



Exploring Gender and Sexual Norms in Mozambique through Projective Techniques

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HIV/AIDS in sub-Saharan Africa

- Adult HIV rates 20% and higher in some countries in SSA
 - 64% of worldwide infections occur in this region
- Feminization of the epidemic
 - 59% of those infected are women
 - Girls 13-19 have 3-5 times higher infection rates than boys
- Multiple concurrent sexual partnerships (MCP) a key factor in the spread of HIV
- Harmful social norms and inaccurate risk perception fuel the epidemic

The research goals for HIV communication programming

- JHU's HIV program goals in Mozambique (USAID):
 - Goal 1: Catalyze change in harmful social norms to prevent HIV infection
- Identify windows of opportunity that the communication program can use to produce normative and behavior change

The research challenge

- Needed in-depth exploration of norms related to gender and sexual practices
- Sex is considered taboo in Mozambique

Why Projective techniques?

- Enable richer group discussion:
 - Stimulate individuals to project their opinions onto objects or situations
 - Improve group dynamics compared to traditional focus group discussions
 - Reduce the potential for providing socially acceptable answers or withholding information (third person)

Why Projective techniques?

- Provide more meaningful information on norms:
 - Sociocultural factors can be so deeply ingrained that it can be difficult to articulate them through traditional inquiry
 - Sensitive matters, such as sexuality become easier to discuss when referring to third person contexts
 - Their unstructured and open-ended nature allow ambiguity and grant participants wide latitude in their discussion
- But interpretation of the responses depends on holistic analysis (theoretical frame) and associations among arguments, emphasis, reinforcements...

Kinds of Projective techniques

Projective techniques have historically been classified into five categories:

- Association (words)
- Construction (tell/write a story)
- Completion (sentence)
- Choice or ordering (arrange/rank)
- Expressive techniques (role playing)

Korchin, 1976

Projective techniques used

- Construction techniques without description
 - Participants were shown a photo at a time and asked to describe what was happening in the photo, what happened before and what would happen next



Projective techniques used

- Construction techniques with description
 - Participants were shown a photo and read a text explaining the photo. They were then asked a series of questions to elicit specific information about norms



Projective techniques used

- Association, related to gender roles:
 - a “good man is....,”
 - a “good woman is...” (attributes, behaviors).
- Sentence completion on HIV such as:
 - It is important that people get tested for HIV but many people don’t do it because
 - They recommend to talk about AIDS within the family but hardly anyone does it because

Data collection

- Study conducted from Nov 2007-Mar 2008
- In the provinces of Zambezia, Sofala, and Maputo, that have the higher HIV rates

