

# Getting to gender transformation in Ethiopia's agricultural sector



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# Studying gender norms: **GENNOVATE**

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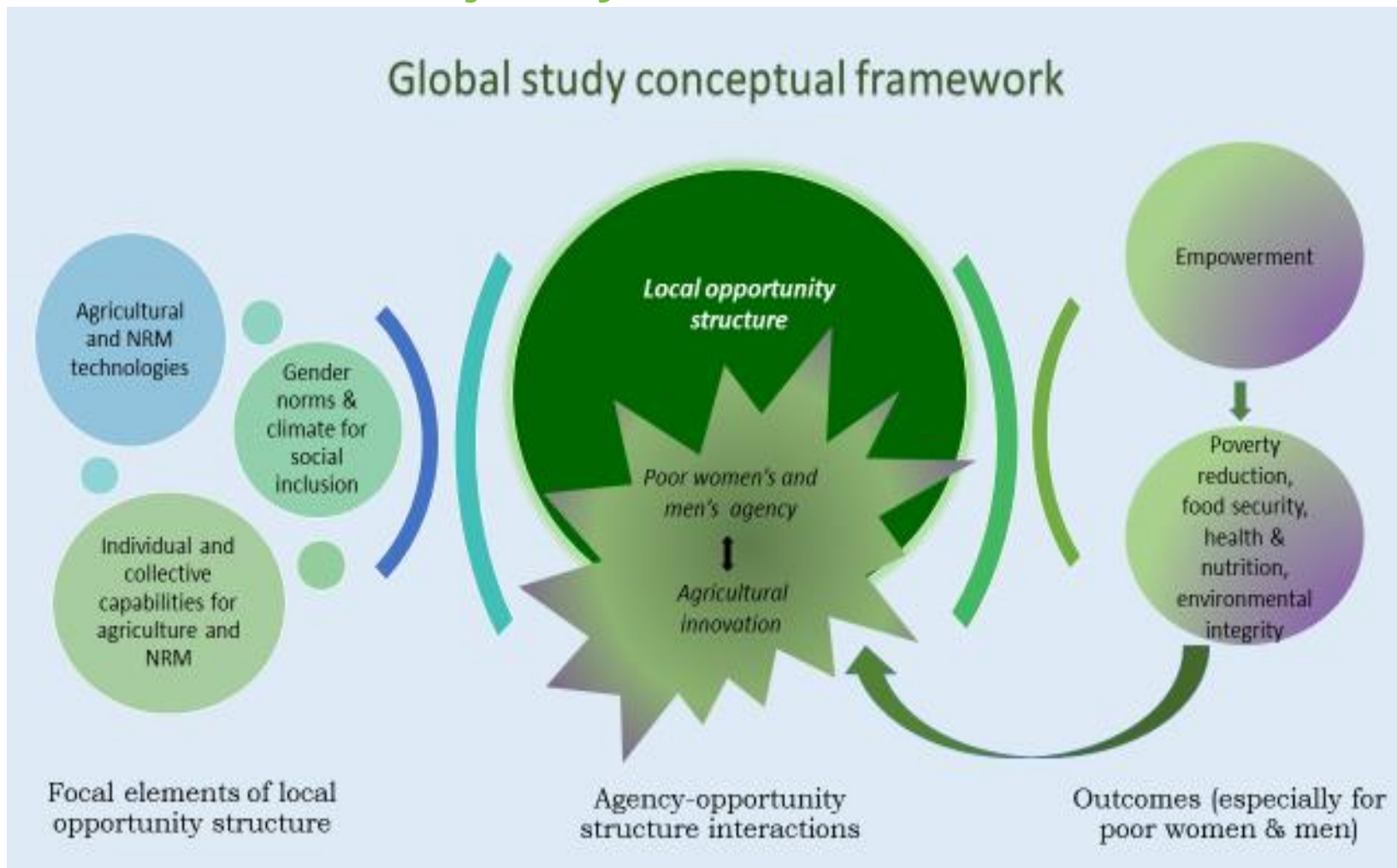
# GENNOVATE - gender norms, agency and innovation

- 7 standardized qualitative methods:
  - Key informant interviews;
    - Community profiles
  - Single-sex focus group discussions
    - Ladder of Life
    - Ladder of Power and Freedom
    - Capacities for innovation
    - Aspirations of youth
  - Semi-structured interviews:
    - Innovation pathways
    - Individual life stories;

