

# Generational Shifts in Restrictive Gender Norms

Comparisons Across 7 Countries in 3 Continents

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WAPOR 2023

# Gender Norms

**are deeply seated beliefs  
often taken for granted  
sustain power imbalances  
cause systemic inequalities  
perpetuate wealth gaps  
perpetuate health gaps**

# Gender Norms

**are not static**  
**can shift over generations**  
**evolve with education**  
**& exposure**

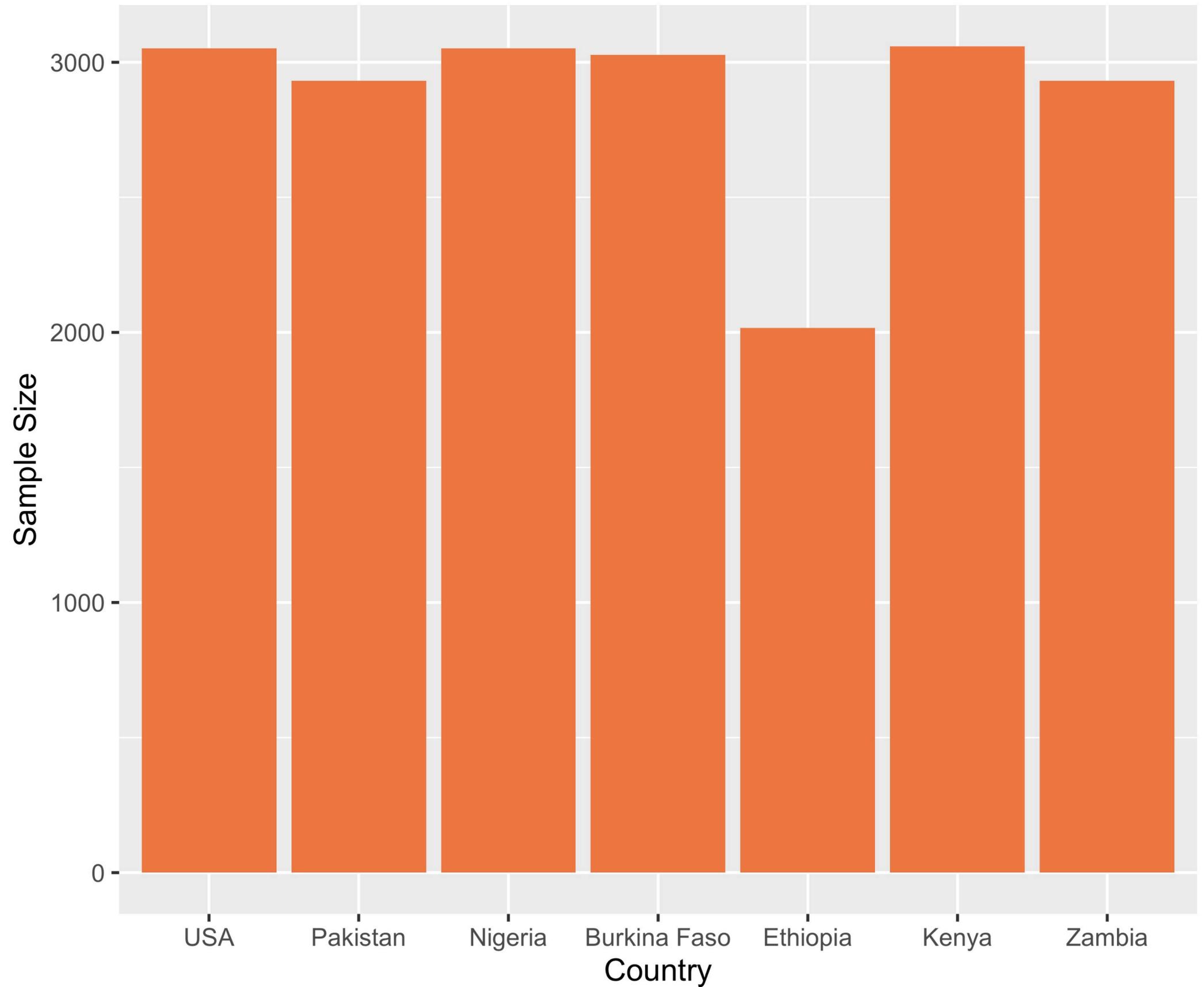
# Gender Norms measured in 2022 survey

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- *A woman is not fully a woman until she becomes a mother*
- *Even if a woman makes more money than her partner, he still decides how to spend the money*
- *A woman should have sex with her partner even when she does not want to*
- *I would feel too shy or embarrassed to get contraceptives at a clinic / health center*