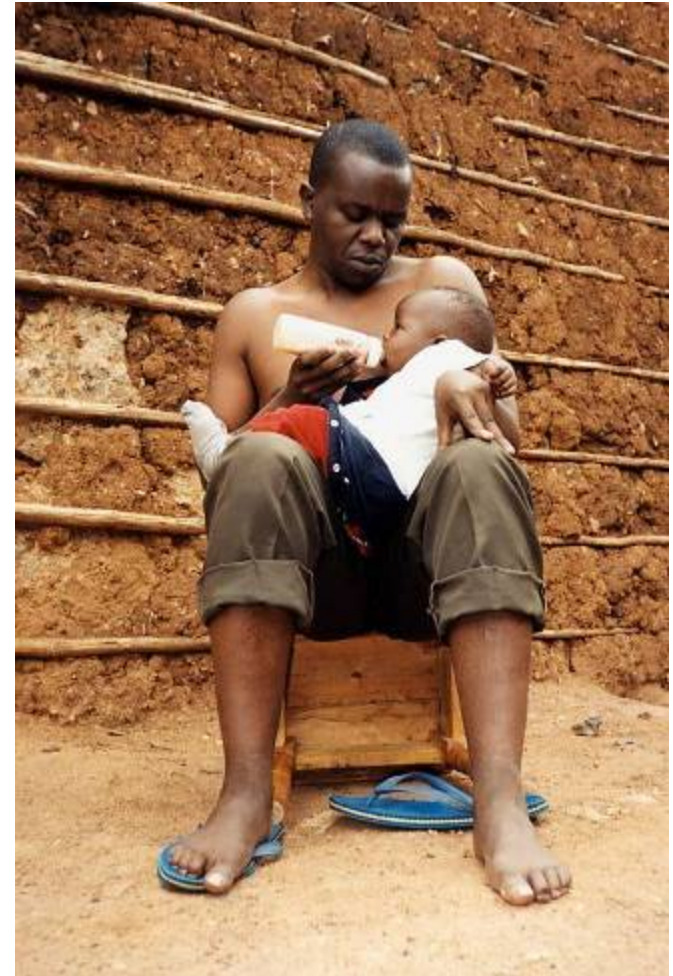




Selected Findings

Peers and neighbors reinforce traditional norms

- *This type of men is seen by friends as crazy and what he does is not good. He won't have friends (Women Dondo, S)*
- *We like it, but unfortunately we don't have those, they are rare. We like what he is doing, give milk, give bath, other things, but neighbors will start badmouthing him, and when he hears this, will he continue to help? (Women, Boane, M)*



Men's favorable views of more equitable roles

- *Women like this type of man because they feel valued and their work load is reduced* (Men Dondo, S)
- *Others feel ashamed with their own relatives, if they are found doing the laundry, they are going to say our son was “hunted”* (Men, Boane, M)
- *Many men leave everything to women when they can help, it is not fair that women need to take care of children alone, men also can help* (Men Guava, M)

Relatives and sexual counselors are gatekeepers of inequitable norms



This girl went to see her grandmother for advice because she has problems with her husband at home, and grandmother says look my dear child I always tell you that you should respect your husband and his family because there where you are is not like here, there you don't set the rules and you don't decide. You have to be like me in my house with my husband and always respecting him. (Men, Boane, M)