Sample: 274 (139 m; 135 w); 80 youth (39 girls, 41 boys); 4 wheat-growing communities

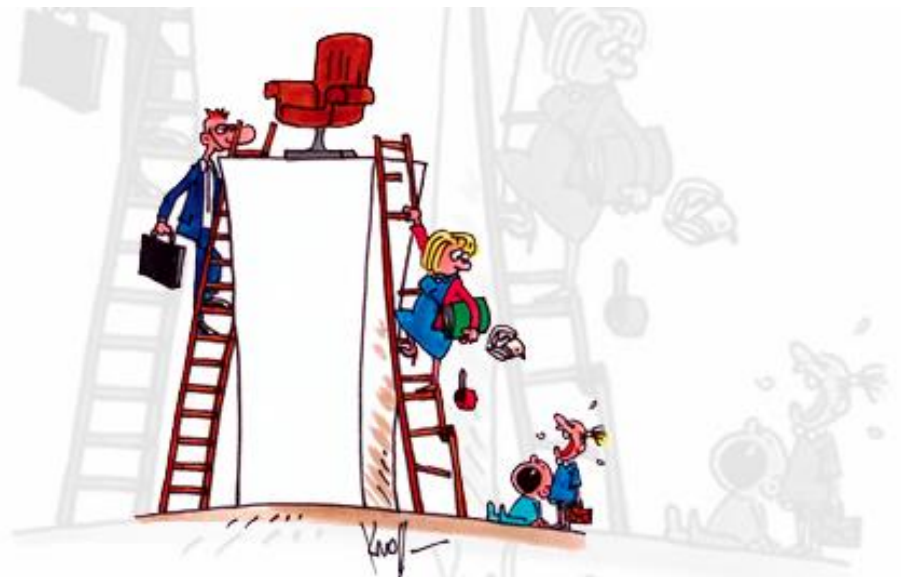
Physical mobility  
Social cohesion  
Domestic violence  
Gender wage gap  
Inheritance  
Aspirations  
Power & freedom  
Innovation

**Agency** refers to an individual's capacity to act and pursue goals for themselves, either independently or jointly with others

