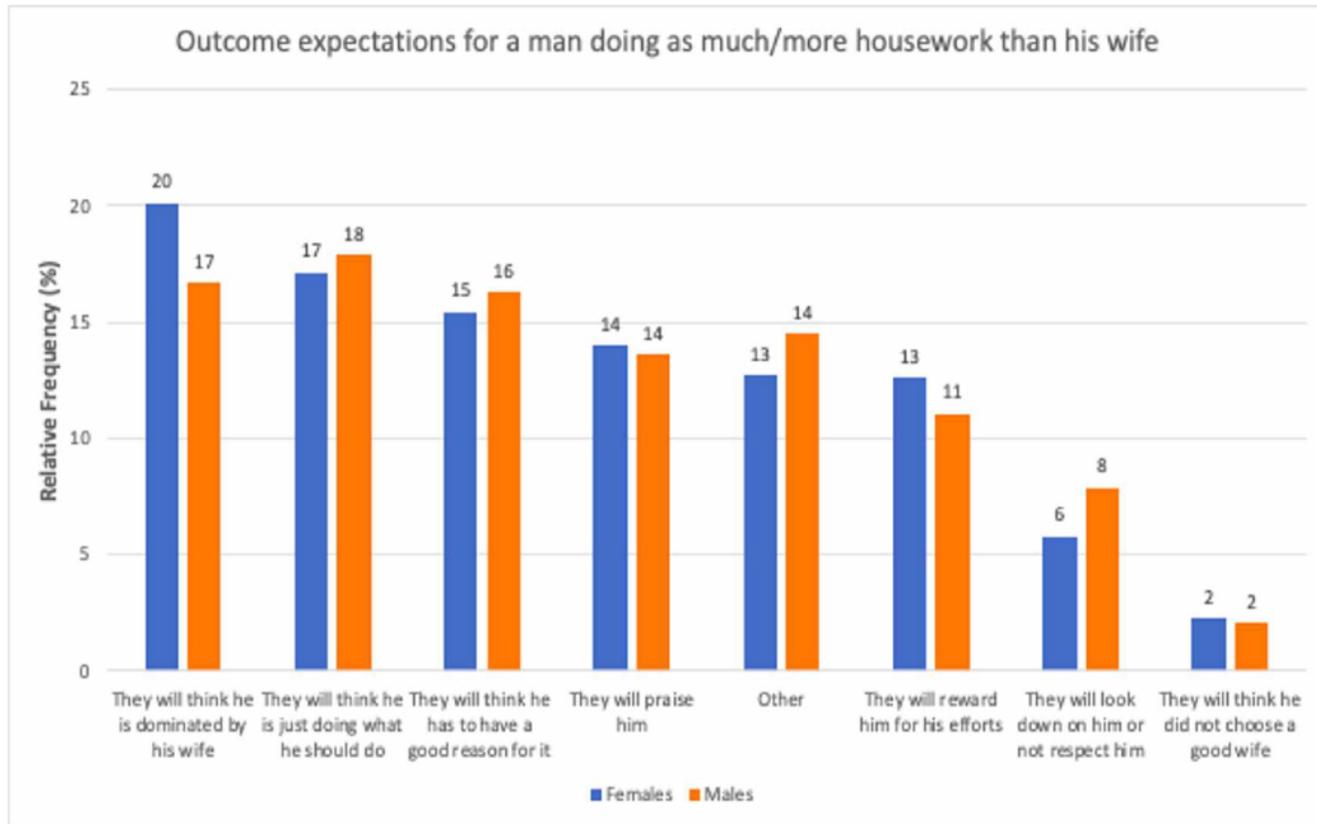


## Why Do Women Not Work?



# Who does what in the household?

- ✓ Household labor behaviors do not appear to be driven by social norms - they have become automatic
- ✓ Men in Jordan hold somewhat positive associations with participating in household chores



# Leveraging evidence for communication campaigns

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- Working with the **Mashreq Gender Facility (MGF)**, informing the design of communication campaigns and outreach activities across the three countries of Jordan, Iraq, and Lebanon.
- How can we promote a more permanent behavioral change?
- Shocks like COVID can present an opportunity to change norms or to instill new ones.
- A systematic mapping of behavioral campaigns implemented shows little impact evaluation to build on campaign effects of what works and what does not.



# Key takeaways

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## What we would have normally done:

- Ask men to do more housework
- Convince about the importance of women working
- Inform public of existing negative behaviors
- Measure reach

## Given the evidence **what we will be doing:**

- Build a value that is sustainable
- Give men an active role they respond to
- Inform public of existing positive behaviors
- Measure impact