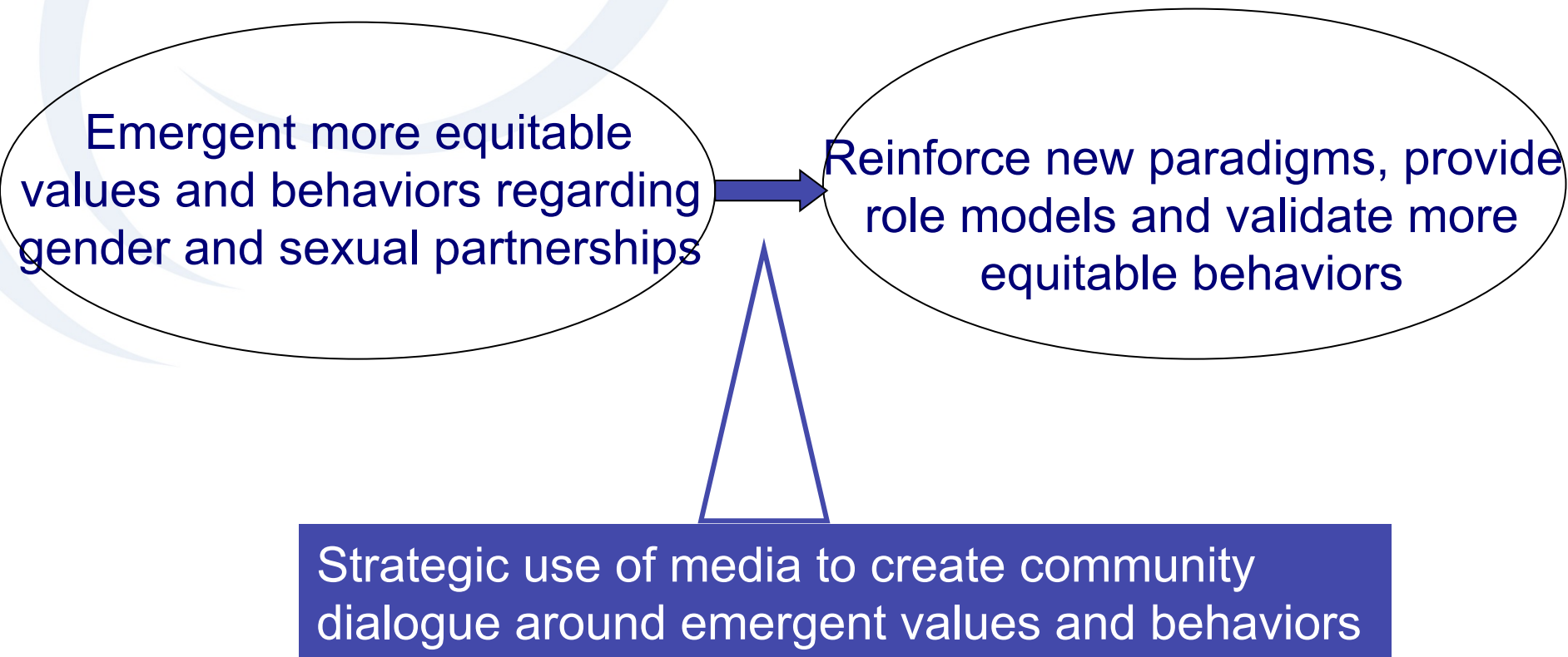
Ambivalence, opportunities for change

People from the community don't speak about it but that doesn't mean that they agree with that behavior, they condemn such behaviors and think low about such people but don't speak out directly (Men Guava, M)

Evidence of spiral of silence

- Research identified:
 - conflicts related to current gender norms
 - evidence of disagreements and ambivalence regarding traditional and “ideal” gender and sexual roles
 - Fear to act differently due to criticism from peers, relatives, and social isolation

Communication strategy



Thank you!

Study report can be found at:

<http://www.jhuccp.org/sites/all/files/New%20Gender%20Dynamics%20for%20HIV%20Prevention-Windows%20of%20Opportunity%20in%20Mozambique.pdf>

Funding from the US Agency for International Development

Partners in country:

- National AIDS Council (CNCS),
- Ministry of Health in Mozambique
- International HIV/AIDS Alliance
- World Vision
- Other NGO's



Emerging Participatory Research Methods for Digital Health Communications

Health Communication Innovation Webinar Series

Presented to the Health Communication Capacity Collaborative (HC3)

By Alexandra Bornkessel, MA

Director, Digital Strategy and Communications

September 10, 2013

Today's Purpose

- **Challenge** how we think about the role of research in health communication program planning.
- **Suggest** that research can be a part of the journey – not a stop along the way.
- **Inspire** the use of digital participatory research methods that lead to pragmatic insights and understanding.



What Hats Do You Wear?



Introducing Six Thinking Hats



- Provides a tool for team discussion and prompts individual thinking
- Challenges the brain during strategic planning
- Drives creative and effective brainstorming, efficiently
- Aides in problem solving

Why do we do what we do?



Satisfaction Research vs. Solution-Seeking

“You need to learn something you don’t already know... so much of what poses for research is little more than people seeking information that confirms their biases, their goals, their inclinations, and their decisions. It has nothing to do with acquiring new information.”

Phil Dusenberry
Former Chairman
BBDO North America



Start with Process

“I think a major act of leadership right now, call it a radical act, is to create the places and processes so people can actually learn together, using our experiences.”

Margaret J. Wheatley
 President, The Berkana Institute



Defining Participatory Research

- The **co-construction of research** between researchers and people affected by the issues under study and/or decision makers who apply research findings (Jagosh, MacAulay, Pluye, 2012).
- Flavors of participatory research with varied approaches include community-based participatory design, participatory action research, participatory design, design thinking and user-centered design.

Benefits of Participatory Research

- Ensure culturally and logistically appropriate research (Jagosh, MacAulay, Pluye, 2012)
- Enhance recruitment capacity (Jagosh, MacAulay, Pluye, 2012)
- Generate professional capacity and competence in stakeholder groups (Jagosh, MacAulay, Pluye, 2012)
- Result in productive conflicts followed by useful negotiation (Jagosh, MacAulay, Pluye, 2012)
- Increase the quality of outputs and outcomes over time (Jagosh, MacAulay, Pluye, 2012)
- Increase the sustainability of project goals beyond funded time frames and during gaps in external funding (Jagosh, MacAulay, Pluye, 2012)
- Create systems changes and unanticipated projects and activities (Jagosh, MacAulay, Pluye, 2012)

Why *Digital* Participatory Research?

- Co-creates solutions.
- Involves real-time data.
- Taps into storytelling.
- Provides flexibility.
- Amplifies voice of the customer.
- Provides access to partners and potential digital ambassadors.
- Helps tailor health information to digital formats and communities.