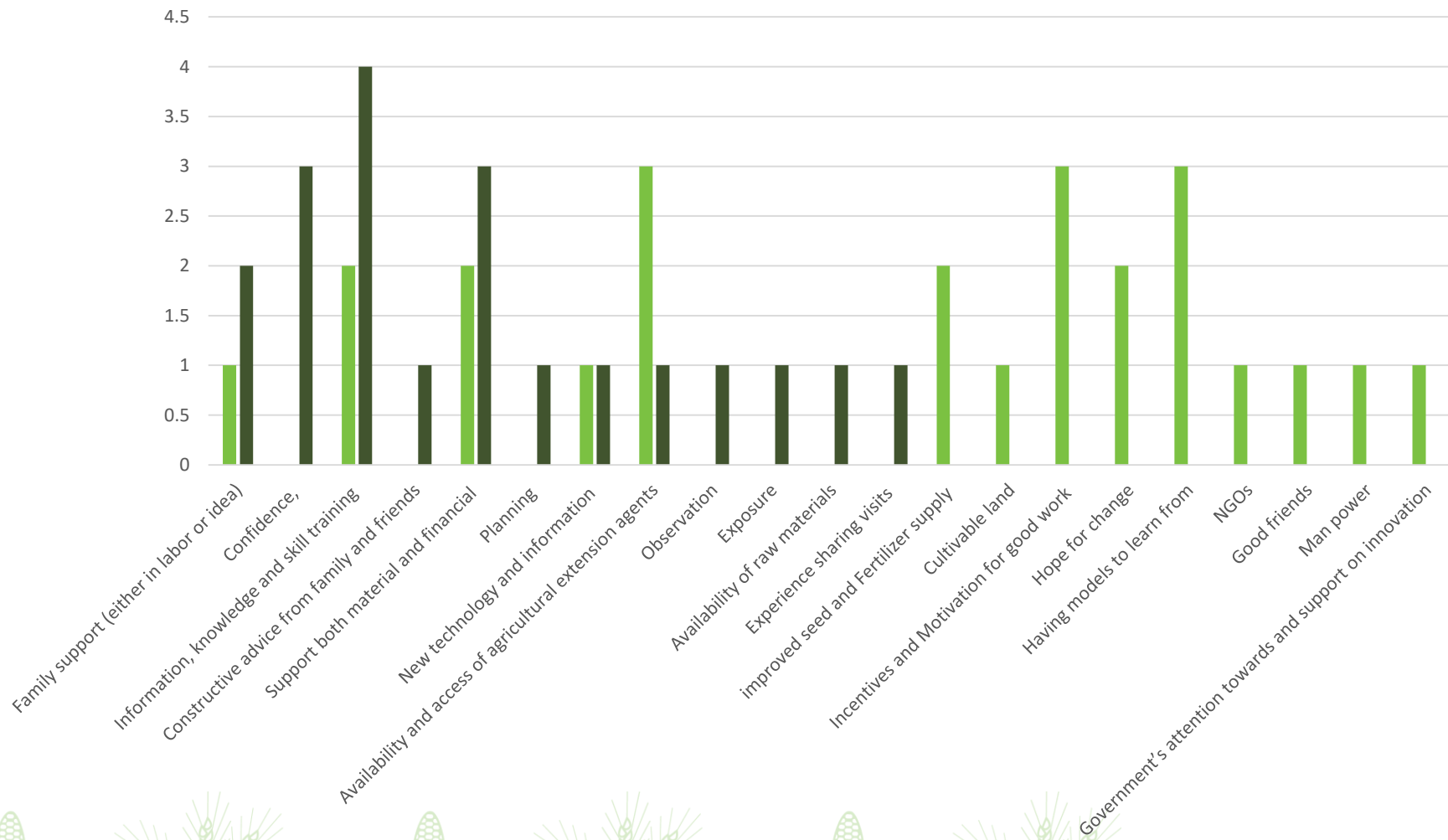


# Facilitating innovation

- Women and men are held back by different things
- Women and men require different forms of assistance to innovate
- Barriers and enablers for innovation are also gendered

