

EMpower Guidance on Monitoring and Evaluating Changes in Gender Beliefs and Norms

This guidance provides EMpower grantees with an instrument adapted from Promundo’s GEM Scale to help determine if there have been changes in gender beliefs and norms among youth, or among adults working, as a result of your programming. These instruments assess attitudes about equitable roles for men/boys and women/girls. We have also included other resources that you might find useful.

Definitions

- **Gender** refers to the attitudes, feelings, and behaviors that are socially constructed from earliest childhood and that a given culture associates with a person’s biological sex.¹
- **Gender discrimination:** more often affects girls, women, and transgender people. Restrictive gender norms are integrated into social, political and economic structures that limit life opportunities and degree of power or autonomy in the family and the community.
- **Gender-based violence (GBV):** GBV is an umbrella term for any harmful act that is based on inequitable gender norms.² It includes acts that inflict physical, sexual or mental harm or suffering, threats of such acts, and coercion, and other deprivations of liberty. GBV most often affects girls and women (referred to as violence against women), but can also affect either sex on the basis of sexual orientation or gender identity.

ADDITIONAL RESOURCES

Nanda, Geeta. 2011. *Compendium of Gender Scales*. Washington, DC: FHI 360/C-Change. Their scoring guide to the GEM scale is adapted in this guidance: UN Women, *Making Women Count*, 2013.

<http://promundoglobal.org/wp-content/uploads/2015/01/Measuring-Gender-Attitude-Using-Gender-Equitable-Men-Scale.pdf>.

Dahlberg LL, Toal SB, Swahn M, Behrens CB. *Measuring Violence-Related Attitudes, Behaviors, and Influences Among Youths: A Compendium of Assessment Tools*, 2nd ed., Atlanta, GA: Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, 2005.

https://www.cdc.gov/violenceprevention/pdf/yv_compendium.pdf .

- Scale F.2.on page 51, Attitudes Towards Women, has been tested in the USA, and if used, should be adapted to your program. For example, the item “More encouragement in a family should be given to sons than daughters to go to college” may be changed to “More encouragement in a family should be given to sons than daughters to finish secondary school.”

¹ American Psychological Association, <https://www.apa.org/pi/lgbt/resources/sexuality-definitions.pdf>

² IASC *Guidelines for Gender- based Violence interventions in humanitarian settings*, http://gbvguidelines.org/wp-content/uploads/2015/09/2015-IASC-Gender-based-Violence-Guidelines_full-res.pdf .

Using adapted GEM Scale Statements as a gender attitudes measurement tool

The GEM scale was developed by Promundo, and is a validated attitude scale that has been adapted and applied in more than 20 settings. The number and content of items varies in different country applications of the GEM Scale. For example, the India adaptation had 15: 11 original items and 4 new items specific to the country. The Ethiopian adaptation had 24 items, 18 original and 6 new. Versions exist in Spanish, Portuguese, and other languages through Promundo. See their “Youth and Equality” resources: <http://promundoglobal.org/work/?program=youth-and-equality>

The following handout and scoring guide are adapted from the GEM Scale and could be used as a written or oral pre- and post-test. As for all such measures, the statements may need to be adapted depending on the age of the young people, whether given to males, females, or both, and to be culturally appropriate.

Scoring Guide

Note that all the items with a “1” under “agree” indicate low gender inequity in attitudes or beliefs, while all the items with a “3” under “agree” indicate high gender equity.

You should feel free to mix up equitable and inequitable statements more than in this example, and adapt language to your culture. To illustrate: for Q#15, “if a guy gets a woman pregnant, the child is the woman’s responsibility” could be a low-scoring alternative to the current statement: “If a boy/man gets a girl/woman pregnant, the child is the responsibility of both.” So the new Q#15 would be scored “1” under “strongly agree.”