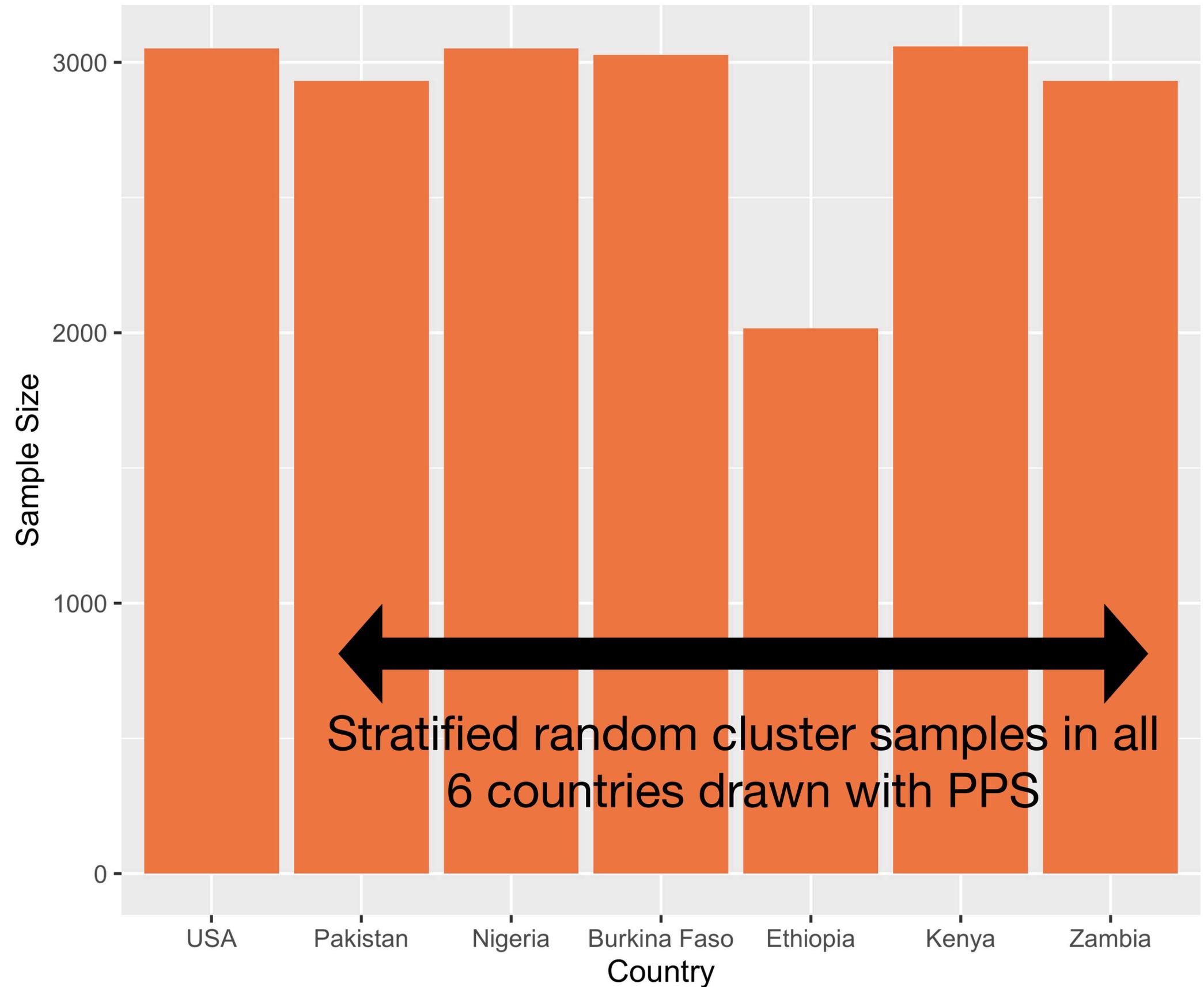
# Sample Size

n~3,000 per country



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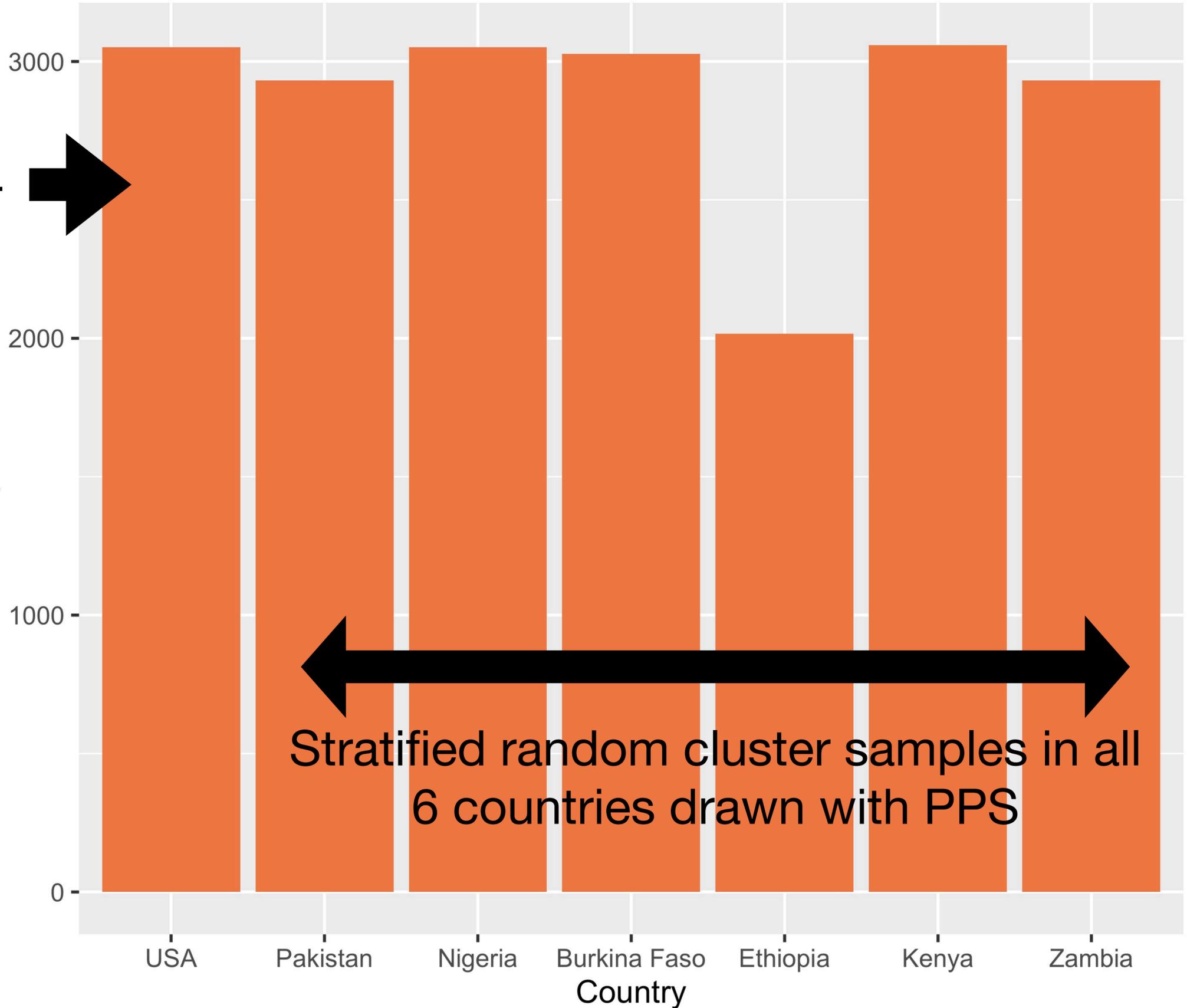
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Calibrated hybrid blend of probability-based and non-probability web panels



