



# Exploring Gender and Sexual Norms in Mozambique through Projective Techniques

Maria Elena Figueroa  
Research & Evaluation Division

# 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

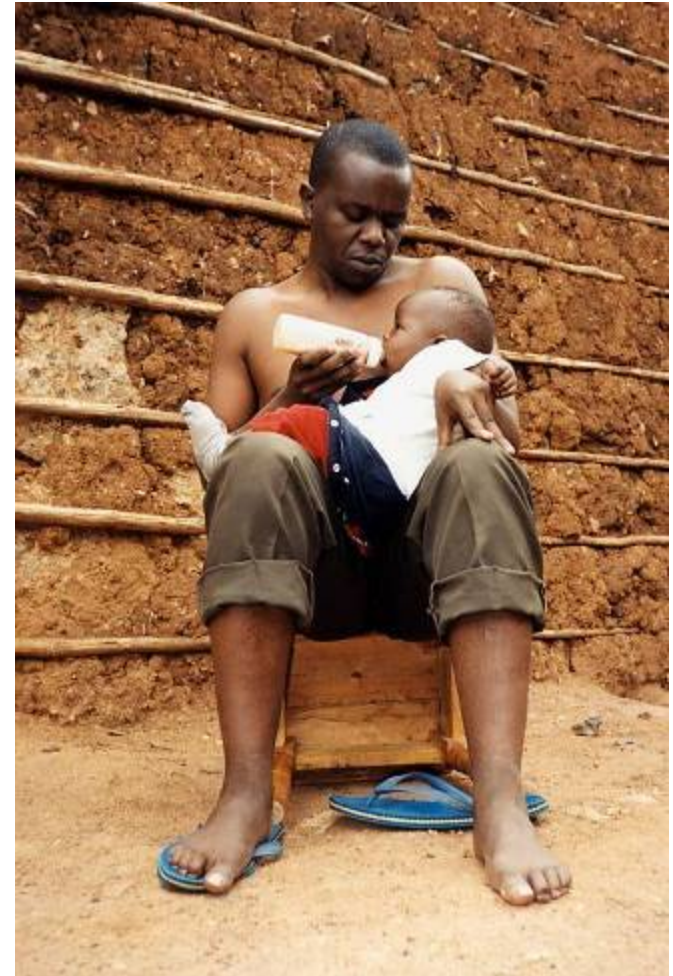




# Selected Findings

# 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

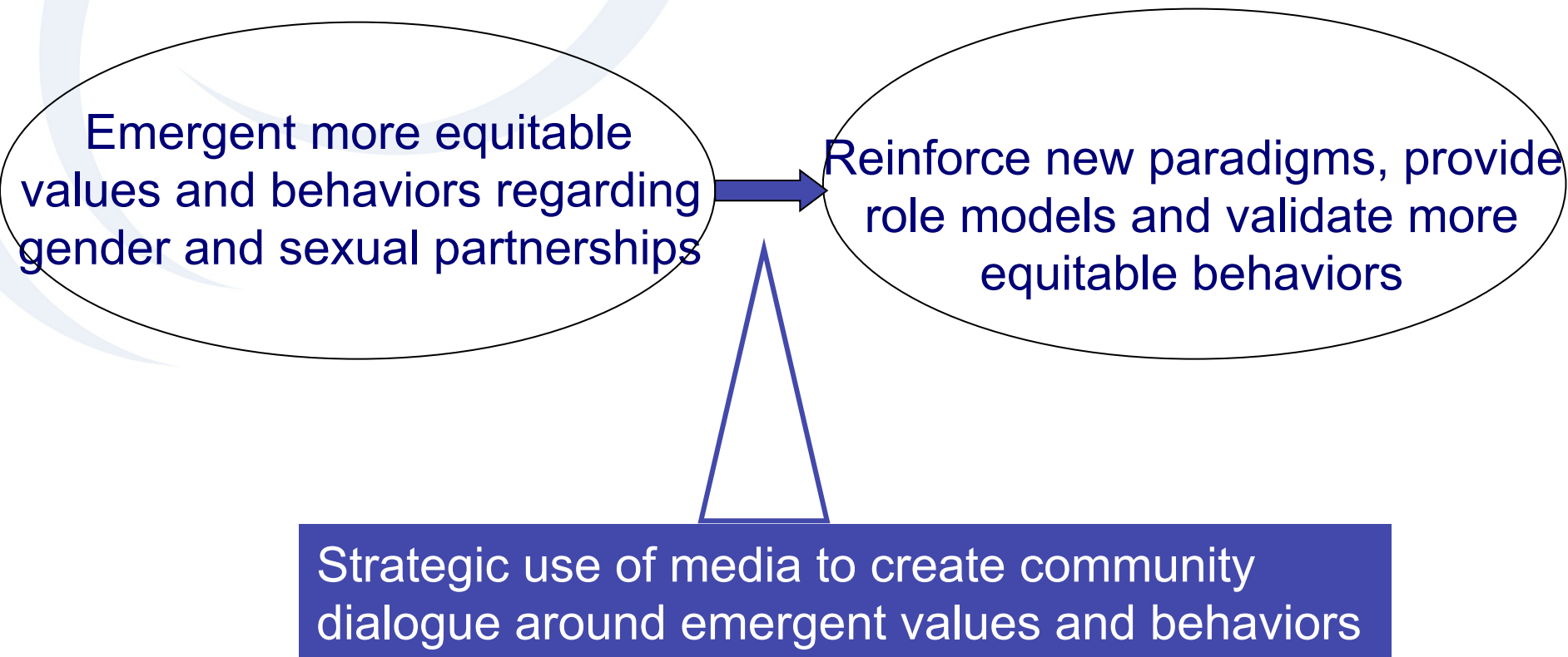
*People from the community don't speak about it but that doesn't mean that they agree with that behavior, they condemn such behaviors and think low about such people but don't speak out directly (Men Guava, M)*



# 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>

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- World Vision
- Other NGO's