

Measuring Social Norms and Attitudes about Age-Disparate Transactional Sex

Nancy Perrin, PhD

Johns Hopkins School of Nursing

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Research Team



Promondo
Rio de Janeiro

Caroline Ignacio

Linda Cerdeira

Luis Anunciação, Federal
University of Rio de
Janeiro

Promondo
Washington, DC

Ruti Letov

Giovanna Lauro

London School of Hygiene
and Tropical Medicine

Ana Maria Buller

Johns Hopkins University

Nancy Perrin

Age-disparate Transactional Sex (ADTS)

ADTS occurs between girls less than 18 years-old and adult men at least 10 years older

Negative health and psychosocial consequences

- Increased risk for HIV and STI

- Increased risk for intimate partner violence

- Stigma

Social norms influence ADTS

- Interventions may want to use a social norms approach

Study Aims

Create a measure of community's norms and attitudes towards ADTS that can be used to evaluate future social norms interventions

- be able to directly compare social norms and attitudes to help understand the process of change

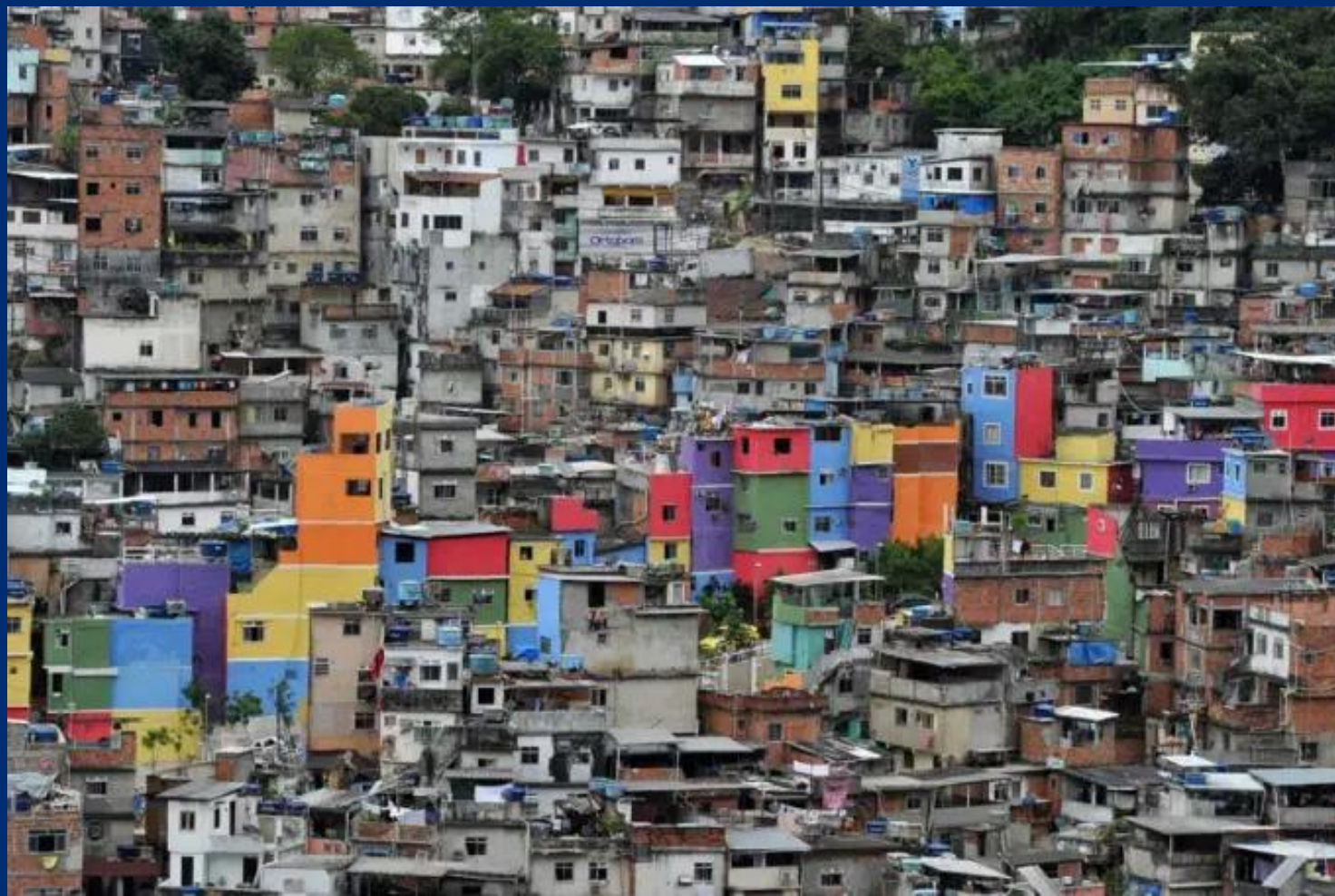
Construct Validity & Reliability

Factor analysis for social norms
Factor analysis for personal beliefs
Cronbach's alpha

Examine Concurrent Validity

Test hypotheses about association of norms and personal beliefs with gender, age, and experience with ADTS





Context

Favelas in Rio de Janeiro, Brazil

Socially and economically vulnerable communities

Rudimentary infrastructure

High crime and drugs activity with many ruled by drug lords

Over 14% of adult men engaged in ADTS

Item Generation

Based on previous qualitative work

Wrote items based on interviews

Team classified them into domains

Domains

Girls motivations for engaging in ADTS

Girls readiness of sex and agency

Men's motivations for engaging in ADTS

Attitudes

In your opinion....