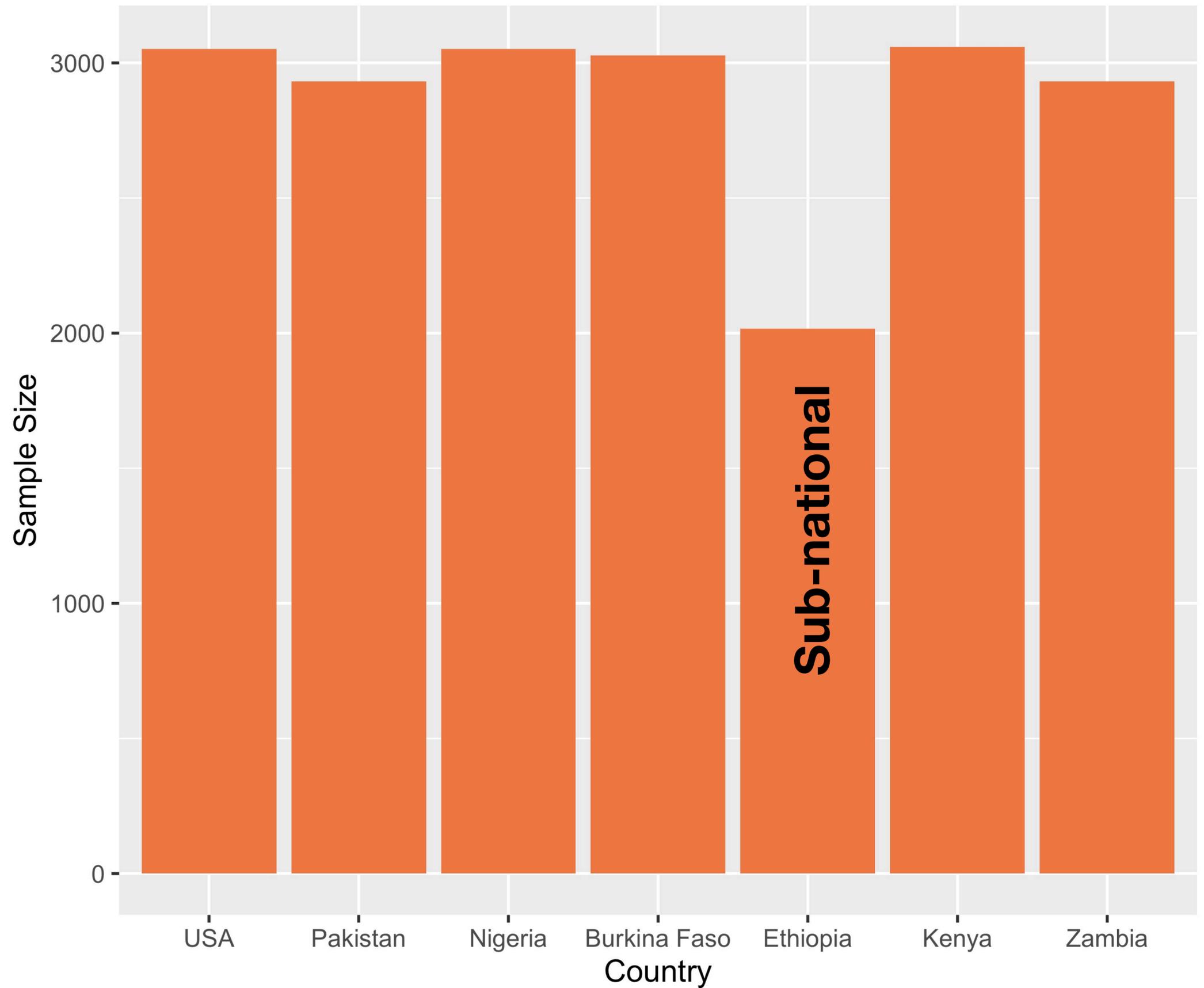
Sample Size



Stratified random cluster samples in all 6 countries drawn with PPS

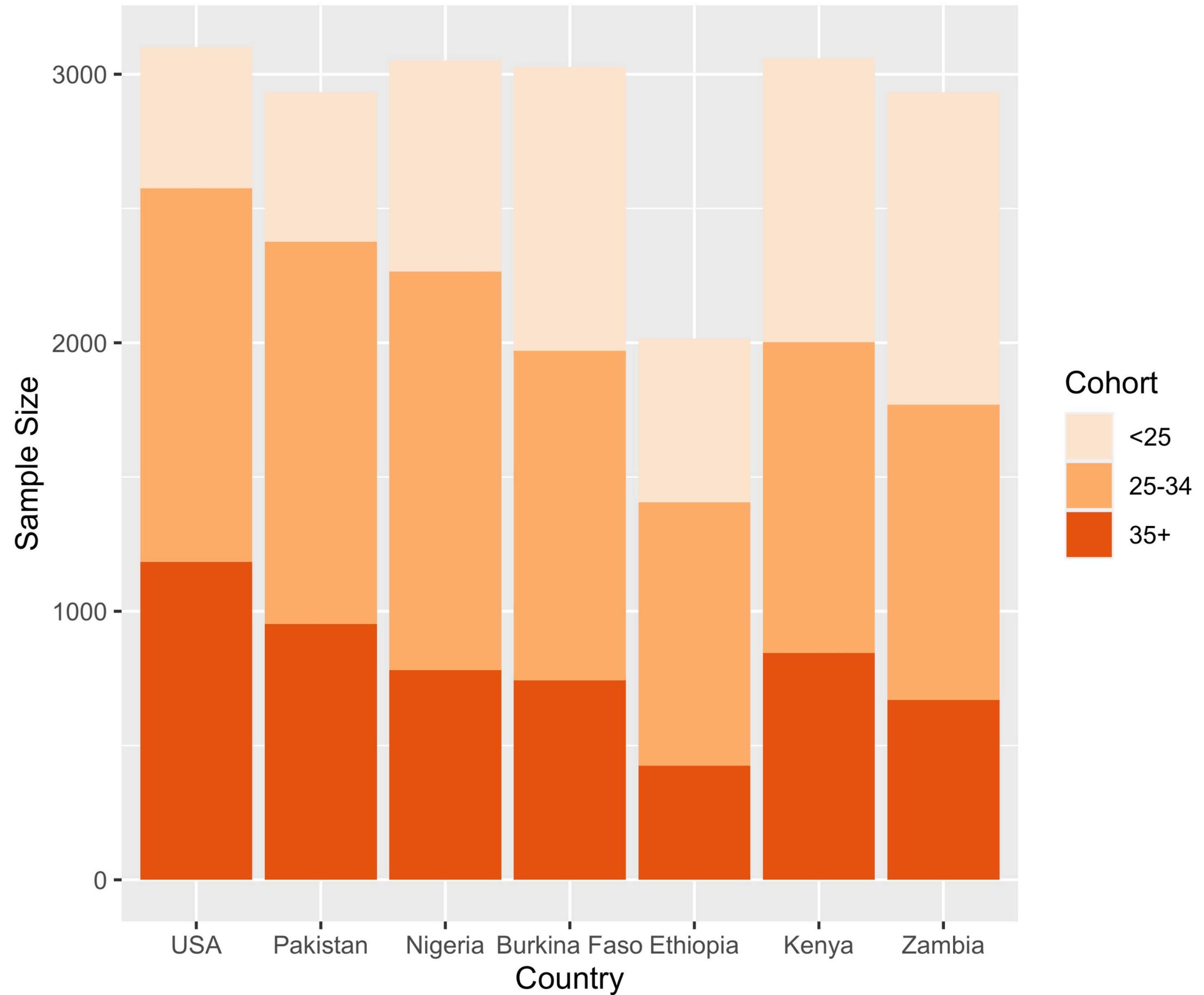
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# Cohort Size

425-1,485 n/cohort



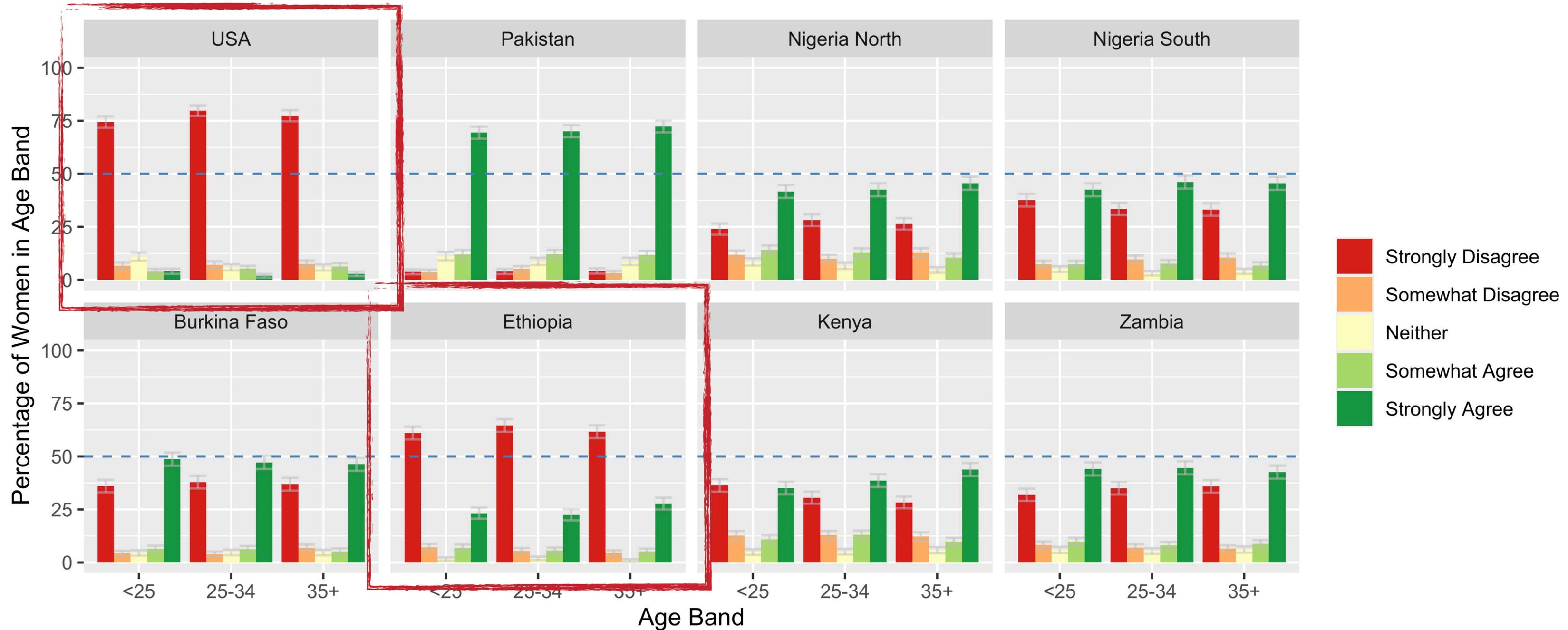
	USA	Pakistan	Nigeria	Burkina Faso	Ethiopia	Kenya	Zambia
<b>Total Population</b>	340M	240M	224M	23M	127M - 65M -	55M	21M
<b>Median Age</b>	38	21	17	17	19	20	17
<b>Fertility Rate</b>	1.7%	3.3%	5.1%	4.6%	4.0%	3.2%	4.2%
<b>GDP per capita</b>	75,269	1,597	2,184	833	1,028	2,099	1,488
<b>Adult Literacy Rate</b>	99%	56%	60%	41%	49% - ~80% -	78%	85%
<b>Youth Literacy Rate</b>	99.9%	73%	75%	65%	73% - ~90% -	89%	93%
<b>% Muslim</b>	1%	96%	50%	59%	34%	7%	0.5%