Method: Usability Testing

Definition

- Usability testing helps assess how user-friendly products and services are, providing instant feedback
- Approaches include card sorting, usability days, time-to-task testing, eye tracking, heat mapping and more

Benefits

- Geographic Diversity
- Fast results
- Citizen/Customer Engagement
- Multi-screen testing

Challenges

- Qualitative data collection
- Recruiting strategy

Method: Journey Mapping

Definition

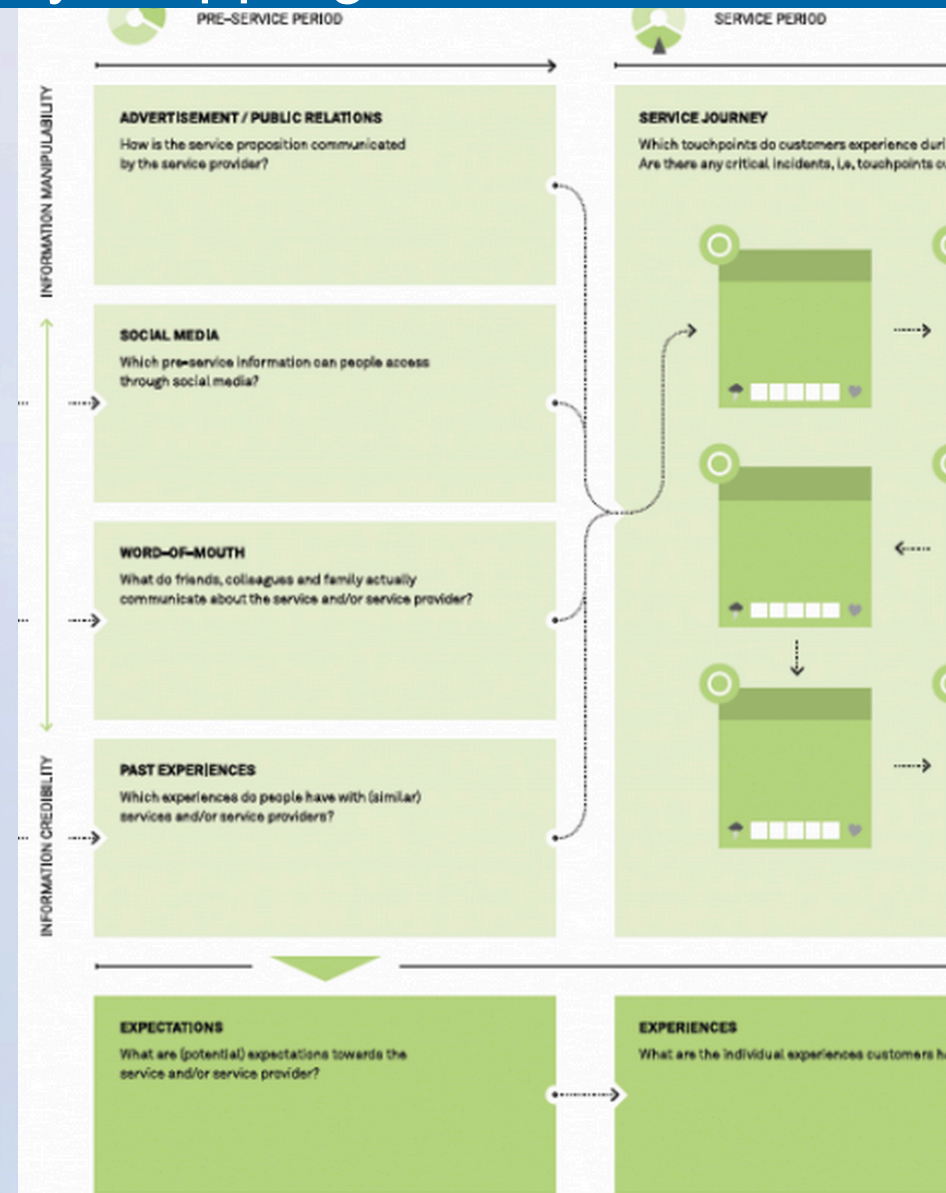
- Journey maps are a visual display that describes the different touch points that characterize a person's interactions with a product, service or decision point.

