

Applying a Gender Lens to Impact Evaluations

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3IE EVIDENCE WEEK, NEW DELHI

Making IE's more Gender Responsive

- ❑ Integrating and mainstreaming gender in the overarching evaluation questions and program theory of change
- ❑ Integrating gender-responsive tools into the evaluation design, survey design, sampling, measurement and data collection of outcomes
- ❑ Using the data and results to design/modify programs that are gender-responsive
- ❑ Contributing to the small, but growing, body of evidence on what works for empowerment of women and girls

Gender-responsive tools

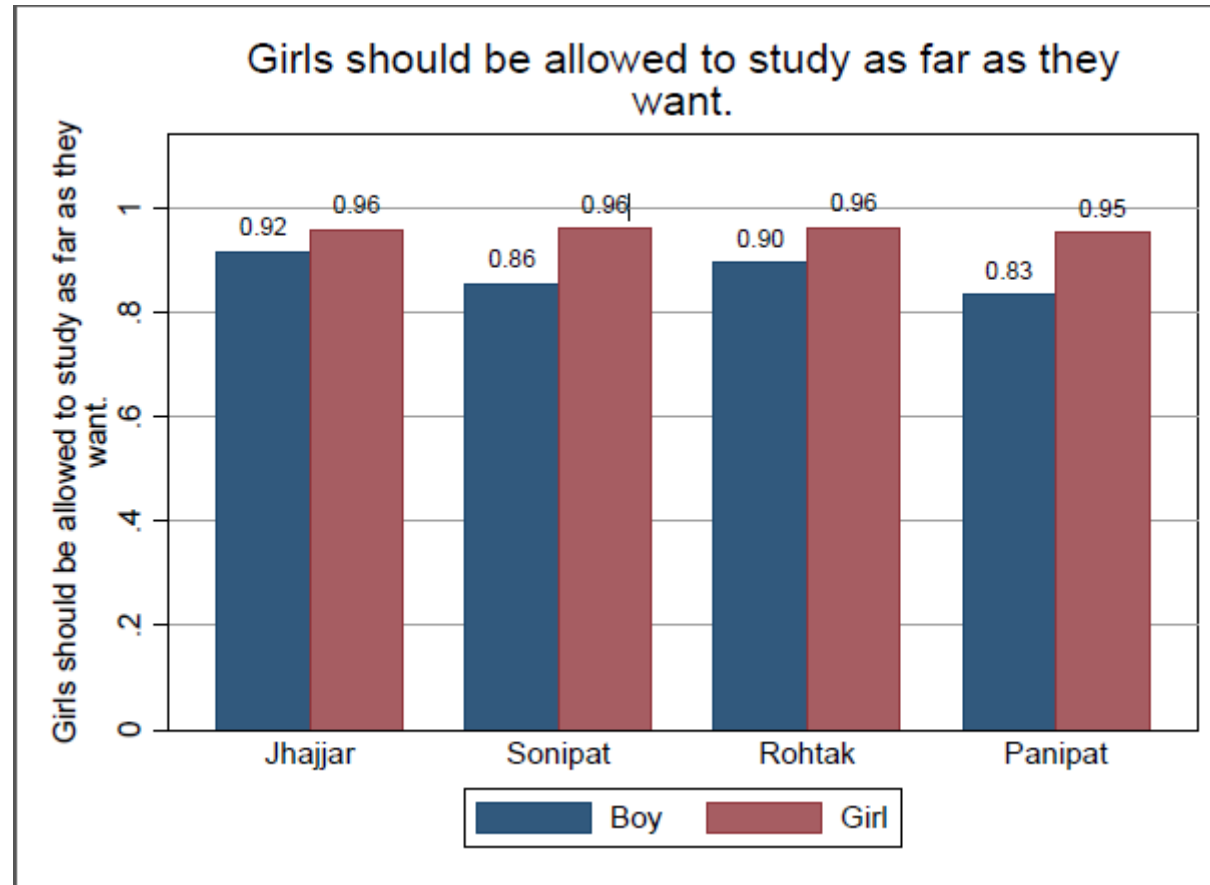
Evaluation of Breakthrough's school-based gender awareness and mobilization campaign in Haryana

- ❑ Self-reported measures/survey questions
- ❑ Implicit Association Tests
- ❑ Vignettes