Social Norms

In the opinion of the residents of your community..

Strongly disagree (1) to Strongly agree (5)



Expert Review
Clarity
Relevance
Importance
N=14

Generated 71
Items

Content Validity Coefficients computed for each item (possible range 0-5)
Items with score ≥ 4 were retained
Items with score < 4 were reviewed for exclusion or revision
For redundant items, the item with the highest CVC was retained

42 items

Dropped items related to drug trafficking (4)
Selected among items that were perceived as
highly similar

Pre-test
N=17

31 items
Moved to the
Psychometric
Study

Psychometric
analyses
N=431

13 items
Final Scale

Psychometric Study

Communities selected according to geographically location and Social Vulnerability Index

Three locations (Complexo de Maré, Babilônia and Chapéu Mangueira)

Multi-stage sampling plan (census sectors, households, resident)

Randomly selected 23 census tracts

Sample

N=431

53.1% female

32.3% 15-17 years, 31.6% 18-24 years, 36.2% 25 years or older

45.2% described their position in the household as child or step-child & 38.1% head of household

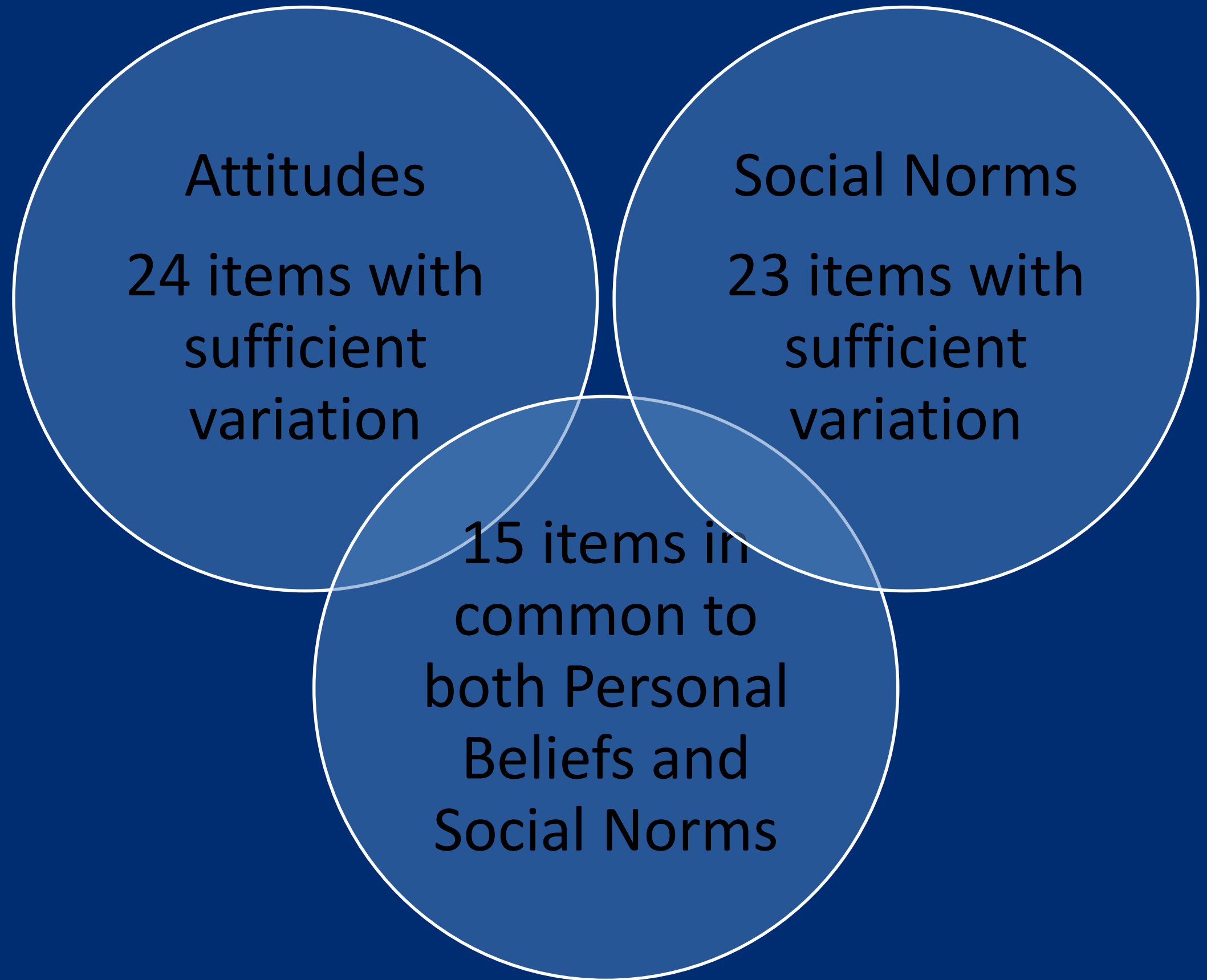
38.7% had not completed primary, 36.6% had not completed secondary school