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# Country Comparisons on Norm Endorsement

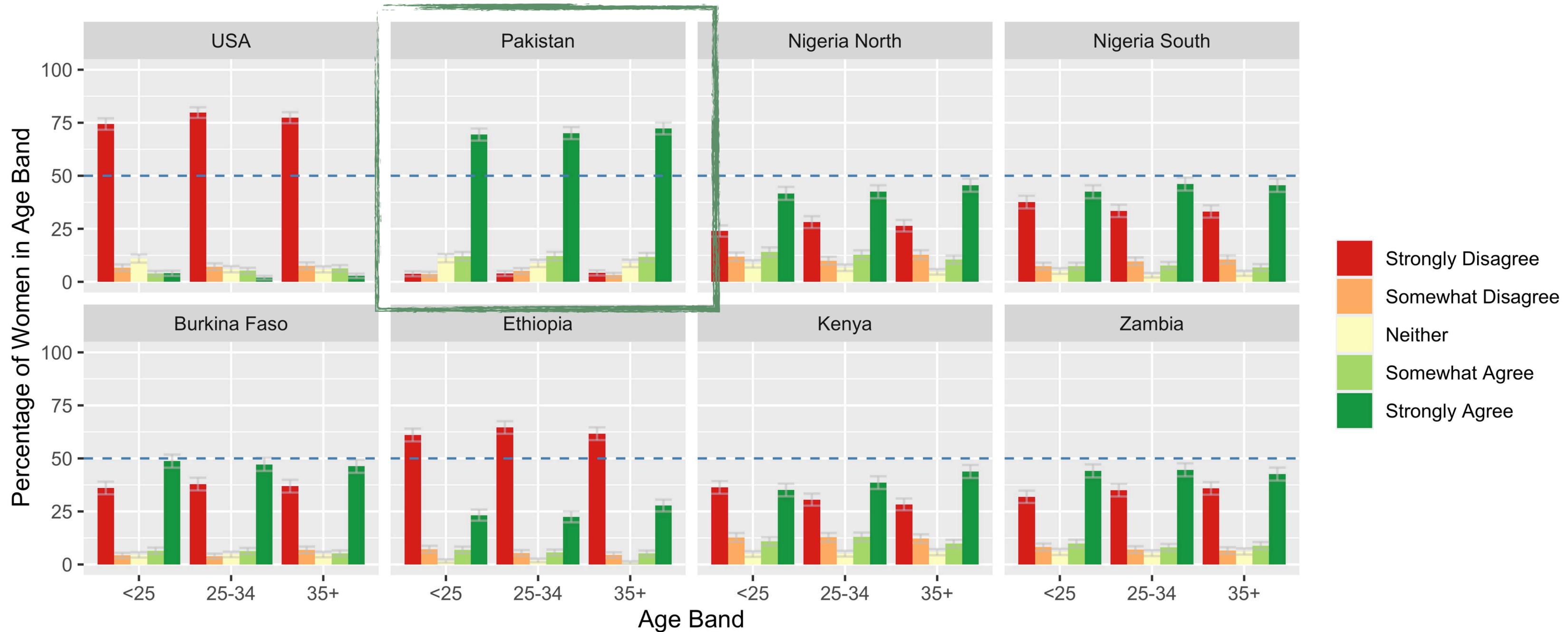
# Endorsement/Rejection of Restrictive Gender Norm