GEM Scale Statements	Response categories and scores assigned		
	Agree	Unsure	Disagree
1. A woman’s role is to take care of her home and family	1	2	3
2. Boys/Men need sex more than girls/women do	1	2	3
3. You don’t talk about sex, you just do it	1	2	3
4. There are times when a girl/woman deserves to be beaten	1	2	3
5. Changing diapers, giving kids a bath & feeding kids are an older sister or mother’s responsibility	1	2	3
6. It is a girl’s/woman’s responsibility to avoid getting pregnant	1	2	3
7. The male members of the family should have the final word about decisions in the home	1	2	3
8. Boys/Men are always ready to have sex	1	2	3
9. A wife should tolerate violence in order to keep her family together	1	2	3
10. A man and a woman (boy and girl) should decide together what type of contraceptive to use	3	2	1
11. I would never have a gay or lesbian friend	1	2	3

GEM SCALE DESCRIPTION & SCORING GUIDE



GEM Scale Statements	Response categories and scores assigned		
	Agree	Unsure	Disagree
12. If someone insults a boy/man, he should defend his reputation with force if he has to	1	2	3
13. To be manly, you need to be tough	1	2	3
14. Boys/Men should be embarrassed if unable to get an erection	1	2	3
15. If a boy/man gets a girl/woman pregnant, the child is the responsibility of both	3	2	1
16. A boy/man/girl/woman should know what his/her partner likes during sex	3	2	1
17. The participation of the father is important in raising children	3	2	1
18. It's important for boys/men to have friends to talk about their problems	3	2	1
19. A couple should decide together if they want to have children	3	2	1
20. It is alright for a man to beat his wife (boy to beat his girlfriend) if she is unfaithful	1	2	3
21. A man/boy should be outraged if a woman/girl asks him to use a condom	1	2	3
22. A boy/man can hit his girlfriend/wife if she won't have sex with him	1	2	3
23. A boy/man using violence against his girlfriend/wife is a private matter that shouldn't be discussed outside the couple	1	2	3
24. It is the boy/man who decides what type of sex to have	1	2	3
25. A boy/man needs other girls/women even if things with his girlfriend/wife are fine	1	2	3
26. It disgusts me when I see a man acting like a woman	1	2	3
27. A girl/woman should not initiate sex	1	2	3
28. A girl/woman who has sex before she marries does not deserve respect	1	2	3
29. Girls/Women who carry condoms are easy	1	2	3
30. Only when a girl/woman has a child is she a real woman	1	2	3
31. A real man produces a male child	1	2	3
32. The husband should decide what major household items to buy	1	2	3
33. A wife should obey her husband in all things	1	2	3

GEM SCALE HANDOUT



GEM Scale Statements	Mark an "X" in the box that shows your opinion with the statement.		
	Agree	Unsure	Disagree
1. A woman's role is to take care of her home and family			
2. Boys/Men need sex more than girls/women do			
3. You don't talk about sex, you just do it			
4. There are times when a girl/woman deserves to be beaten			
5. Changing diapers, giving kids a bath & feeding kids are an older sister or mother's responsibility			
6. It is a girl's/woman's responsibility to avoid getting pregnant			
7. The male members of the family should have the final word about decisions in the home			
8. Boys/Men are always ready to have sex			
9. A wife should tolerate violence in order to keep her family together			
10. A man and a woman (boy and girl) should decide together what type of contraceptive to use			
11. I would never have a gay or lesbian friend			
12. If someone insults a boy/man, he should defend his reputation with force if he has to			
13. To be manly, you need to be tough			
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15. If a boy/man gets a girl/woman pregnant, the child is the responsibility of both			
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20. It is alright for a man to beat his wife (boy to beat his girlfriend) if she is unfaithful			
21. A man/boy should be outraged if a woman/girl asks him to use a condom			
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23. A boy/man using violence against his girlfriend/wife is a private matter that shouldn't be discussed outside the couple			

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30. Only when a Girl/woman has a child is she a real woman			
31. A real man produces a male child			
32. The husband should decide what major household items to buy			
33. A wife should obey her husband in all things			