Factor Analysis

31 items

Examined if items had sufficient variance explained (communalities $>.30$)

Identified common items across Attitudes and Social Norms to be used in factor analysis



Factor Analysis

3 factors emerged based on eigenvalues and interpretation

2 items did not load on any factor for Attitudes and the same 2 items had very low factor loadings in Social Norms → they were dropped

Factor analysis of the 13 items had 3 factors with good simple structure

All items had factor loadings > 0.35 for Attitudes and >0.45 for Social Norms

40.2% (A) & 46.6% (SN) of the variance was explained by the 3 factors

Attributions to Girls' Behavior (5 items)

If a girl responds positively to the advances of a man on the street, she should have sex with him

Girls that accept presents or protection from men should repay with sex

Girls that use short skirts are looking for male attention

Girls that spend a lot of time in the street are available to get involved with men

Girls get involved with men to gain financial stability

Cronbach's Alpha	
Attitudes	Social Norms
0.82	0.80

Men's Motivations (5 items)

Men feel more powerful in sexual relations with girls than with woman

Men get more pleasure from sex with girls than with women

Men think that the body of a girl is more attractive than that of a women

Men like to get involved with girls because they are easier to control than women

Men never refuse sex offered by a girl

Cronbach's Alpha	
Attitudes	Social Norms
0.70	0.72

Girls' Readiness to Have Sex (3 items)

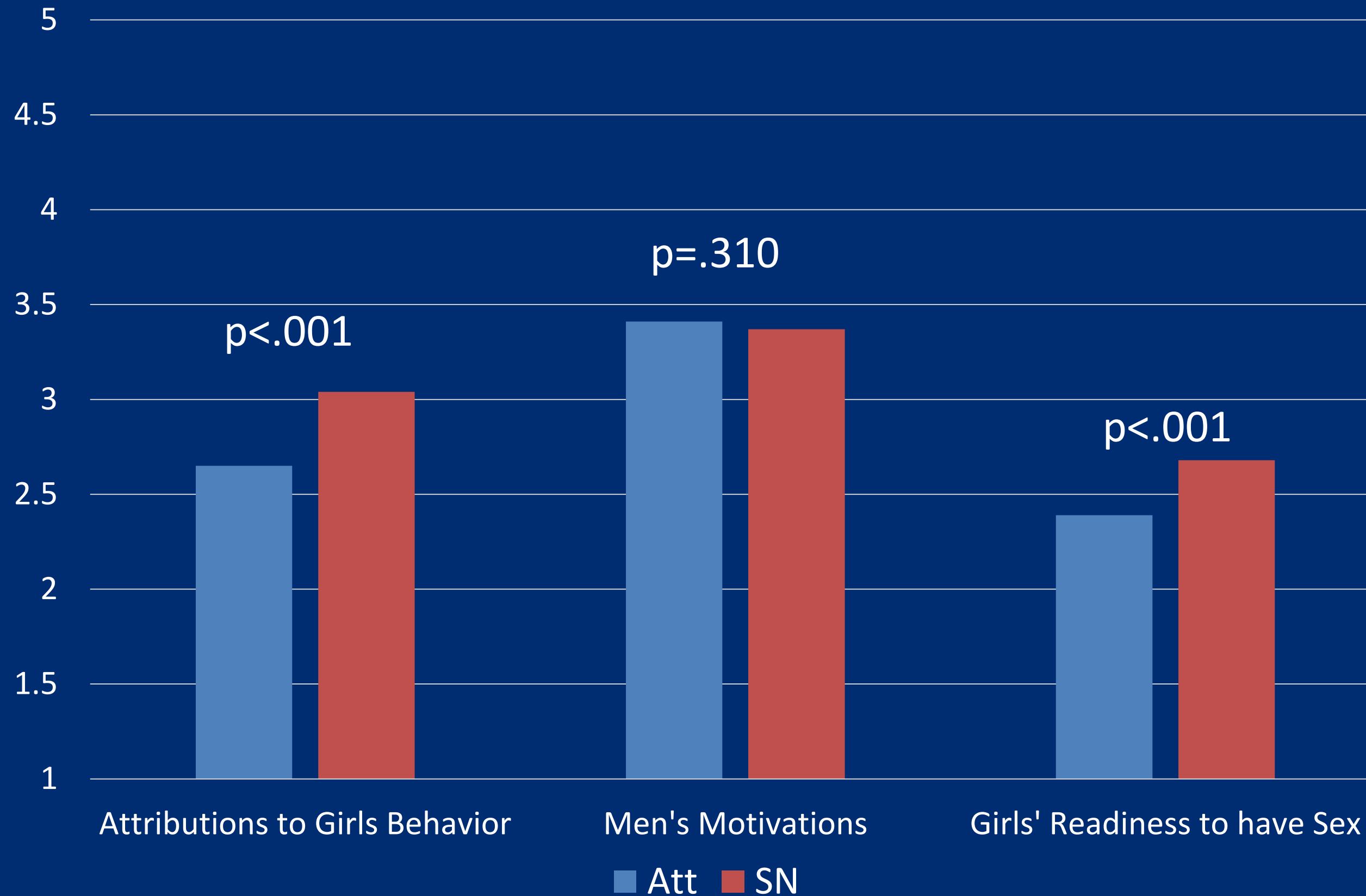
A girl with a developed body has the maturity to make decisions about her sexual partners and relations