***“A woman is not fully a woman until she becomes a mother”***



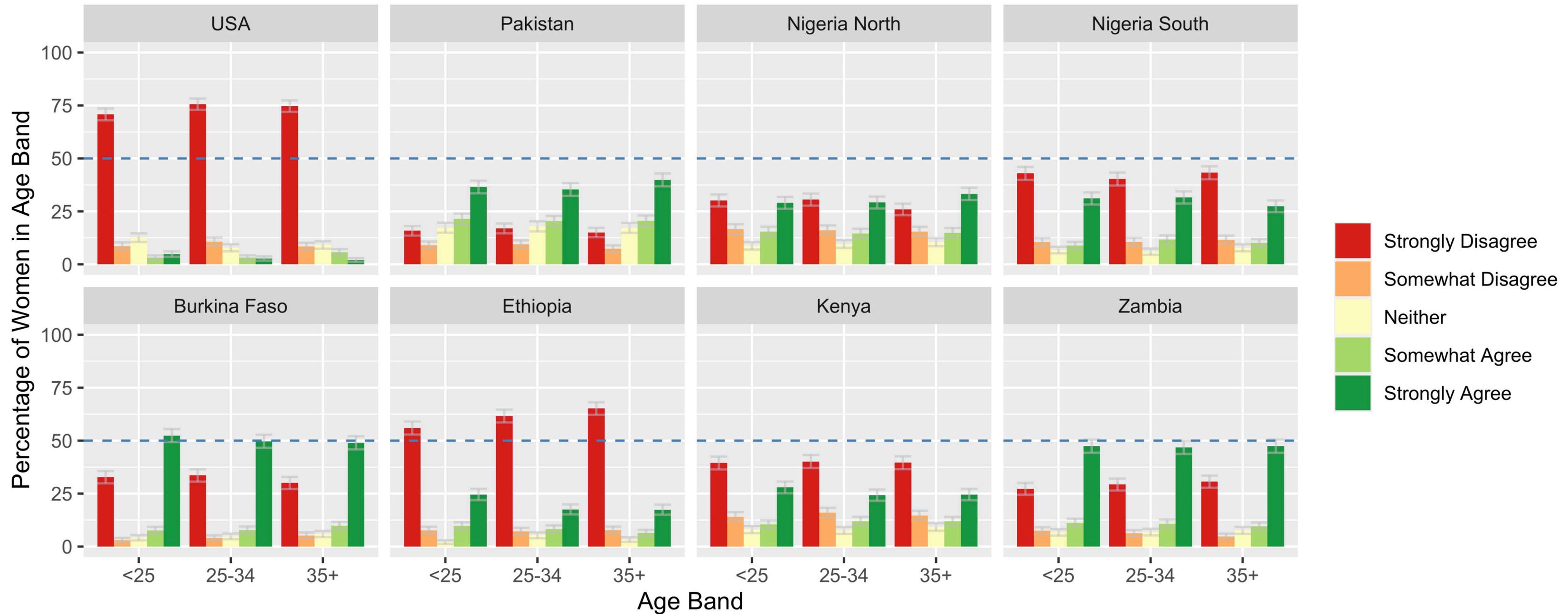
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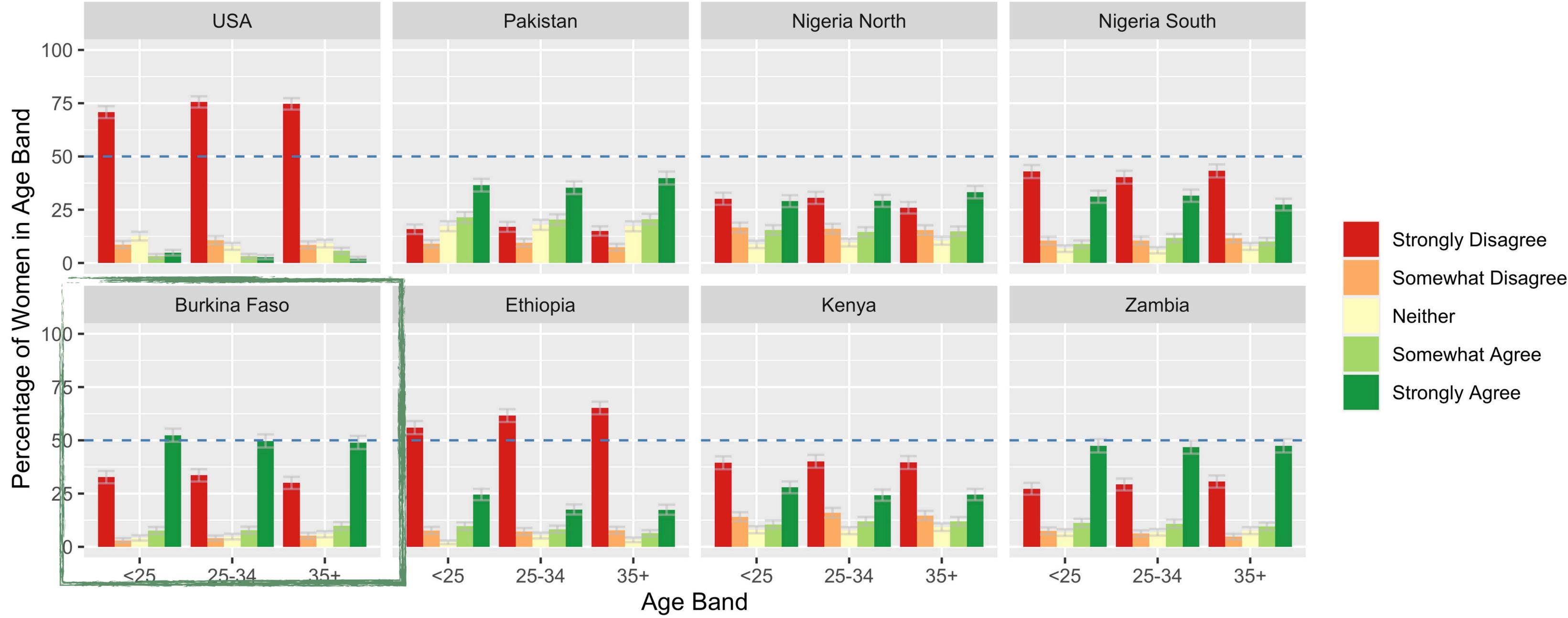
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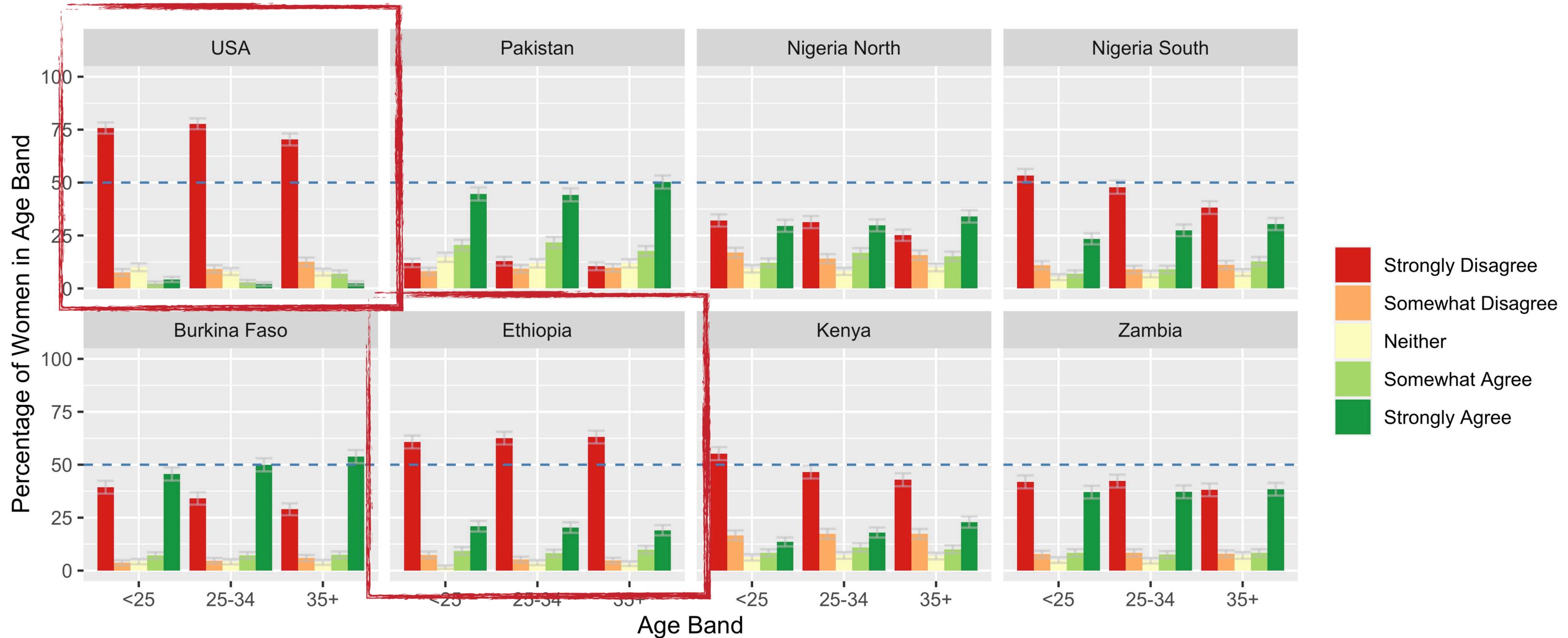