Benefits

- Helps you understand the full context of the elements involved.
- Uncovers additional opportunities to reach and engage people.

Challenges

- Data collection
- Journey orientation
- Audience participation and segmentation



Method: Digital Collaging



ons Day



United Nations Day is Oct. 24th



Pinned by
The Board Dudes



onto
Holiday Fun



1959 animation promoting United Nations Day on October 24th:
www.britishpathe...



United Nations Day School-
Art Project

2 repins 1 like



Pinned by
Marium Rizvi



onto
Kindergarten 2011-2012



Do

Definition

- Collaging is a projective technique by which participants select images that represent how they feel about a particular topic.
- Approaches may includes using photo-sharing sites such as Pinterest or flickr, distributing disposable cameras or partnering with others.

Benefits

- Taps into emotions and unlocks user-stories
- Helps guide creative production

Challenges

- Digital literacy

Method: Prototyping

Definition

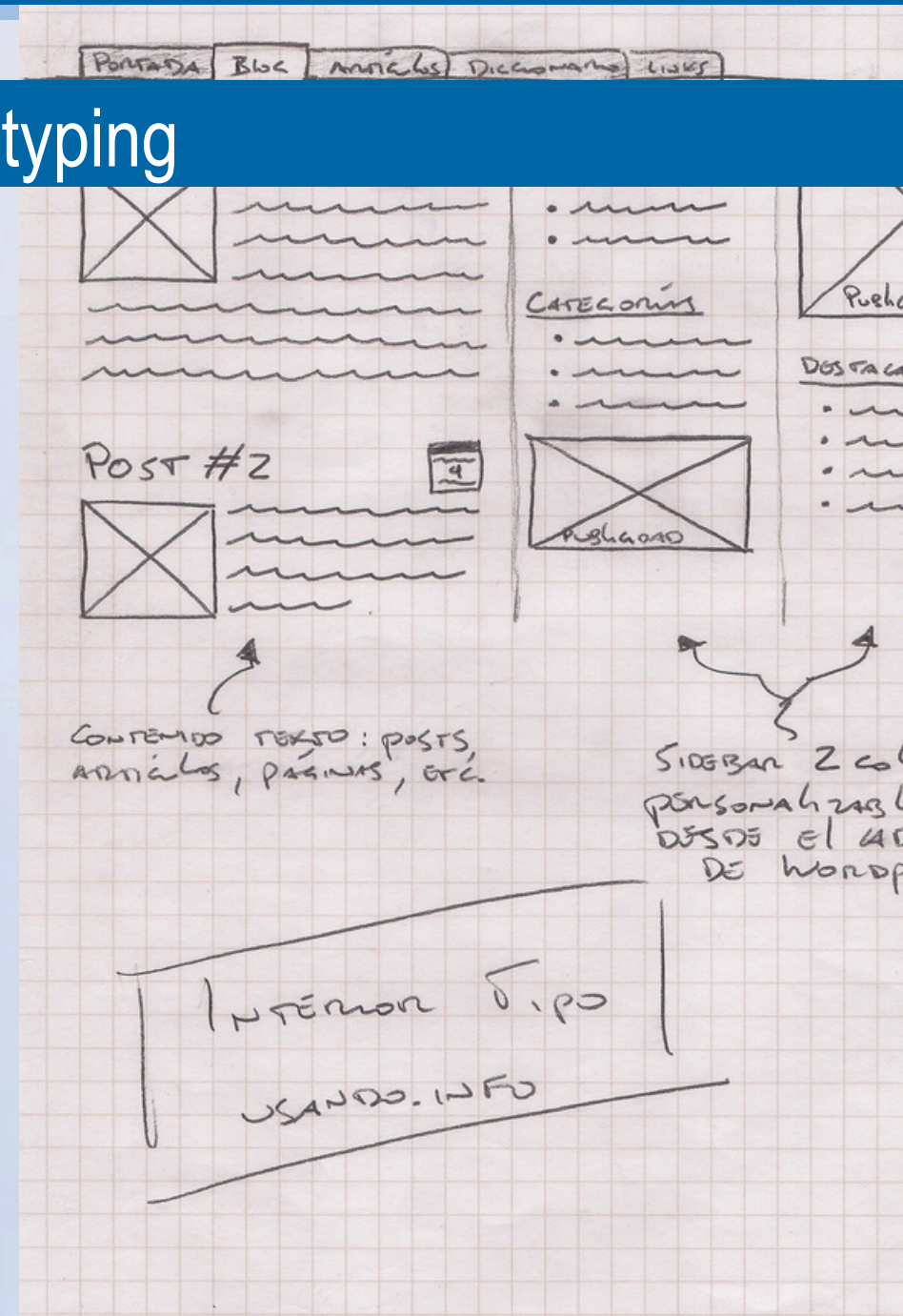
- A prototype is an early version of a product or release used to generate user-feedback and understanding.
- For digital products, online tools are available to get rapid instant feedback.