A girl with a developed body is ready to have sex

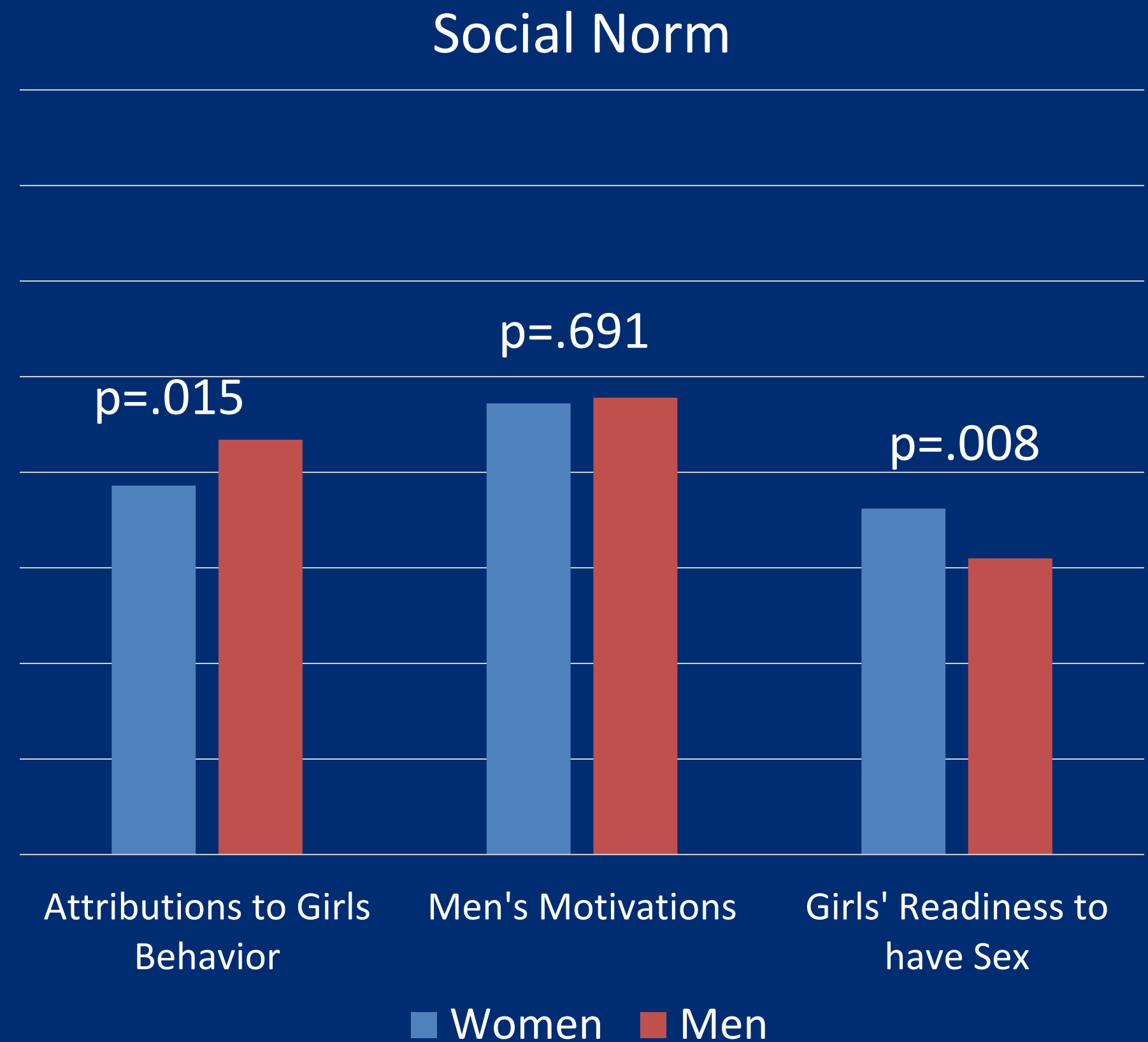
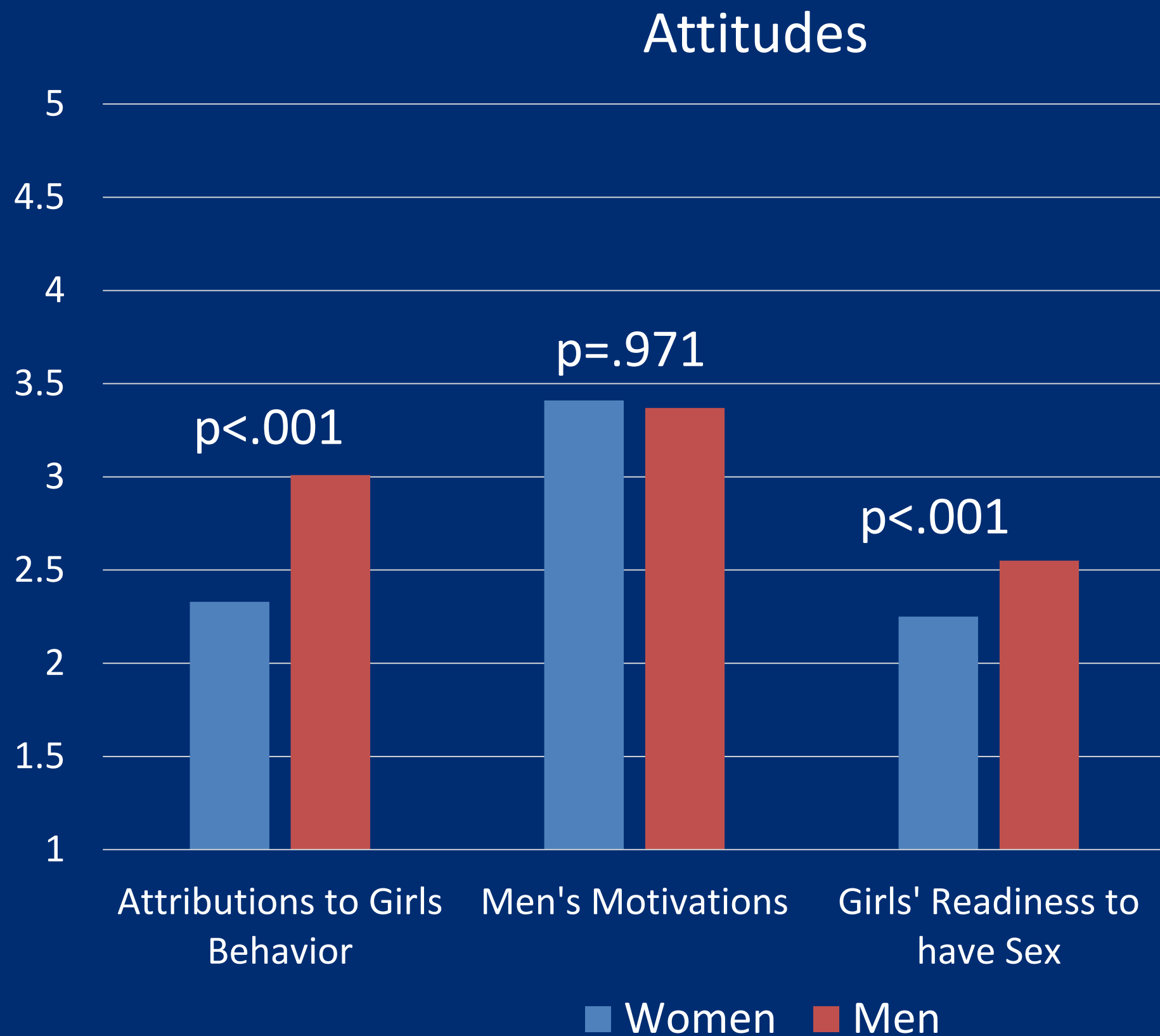
Girls of 13 to 14 years old are able to choose their sexual partners and relationships