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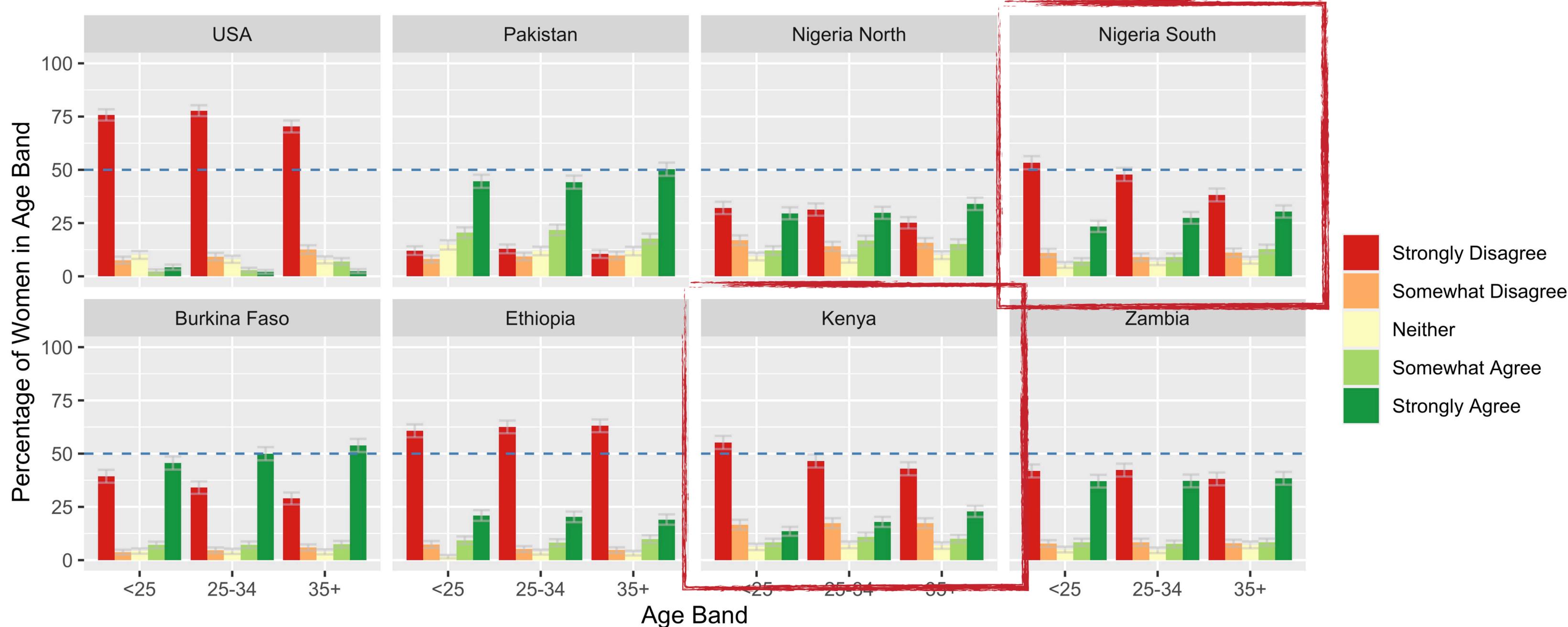
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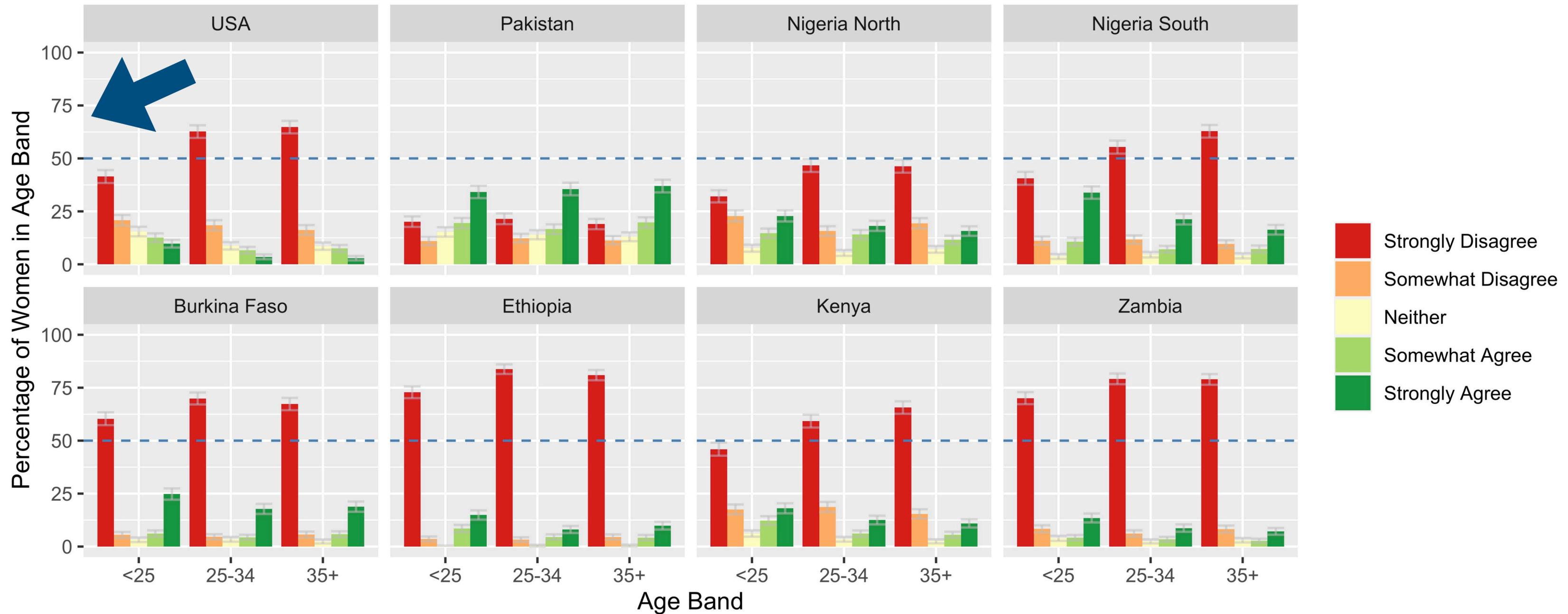
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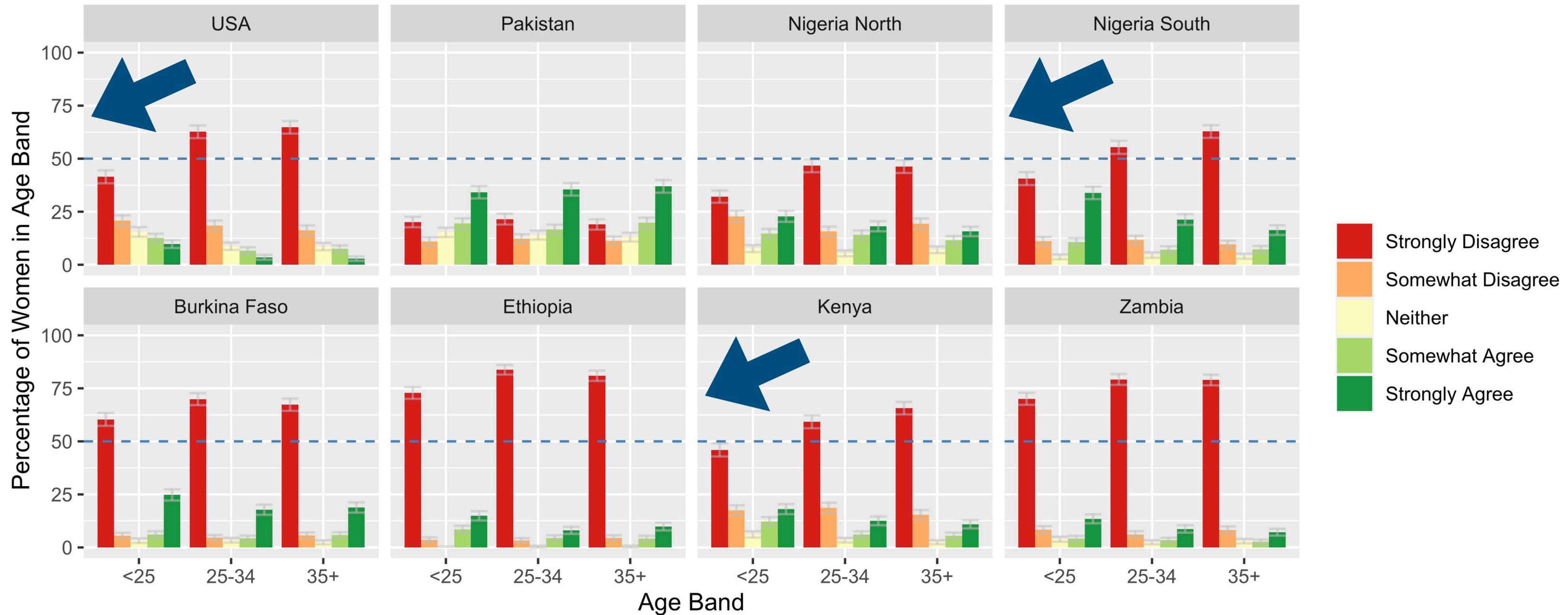
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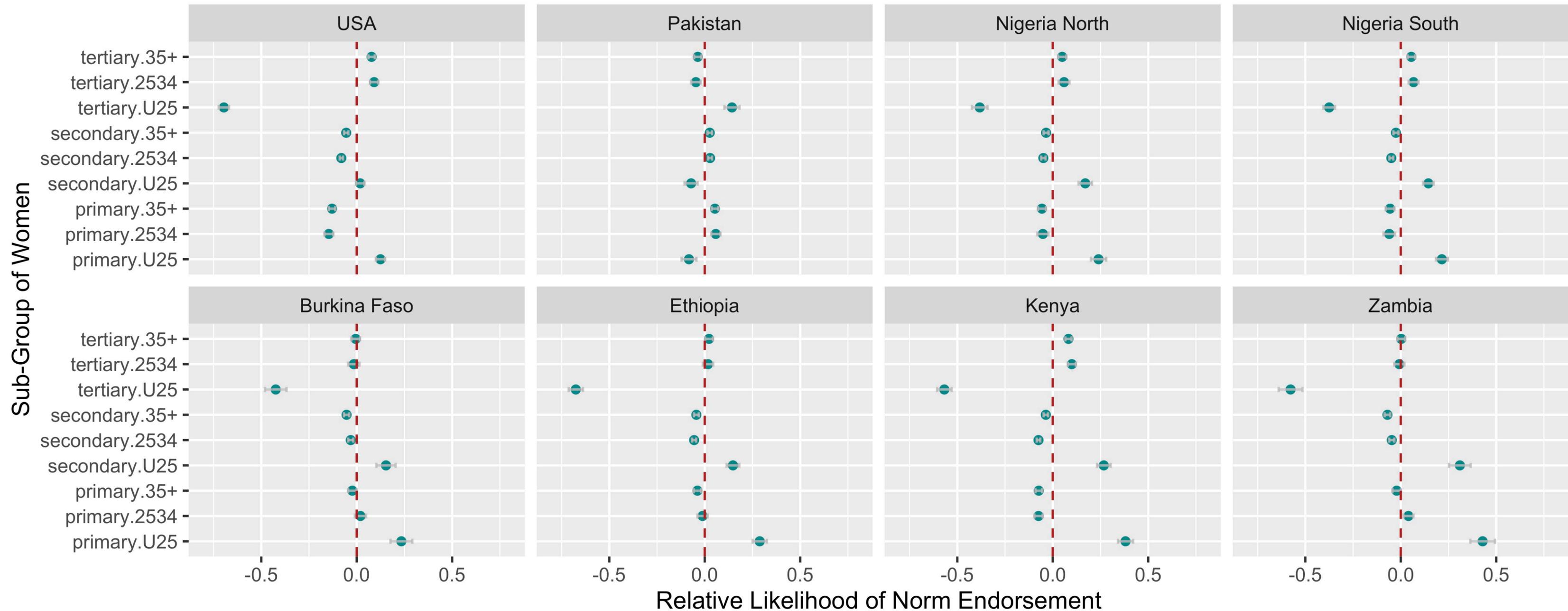