Benefits

- Fast feedback
- Cultivates agile processes

Challenges

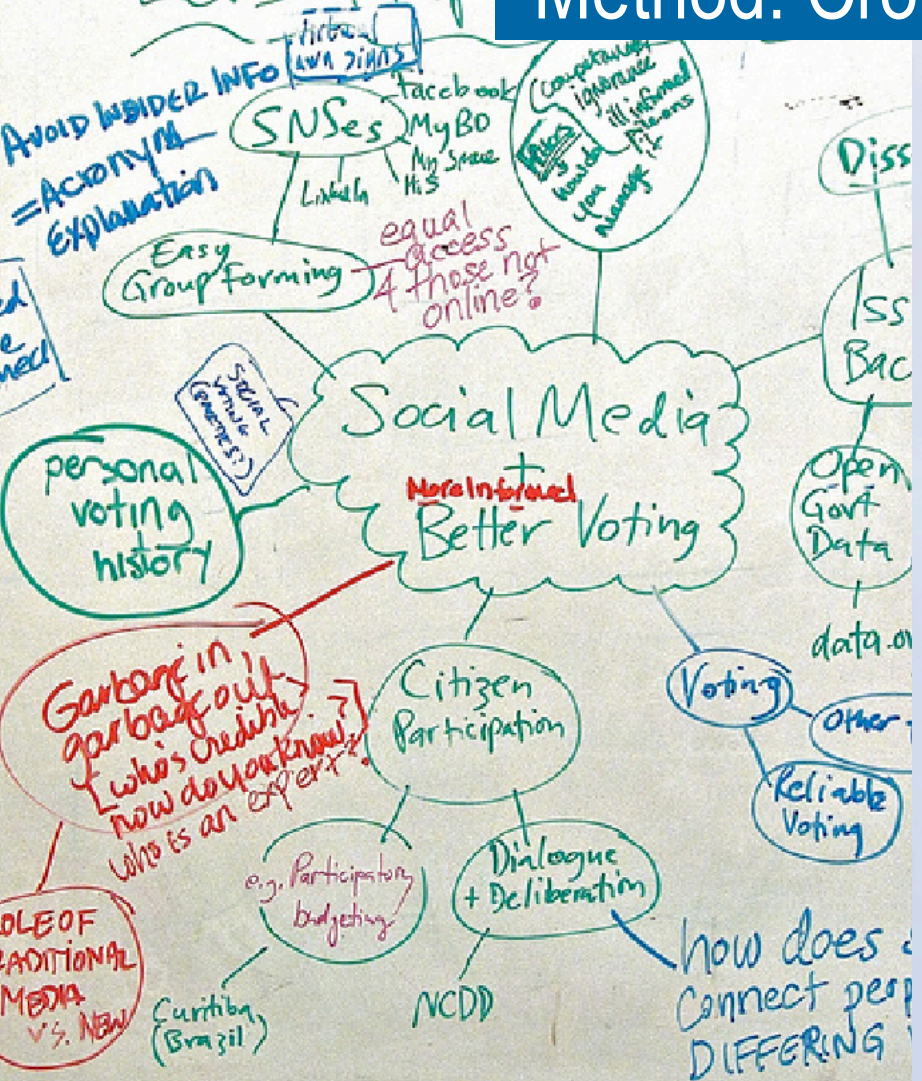
- Limited user information
- Scope/requirements management



te.org/glossary

Let's Map

Method: Crowdsourcing



Definition

- Crowdsourcing taps into the virtual “crowd” to generate new ideas, comments and feedback.
- Approaches may involve specific crowdsourcing tools or simple uses such as asking open-ended questions

Benefits

- Citizen/customer engagement
- Instant feedback

Challenges

- Bias and keeping focus
- Comment management

Method: Online Polls and Surveys

Definition

- Ask a select group of people to participate in an online poll or survey.
- This may also include asking your social media communities simple, one-off poll or survey-like questions.

