

# How Collective Norms and Media use affect Individual Attitudes and Behaviors in Ethiopia and Tanzania

Erica Sedlander, MPH & Rajiv N Rimal, PhD

## INTRODUCTION

Social norms are gaining momentum as a focal point in behavior change interventions. However, planners have little information to assist in the design.

This study tests 1) whether or not there is a significant relationship between collective norms and individual attitudes and behaviors; 2) if this relationship will be moderated by media use such that the relationship will decrease as mass media use increases and vice versa.

## METHODS

- 2016 Ethiopian and Tanzanian Demographic and Health Surveys
- Collective norms includes the scores of everyone in the enumeration area except the target person herself.
- Media use is the average score for tv, internet, radio and newspapers
- Contraception use is binary
- Tolerance for violence is the average response to five questions about when it is acceptable it is to “beat your wife.”
- Regressions were run in STATA to analyze the data.

## FINDINGS

Multivariate predictors of contraception use and tolerance for violence against women

	Ethiopian Sample (N = 6,907)		Tanzanian Sample (N = 4,084)	
	OR <sub>CU</sub>	β <sub>TFV</sub>	OR <sub>CU</sub>	β <sub>TFV</sub>
Age	.97***	.00	1.02***	-.01
Urban location	1.03	.03	.98	.05
Education	.63***	-.07***	.90	-.07***
Wealth	1.24***	-.01	1.10*	-.028*
Media use	1.09*	-.03*	1.07	-.00
Contraception use, CN	1.04***	NA	1.04***	NA
Tolerance for violence CN	NA	.32***	NA	.25***
Media use x contraception use CN	.99***	NA	.99**	NA
Media use x tolerance for violence CN	NA	-.05**	NA	.00
(Adjusted R-squared)	(.169***)	(.196***)	(.087***)	(.145***)

\*OR = odds ratio, CU = contraception use, TFV = tolerance for violence against women, CN = collective norms

## CONCLUSIONS & IMPLICATIONS

When communities have access to media, collective norms and individual-level behaviors are moderately related, but this relationship increases significantly when individuals have limited access to media. We encourage interventionists to assess both media use and collective norms before implementing social norms-based interventions.

Interaction between community-level contraception use and individual media use in predicting contraception use

