

Behavioral Themes

Relative Rank / Personalized Norms

Sector

Gender-based violence, edutainment

Project Type

Lab experiment

Sample Size

640 participants



Using social nudges to enhance the effectiveness of anti-GBV advocacy material

Photo credit: Joshua Hanson





Photo credit: Annie Spratt

How prevalent is GBV in Zambia?

More than a third of all women and girls in Zambia have experienced physical violence in their lives, and 17% of women have experienced sexual violence. The country faces some of the highest rates of reported gender-based violence in the world.

Social Behavior Change Communication, especially in the form of television and edutainment, is a powerful tool that has shown promising results to shift negative attitudes and social norms that fuel gender-based violence.¹ Busara was contracted by Oxford Policy Management (OPM) to implement a survey and a video experiment to collect quantitative data on the prevalence of Gender Based Violence (GBV) behaviors, as well as evaluate short advocacy videos that are showcased during traditional ceremonies and community meetings in Zambia.

This experiment sought to answer the following questions:

- 1) What is the impact of watching an edutainment video show as opposed to a popular Zambian TV show, in changing norms, attitudes and behaviors related to GBV?
- 2) What is the impact of showing this video in an individual frame of mind (i.e. watching the video alone) vs. in a social frame of mind (i.e. aware that other people watched the video as well)?
- 3) What are the implications for future GBV advocacy efforts?

¹ Abhijit Banerjee & Eliana La Ferrara & Victor Orozco, 2019. "Entertainment, Education, and Attitudes Toward Domestic Violence," AEA Papers and Proceedings, American Economic Association, vol. 109, pages 133-137, May.

Research Design

640 respondents in urban and rural Zambia were randomly assigned to 2 groups :



Group 1 (control):
watched a 20 mn control video, a selected Zambian show in Nyanja.



Group 2 (treatment):
watched a 20mn anti-GBV mobile show video, a video that was used during ZCCP communication campaign.

Those groups were further randomized into 2 sub-groups:



“Social nudge” condition:
participants were told before seeing the video: “This video has been shown to many people in your community.”



“Neutral” condition:
this group did not have any social nudge before seeing the video.

A questionnaire sought to measure answers for the following outcomes:



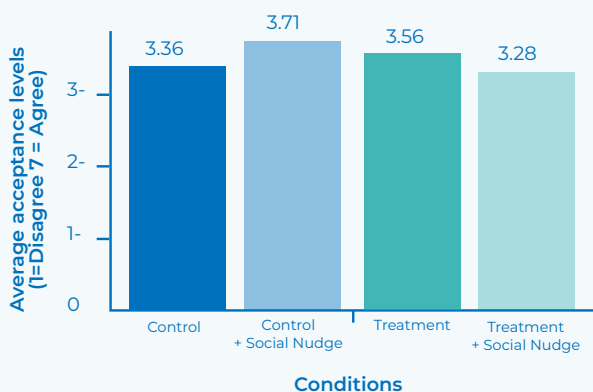
- Attitude towards and perception of acceptability of GBV
- Perception of social norms around GBV
- Willingness to report GBV incidents
- Willingness to register to a GBV newsletter
- Willingness to donate to a GBV cause

Results



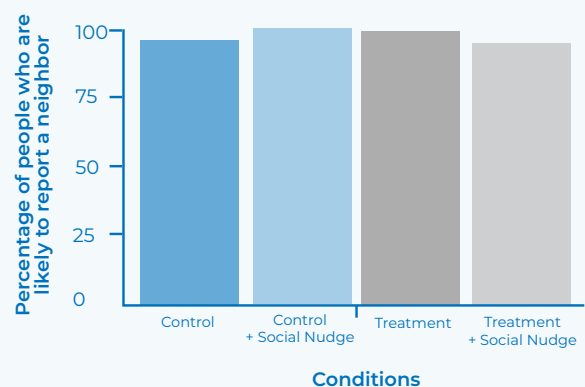
Participants who watched the edutainment video with a social nudge were **less likely** to find GBV acceptable in their community (significant at 1%). On the contrary, participants who watched the traditional Zambian show with the social nudge were **more likely** to find GBV acceptable in their community (significant at 5%) as compared to watching both videos without a social nudge.

Average norm acceptance by treatment groups (perception of community norms)



Watching the edutainment video along with the social nudge also generated counter-intuitive effects: that participants would be less likely to report a case of GBV against their neighbor (significant at 1%), possibly because of shared responsibility and the bystander effect.

Willingness to report a GBV incident against a neighbor





Discussion



Power of social framing

The advocacy video, when deliberately framed in a social/community mindset, can change perceived social norms but not individual attitudes. Our study and others indicate that shifting a social norm (or a perception of a social norm) can come before the shift in individual attitudes.

Social framing can also lead to more inaction due to the bystander effect. In the case where a member of the community is involved in an incident case of GBV and there is a discussion around the incident, participants are less likely to report it than if no one else is watching.



Women did not hold negative attitudes towards GBV

We expected women to be less accepting of physical GBV and have more positive attitudes towards reporting GBV and decision-making in a relationship than men. However, we find that men and women had, roughly, similar responses.