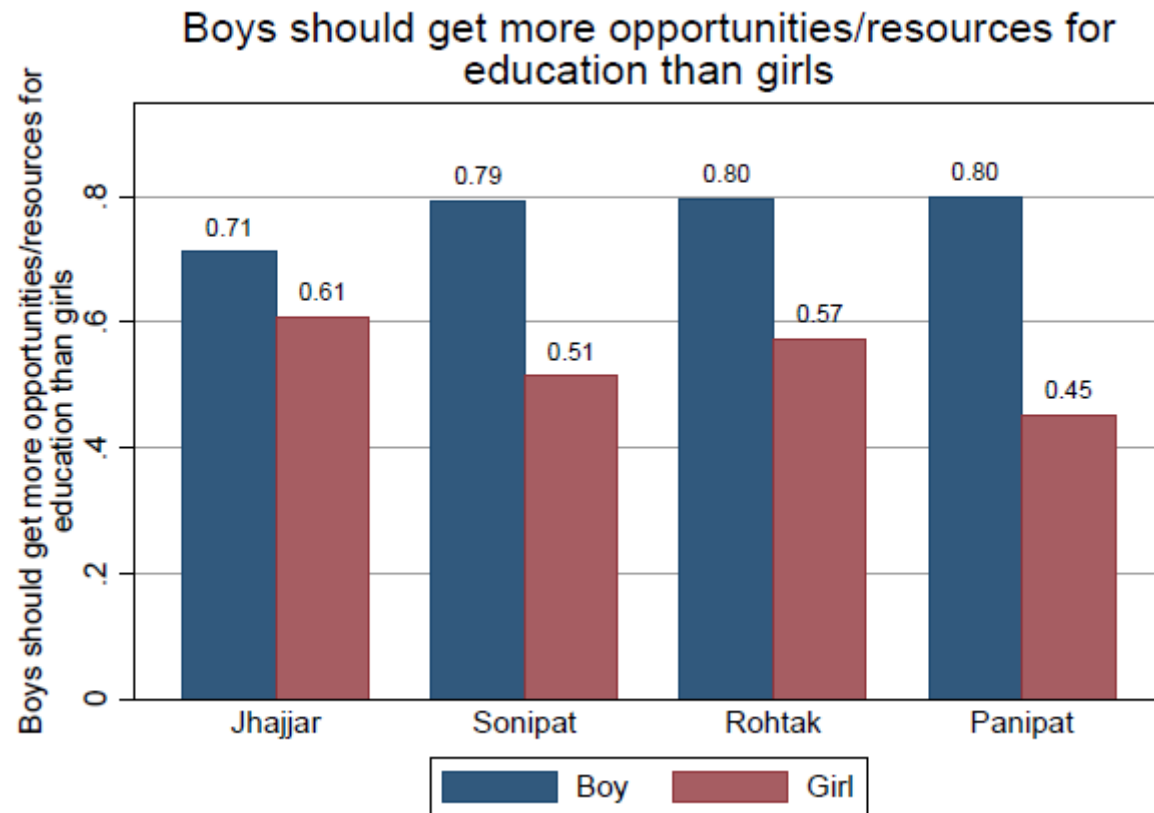
Challenges

- ❑ Lack of existing, reliable tools
- ❑ Piloting for context, target audience, language and wording
- ❑ Budget implications

Girls should be allowed to study as far as they want



Boys should get more opportunities/resources for education than girls



Implicit Association Test

- Computer-based test developed by psychologists to detect the strength of a person's automatic association between concepts in memory
- For example, how quickly do we associate women with humanities and men with engineering relative to men with humanities and women and engineering?
- Categorization done quickly; software measures speed of response
- Helps overcome social desirability bias in measuring attitudes
- Sensitive to context (words, images, language etc.)
- Created IAT for measuring gender attitudes in this context (grade 6-7 in govt schools in Haryana)

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Survey Operations- IAT



IAT Results

- Boys show more pro-boy attitudes, higher male preference, than girls
- This may capture general taste and preference
- Plan to re-tool the endline IAT to use photos of adults and words associated with competence and leadership