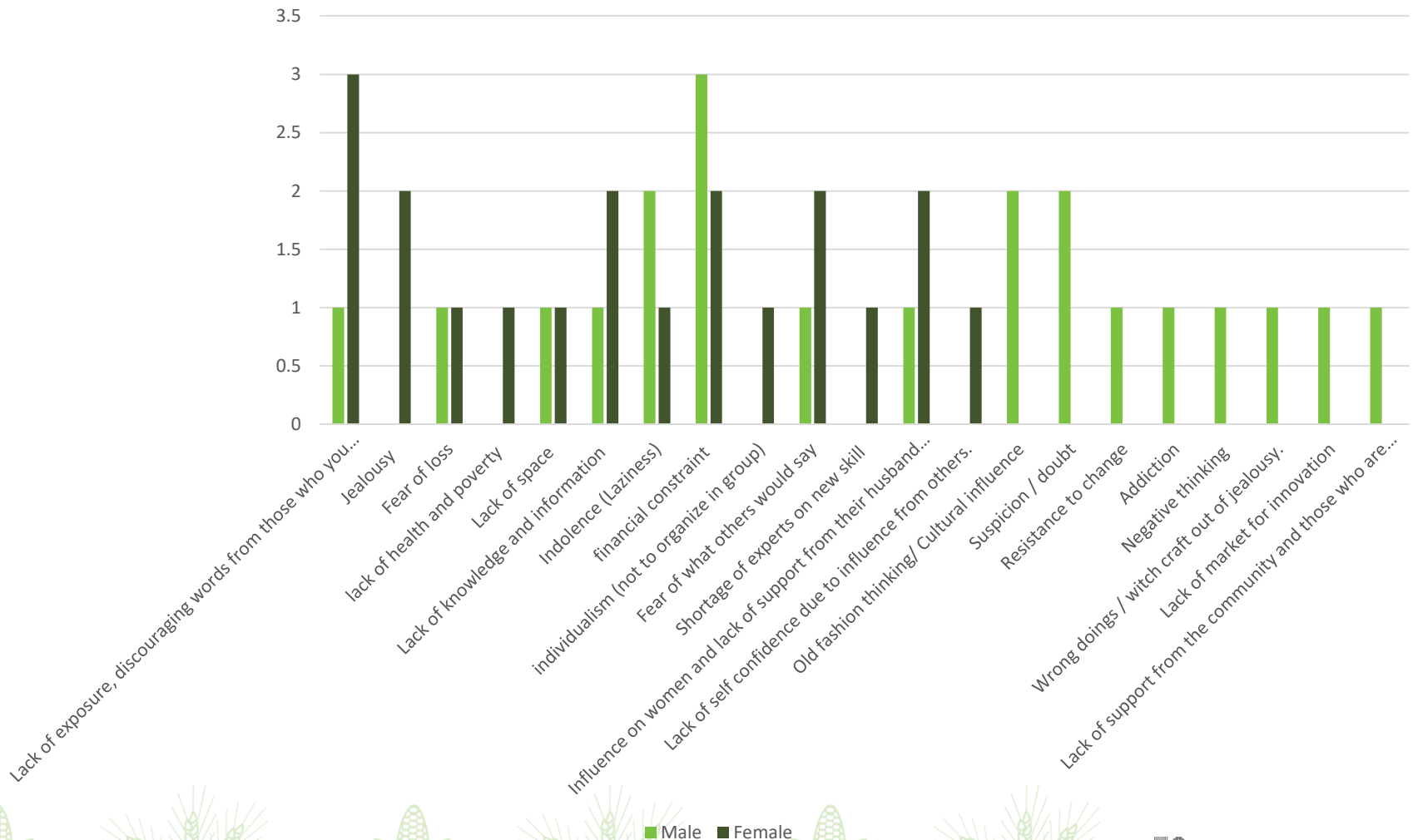


# Most important factors that support innovation



■ Male ■ Female

# Most important factors that hinder innovation



# Ladder of power and freedom: Decision Making

- On which step of this ladder would you position the majority of FGD participants in the village today? Why?
- On which step of this ladder would you position the majority of FGD participants ten years ago? Why?
- What has (or has not) changed for FGD participants in this community?



**Step 5:** Power & freedom to make most of the major life decisions

**Step 4:** Power & freedom to make many major life decisions

**Step 3:** Power & freedom to make some major life decisions

**Step 2:** Only a small amount of power & freedom

**Step 1:** Almost no power or freedom to make decisions





# Decision Making 2004-2014

## Differing Perceptions of Who Holds Decision Making Power

Women	Men	Youth
Feel they have increased decision making power and have more influence (level-3 was level 2)  FHH : under remote control	Are confused about their ability to make decisions generally. Agricultural innovations and speed of innovation, economic dynamism, exposure to wide range of info... are clouding decision making (level 3 was 4)	Feel that women do not have power in household decision making and that men hold full control

*A few male farmers said things like: “Now we are required to consult with the wife. Previously we used to decide independently now we have to negotiate, and this somehow decreases our ability to be decisive.”*

# Some norms of behavior

- Women 'steal' from the stored harvest to provide for the household – easier than asking their husband for more money.
- Home gardens provide the family's food security while men innovate/experiment.
  - Yet women are not considered the provider nor a farmer.
- FHHs really suffer because gossip prevents married men from helping; cheated in labor/market deals.
- Women considered weaker innovators; watched more sharply and judged more harshly than men. This impacts upon their willingness to take risks and self-confidence.





A woman in a colorful patterned dress is holding a young child. In the foreground, another child is looking towards the camera. The background shows a traditional thatched hut in a rural setting.

# Gender analysis

Frequently agricultural literature (like development projects) blame 'culture' or 'gender' for the failure of projects to reach women,

When in reality the failure stems from not understanding:

- how men and women and their agency and opportunity structures differ
- How to research cultural/gender norms
- How to change cultural/gender norms
- CCs work!

# Social norms are difficult to assess

Types of social norms data:

- Personal normative beliefs – what do you think?
- Behaviors – what do you do?
- Empirical expectations – what do others do?
- Normative expectations – what do you think others think you should do?
- Policing – how are norms enforced?