Cronbach's Alpha	
Attitudes	Social Norms
0.59	0.83

Attitudes vs. Social Norms



Differences by Gender



Differences by Gender

Attitudes

Social Norms

Attributions to Girls' Behavior

Women less likely to make attributions to girl's behavior than men

Women see the community making fewer attributions to girl's behavior than men

Men's Motivations

No difference

No difference

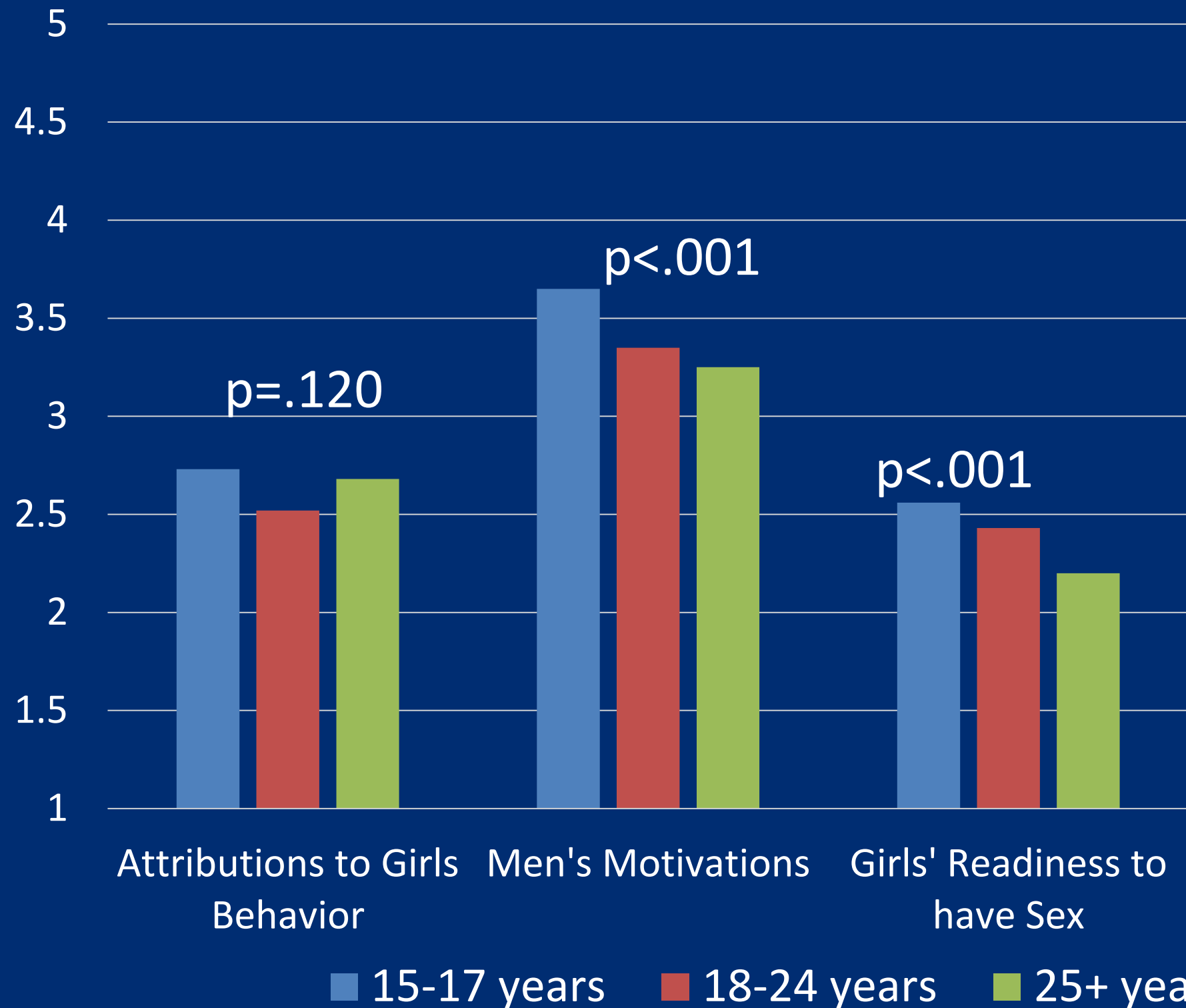
Girls' Readiness to have Sex

Women less likely to say young girls' are ready to have sex than men

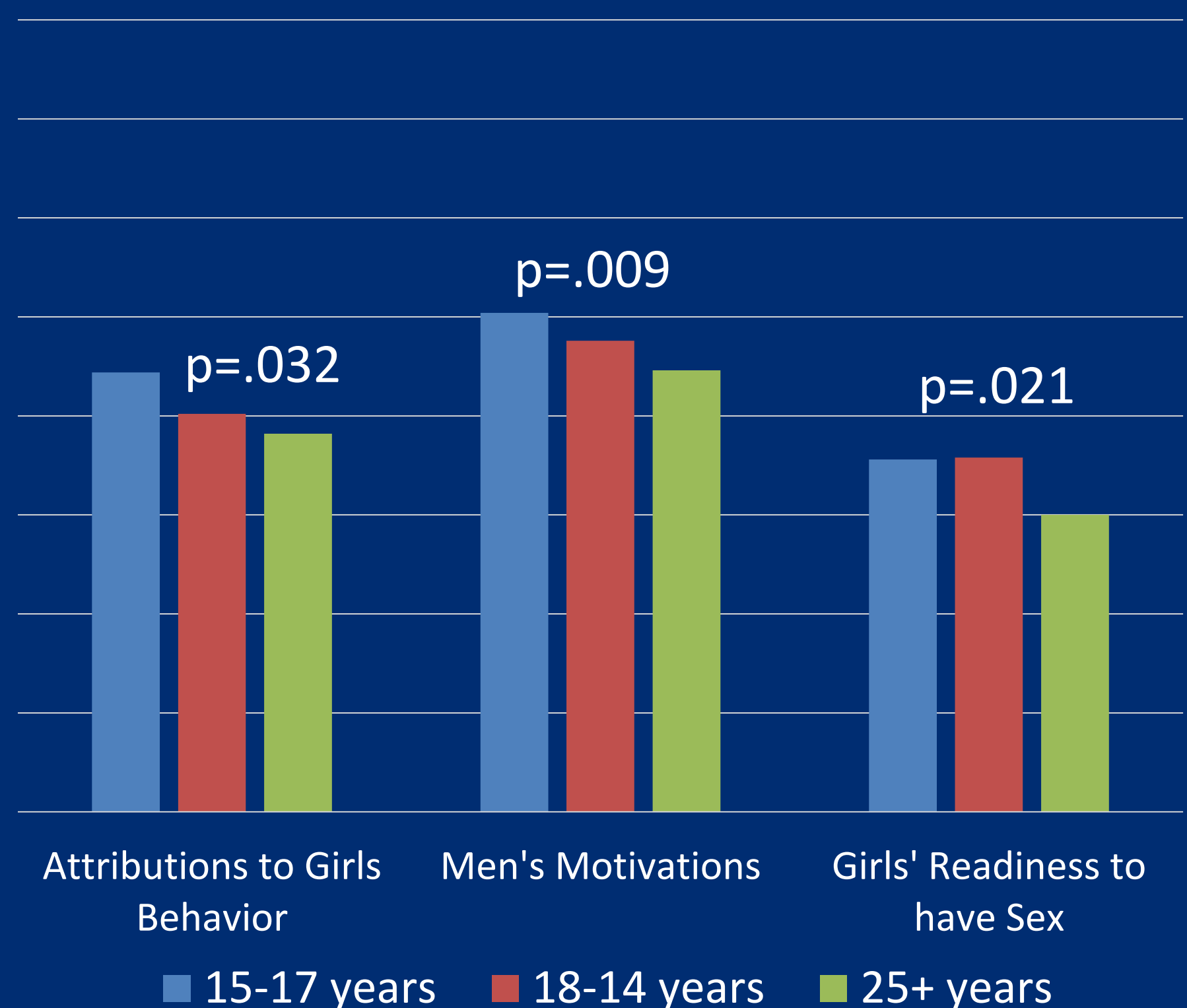
Women less likely than men to say the community sees young girls' are ready to have sex