Vignettes - Example

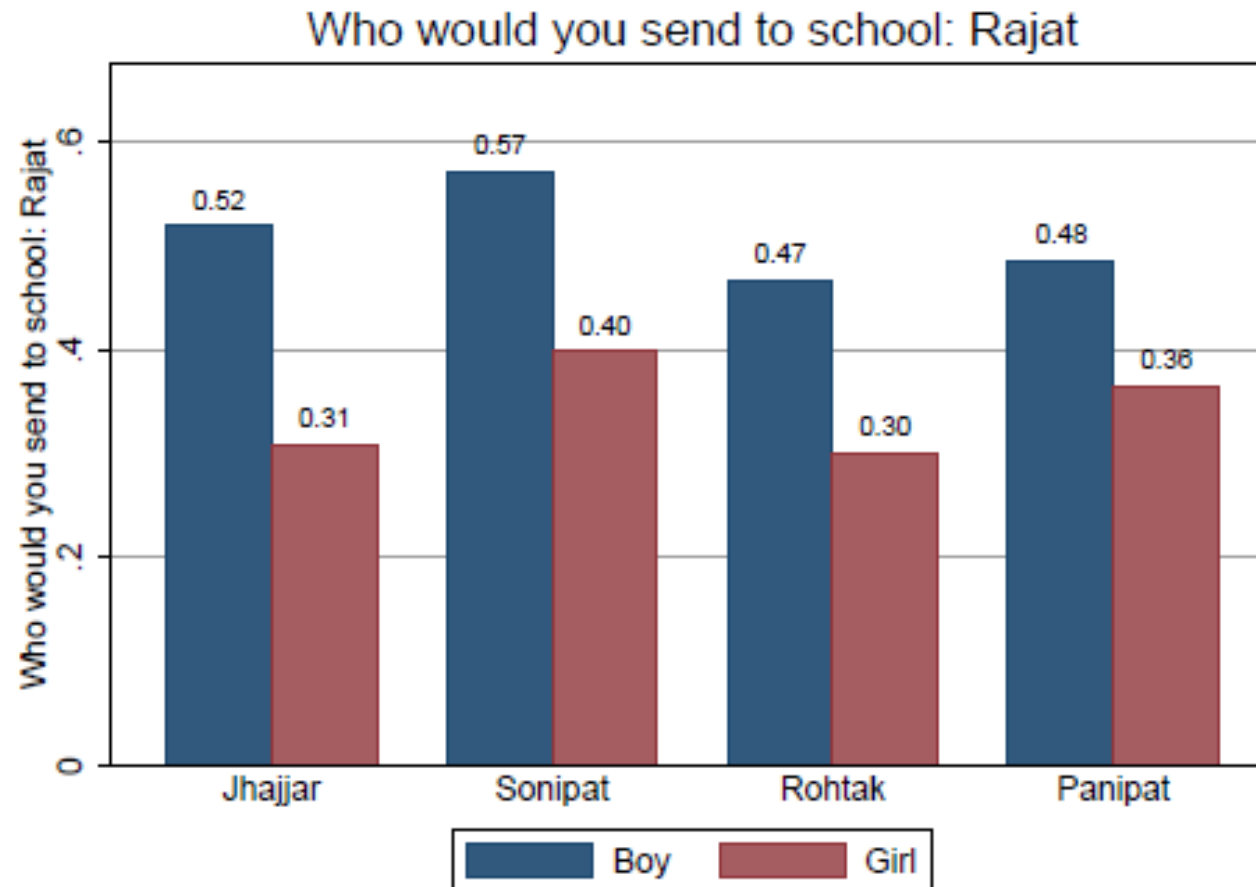
There exists a lower middle class family in a village. The family consists of three children, their parents and grandparents. Among the three children the two elder ones Rakhi and Rajat are twins. They have a younger brother Ramesh.

Rakhi and Rajat have just passed their HSC exams with 80% marks. Both of them have aspirations to go to the nearby town and study in a good college. But that will require them to stay in a hostel in the town independently.

The family has got just enough money to send only one of their two children to the town. They also have another younger son to take care of. Finally their father decides that Rajat should continue his studies whereas Rakhi will stay in the home and help her mother in the household chores and eventually get married.

Do you agree or disagree with the father's decision? Who would you send to school? What are the reasons you would send them to school?

Vignette Responses



IAT Results