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# Impact of Education on Generational Shift in Norms

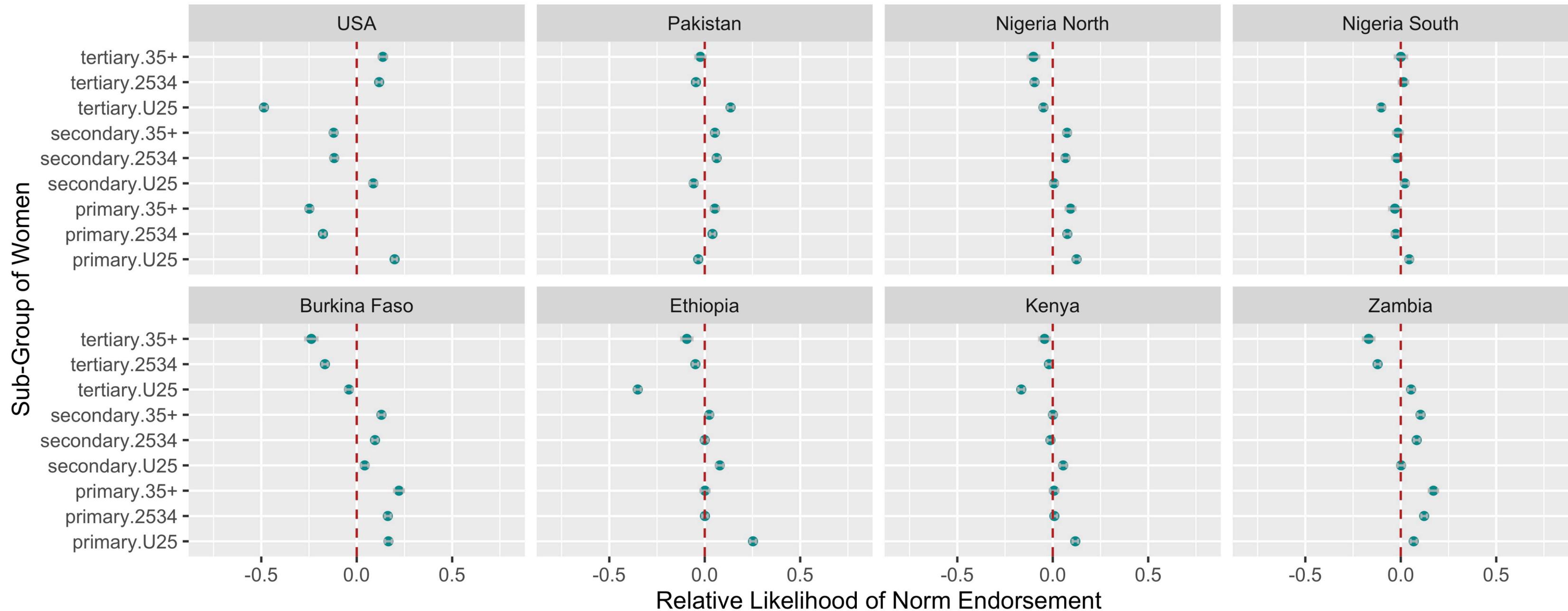
# Education amplifies Generational Shift (except in Pakistan)