Differences by Age

Attitudes



Social Norm



Differences by Age

Attitudes

Attributions to Girls' Behavior

No difference

Men's Motivations

Younger more likely to see men as motivated to have TS than older age groups

Girls' Readiness to have Sex

Younger more likely to see young girls as ready to have sex than older age groups

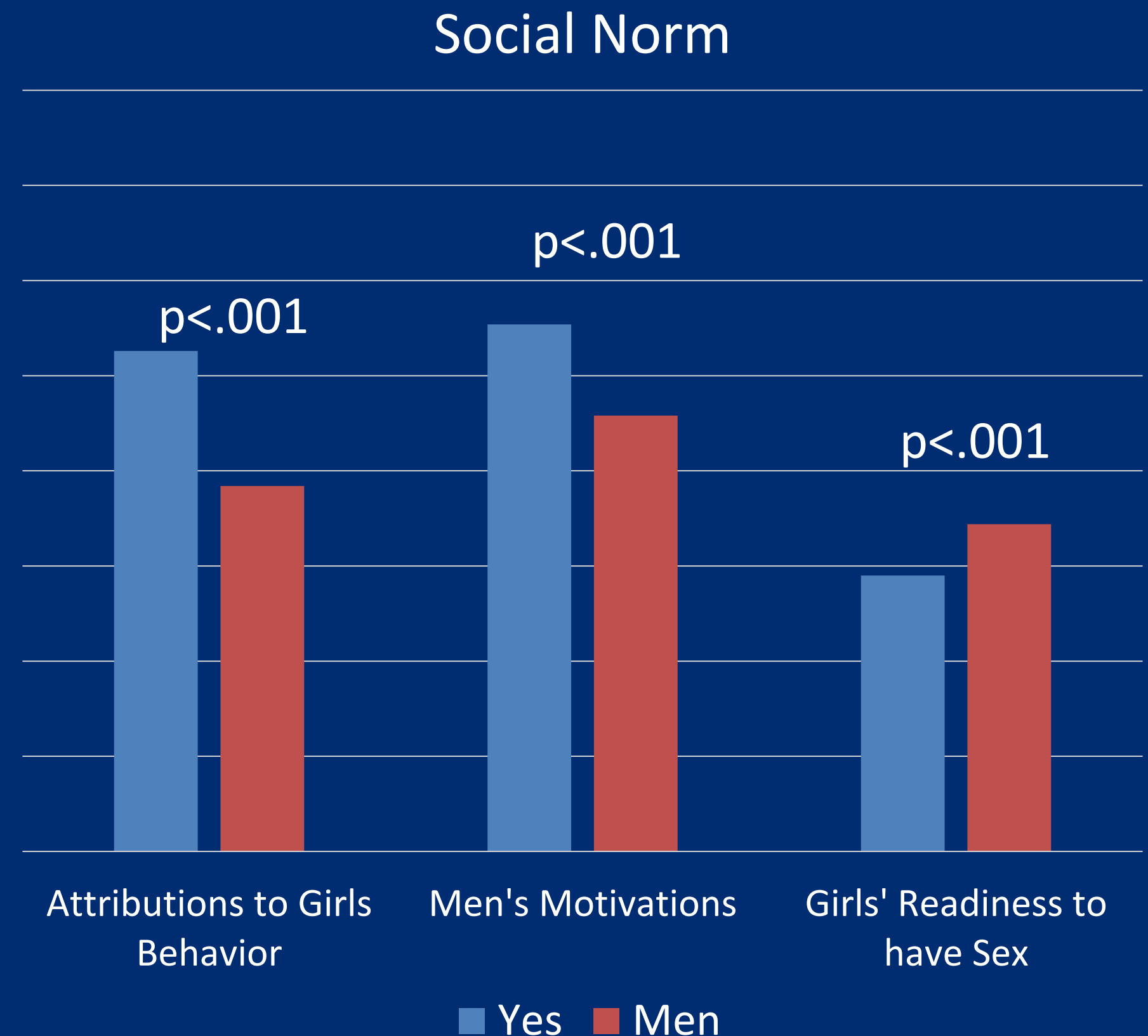
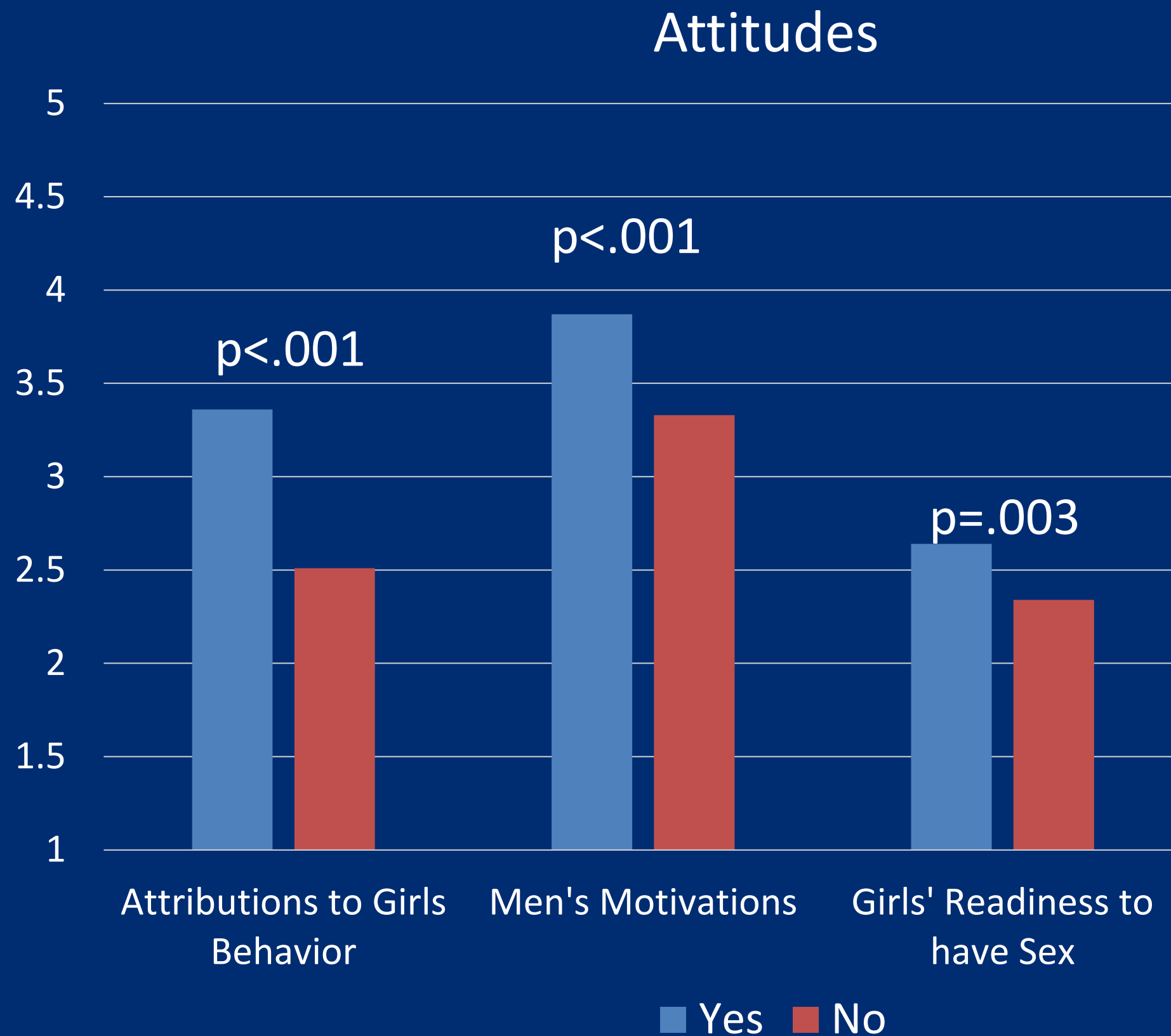
Social Norms