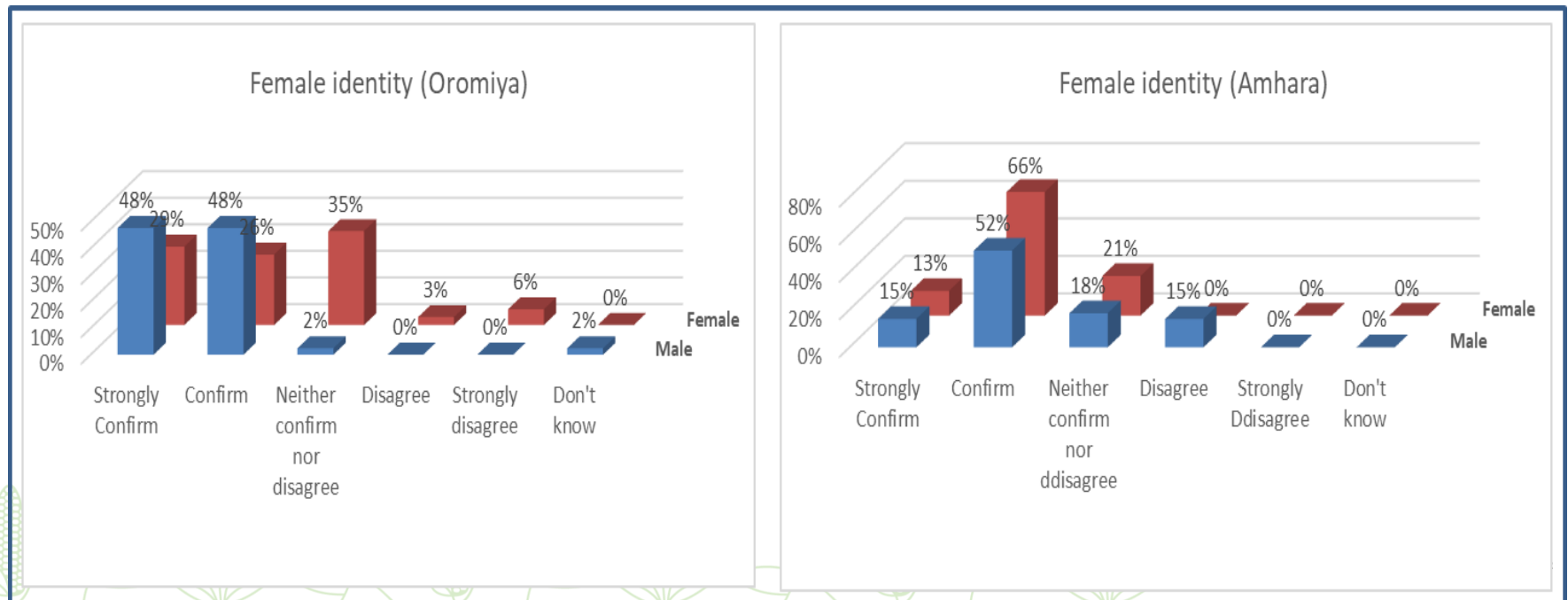
# Vignettes

- How would Robel and Seble make decisions about how much of Seble's home garden to sell and how much to keep to feed the family? Would Seble decide how much to sell and how much to keep? Would Robel decide? Or would they decide together? How would their discussion about this go?
  - “joint-decisions” for women can mean the man decides but she raises the issue;
  - “joint-decisions” for men can mean he informs her that he is going to take a decision/action



# Need to use vignettes

- During validation combining vignettes with Likert scales worked well.
  - *Even though most women reported striving to be a ‘good wife’ it was almost impossible to uphold. Some pretend to be able to meet all the expectations of a good wife when in public. They do this by judging other wives harshly, even if they themselves cannot meet all the expectations of being a ‘good wife’.*



# Capturing social norms

- Hierarchy of norms – more research needed! (hypothesis: mobility & control over income & assets harder to change than decisions about crops/innovation).
- Combining vignettes with Likert scales helps capture norms and subtle changes in norms – useful for programs seeking to change norms.
- Needs to be done at different levels: in-depth one-to-one; FDGs (rich-poor; single sex-mixed); youth/older; CCs.
- Surveys usually only give normative expectations.
- Decision making questions are problematic.
- Mixed methods are needed.





# Conclusion

- Gender matters!
- Barriers and enablers for innovation are gendered
- Women and men are held back by different things
- Women and men require different forms of assistance to innovate
- A failure to understand how men and women and their agency and opportunity structures differ will limit their ability to adopt/innovate.



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