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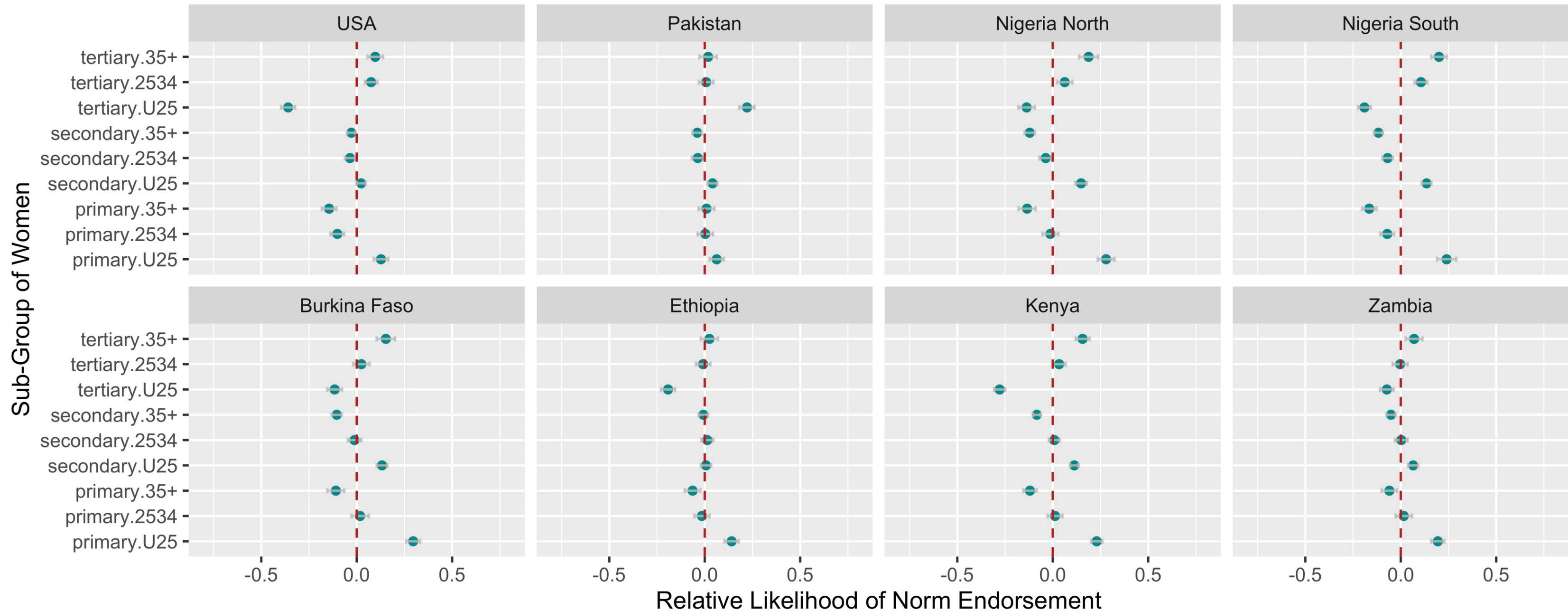
# Education amplifies Generational Shift in USA & Ethiopia

***“Even if a woman makes more money than her partner, he still decides how to spend it”***



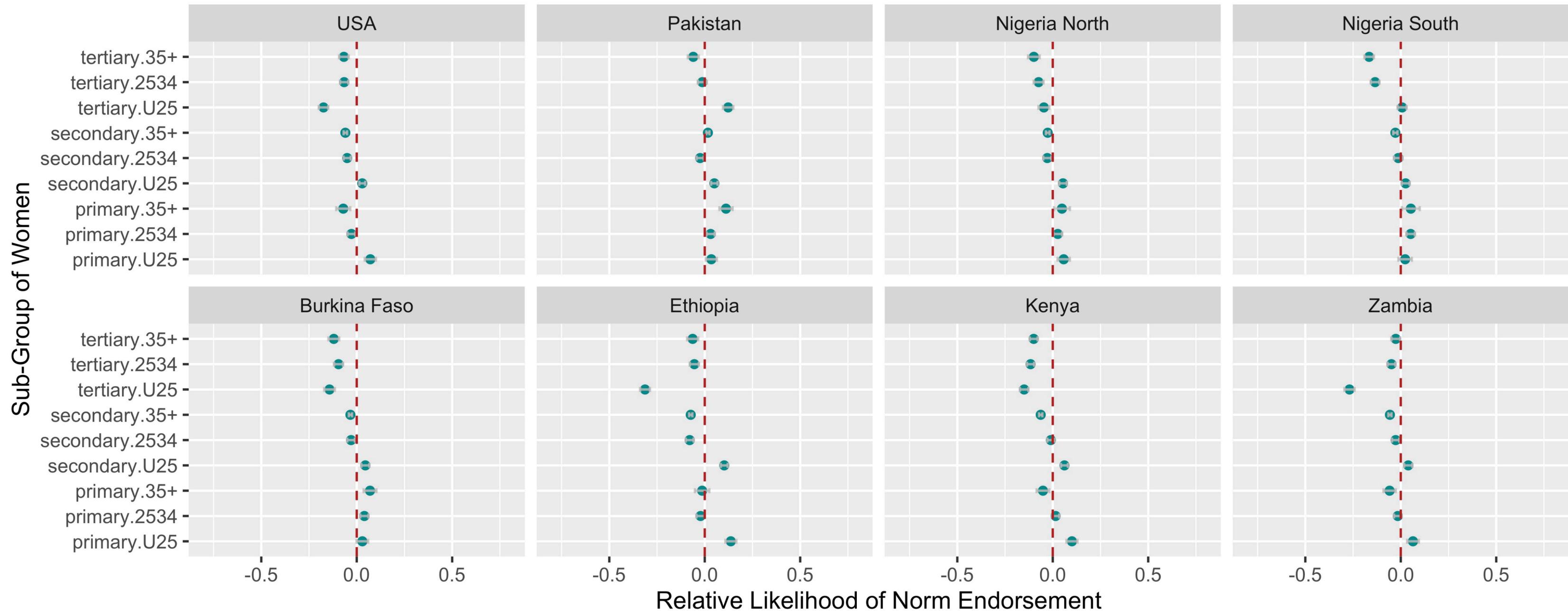
# Education amplifies Generational Shift (except in Pakistan)

***“A woman should have sex with her partner even when she does not want to”***



# Education has no strong impact in Generational Shift

*“I would feel too shy or embarrassed to get contraceptives at a clinic”*



# Impact of Education on Generational Shifts

## Summary

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- Younger women with higher education are more likely to reject norm of motherhood than their peers with lower education in most countries, except Pakistan
- Younger women with least education are more likely to endorse norm of not refusing sex with partner than their peers with higher education
- Younger women with higher education do NOT feel more empowered to procure their own contraceptives

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# Reasons for No / Small Generational Shifts in Norms

# Why Motherhood is Essential

*... fertility is highly valued (in Pakistan)*

*... it is the same even for highly educated women*

*... a woman is inferior if not married, or married and have no children*

*... if no baby in first year of marriage, people will think there is something is wrong with the man*

*... she needs to be a mother to be recognized in the society*

# Why Women Control their Own Money

*... the woman's money is her own money - it is in the Quran\**

*... depends on the tribe - Kikuyu women would never give their money to their men!*

*... the man needs to support the woman, even when divorcing the woman*

*... men become lazy when women are bringing in a lot of money*

\* Pakistani society grossly and routinely misinterprets Islam and the Quran even though they cite it all the time. The citing of religious text out of context is more a reflection of cultural understanding of gender norms.

# Why Cannot Refuse Sex

*... whenever your husband ask you to come to bed, you cannot refuse it - it is guna<sup>\*</sup>*

*... men never get enough; just let him have it so he does not get out of the house*

*... it is a way of pleasing him, to get favors especially financial ones*

*... it is a duty*

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# Why Shy / Embarrassed to Get Contraception

*... Family Planning is written on the door, everybody knows what you are doing when you are going there*

*... you are being judged, they put too many bad names on you - you are a wild woman, you have bad manners, you are not a good Christian*

*... if you are young and not married, you are not supposed to be doing it*

*... if you are young and married, you should be having babies*

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# Conclusion

# Progress is Slow

**Generational Shifts in Norms are Happening but Slowly...**

# Endorsement/Rejection of Restrictive Gender Norms

## Summary

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- Younger women are more likely to reject restrictive gender norms than older women in most countries
- Younger women with higher education are more likely to reject restrictive gender norms than their peers with lower education in most countries
- Power to refuse sex still limited by deeply ingrained norms often attributed to religion / tradition and power imbalances
- Power to obtain contraception still limited by strong stigma and social disapproval

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**The End**