Benefits

- Targeted feedback
- Cost-efficient

Challenges

- Strategy and methodology
- Responsiveness

Create a New Poll

Ask your Question...

How often do you read TechCrunch

Answers... (Enter up to 5 choices)

- Every hour
- Every day
- Once a week
- Never
-

Choose an Audience

You can target your poll by **profile keyword, location, age, or sex.** Location:

Finish

Facebook © 2007 [about](#) [developers](#) [jobs](#)



Method: Social Data

Definition

- Mining for online data through social media, online communities, online searches and trend information to extract key insights.

Benefits

- Taps into real-time conversations and interactions
- Expands understanding

Challenges

- Keyword/Search Strategy
- Data black holes
- Managing Bias

Method: Virtual Advisory Groups

Definition

- Gather an advisory group to meet virtually via online video and teleconferencing
- Approaches may include online focus groups, interviews and/or moderated chats

Benefits

- Geographic diversity
- Cost-effective

Challenges

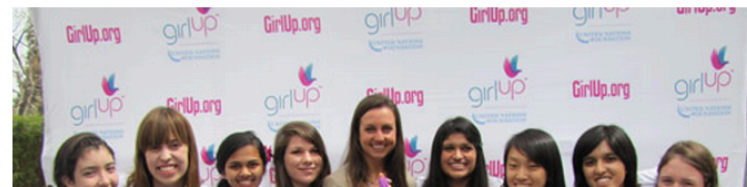
- Recruitment and selection
- Bias and participation



Girl Up is looking for its next class of **amazing girls to serve as Teen Advisors** from September 2013 to August 2014. Do you know someone who would make a great Girl Up Teen Advisor? **Nominate her today!**

Nominations will be open until May 31, 2013 at midnight. Candidates chosen to continue through the application process will be notified on June 11, 2013 and sent the full application to complete. If you have any questions about the Teen Advisor nomination, please email us at info@girlup.org. Thank you for your submission!

***Nomination rules:** Girls must be entering 7th-12th grades and reside in the United States to be eligible for nomination. Nominators must be an adult (18 or older). We ask that you do not nominate family members.



Step 1: Nomination

- * Name of Nominee:
- * Nominee email:
- * Nominee's Email:
- * Nominee affiliation:
Please select one of the following:
If other, please specify:
- * Nominee's Contact Information:
- * Relationship to you (e.g., friend, family member):
- * How long have you known the nominee:
- * In 500 words or less, describe why you are nominating this nominee. Provide specific examples of her leadership and how she has impacted others. Highlight her strengths and potential.

Step 2: Registration

* Name: First Last

* Email:

I'd like to participate in the campaign.

Remember me

Questions to Consider

- What “hats” do you bring to your research?
- Are there certain hats in need of a workout?
- What problems have you identified that are in need of solutions?
- Which of your health communication program planning processes could use a reboot?
- How can you better walk alongside the people and communities you serve to increase your understanding?
- Have you tested your online materials and messages to see if/how they resonate and are currently used?

Contact Information

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RESEARCH METHODS IN HEALTH COMMUNICATION

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CREATING SOCIAL & BEHAVIORAL CHANGE

- Much of the theory and research in health communication is devoted to changing attitudes and behavior
- Over the last few decades we have achieved less than we have hoped, despite a great deal of theory and research
- We need a different approach



SHIFT IN FOCUS

- We need to focus less on messages and more on conversations
 - Both social theory and neuroscience research support the rationale for this shift
 - This shift in focus requires a re-crafting of our methodological assessment of communication and change



METHODOLOGICAL FUSION

- Not simply a multi-method triangulation approach
- Requires an investment in communication research



MEANINGFUL METRICS

- We need to assess more than exposure and recall
- We need to discern the linkage between health indices and communication



THANKS FOR LISTENING!