Younger age groups see the community making more attributions to girl's behavior than younger age groups

Younger more to see a stronger social norm for men's motivation than older age groups

Younger more likely to say the community sees young girls' are ready to have sex

Differences by Engaged in TAS



Differences by Engaged in TS

Attitudes

Attributions to Girls' Behavior

Those who have engaged in TS more likely to make attributions to girl's behavior

Men's Motivations

Those who have engaged more likely to see men having stronger motivation for TS

Girls' Readiness to have Sex

Those who have engaged more likely to see young girls as ready to have sex

Social Norms

Those who have engaged in TS see the community making more attributions to girl's behavior

Those who have engaged more likely to see stronger social norm for men's motivation for TS

Those who have engaged more likely to see the social norm that young girls are not ready to have sex

Conclusions

- Norms and Attitudes on Age-Disparate Transactional Sex captures three subscales with parallel items for social norms and attitudes
 - Attributions to Girls' Behavior
 - Men's Motivations
 - Girls' Readiness to have Sex
- Personal attitudes are more positive than social norms for Attributions to Girls' Behavior and Girls' Readiness to have Sex
 - These are areas that may be ready for social norms interventions
- Men's Motivations are more entrenched with no difference between personal attitudes and social norms or between men and women
- Psychometric properties of the scales are good, although Girls' Readiness to have Sex Attitudes scale needs internal consistency to be improved
- Scales do not exhibit ceiling effects
 - Promising to be sensitive to change in evaluations of social norms interventions

