

Social Norms and Gender Equality Indicators

| Indicator | Rationale for Indicator | Definition Considerations | Possible Data Collection Strategy |
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| <p>Number of misogynistic, homophobic or sexist references or propaganda in the media, social media and at campaign rallies or public events*</p> | <p>Increased use of misogynistic, sexist and homophobic propaganda and hate speech by political, community leaders and non-state actors is used to reinforce traditional gender norms and stereotypes, belittle political opponents and further ostracize minority population groups. Not only does it undermine efforts to promote gender equality and inclusion, but it also points to growing intolerance, radical exclusionary ideology and seeks to cement what is socially expected gendered behavior.</p> <p>This type of speech can include growing attacks and hatred towards LGBTQI individuals or those suspected of being gender non-conforming; increased public pressure for women to bear more children and leave the workforce; or increased propaganda on masculinity and societal expectations on what it means to be a man. Increased misogynistic propaganda and hate speech demonstrates an increasing “us vs. them” rhetoric and can lead to violence, conflict and instability. This indicator extends to monitoring draft laws restricting women’s movement, access to sexual and reproductive health and rights, or reinforcing traditional gender narratives.</p> <p>Misogynistic propaganda is also used as part of recruitment strategies of violent extremist groups. For example, in 2019, researchers in Libya catalogued the recruitment messaging being used by violent extremist groups promoting gender regressive ideologies and intolerance.⁹ In 2018 a study commissioned by UN Women also found significant gendered messaging formed part of ISIS’s recruitment and control strategies.¹⁰</p> | <p><i>Implementors will need to define “misogynistic, homophobic or sexist reference or propaganda.”</i></p> <p><i>Considerations and suggested definitions to tailor to the local context:</i></p> <p>“Misogynistic, homophobic and sexist references or propaganda” refers to the use of social norms to undermine or belittle opponents. This can include, but is not limited to: calling into question a person’s masculinity/ fatherhood/breadwinner status, femininity/ motherhood, or sexual orientation; bragging about sexual exploits or prowess, including sexual assaults; making sexually derogatory comments about a man’s mother, wife or sister; speaking about sexual violence to attack opponents, and using perceived negative stereotypes to discredit individuals (such as calling women “aggressive” or “emotional”).</p> <p>Implementors could work with local women’s groups to develop a hate speech lexicon to assist with consistent data collection on this indicator.</p> | <p>Data collection for this indicator could consist of media and social media monitoring as well as attending public events, campaign rallies, places of worship or other gatherings where people come together to listen to influential people speak.</p> <p>As mentioned above, social media monitoring is challenging, but can be done by choosing a specific number of social media accounts to monitor, agreeing on definitions of misogynistic, homophobic or sexist references (or developing a hate speech lexicon) and monitoring those accounts regularly.</p> |
| <p>Changes in expectations and practice around dress codes for women and girls</p> | <p>Changes in dress codes for women and girls could indicate changes in women’s perceptions of societal openness towards women’s choices and bodily autonomy. Women may elect to cover more of their body if they are anticipating a dramatic political shift towards conservatism, or risk of violence to protect themselves, or may choose to cover less of their body during political shifts in the other direction or in safer atmospheres. In 2019, the UN Secretary General warned that sudden and extreme restrictions on women’s rights are among the earliest signs of the spread of violent extremism within a community.¹¹ One the most visible signs of community radicalization is a shift in conservative dress by women and girls. For instance, a 2017 study in Indonesia found that the increased and shifting use of conservative dress was one of four key indicators of increasing radicalization within a particular community. Similarly, Afghan women peacebuilders told the authors of this framework that women in some provinces are increasingly covered when they go outside to protect themselves from possible future attacks from the Taliban.¹²</p> <p>In Cambodia, women’s rights activists in 2020 have been campaigning against a proposed law which could see police fine women for being inappropriately dressed.¹³ While it is being justified to preserve traditional values, women’s rights activists see this as a first step in curtailing women’s rights.</p> | <p><i>Implementors will need to define “changes in dress code.”</i></p> <p><i>Considerations and suggested definitions to tailor to the local context:</i></p> <p>Changes in dress code could refer to women and girls wearing clothes different from the norm for that context, for example that reveal less of their body (sleeves down to their wrists, full-length skirts or pants, head coverings) or clothes that reveal more of their body (short-sleeved or sleeveless tops, shorter dresses, skirts, or shorts).</p> | <p>Where relevant, this indicator could be monitored alongside the indicator tracking changes to women’s participation in common places. As well as recording the weekly number of women present at a particular location, monitors could also track any shifting patterns in changes in how women and girls are dressing.</p> <p>In the reporting form, if this indicator is being monitored alongside the commonplace indicator, monitors could record the percentage of women and girls wearing conservative dress (e.g., 0-25%; 25-50%; 50-75; mostly or all women) out of the total number of women, based on the definition decided upon for this indicator.</p> <p>This indicator may be difficult to capture in colder environments, so that should be considered when determining whether to include this indicator as part of monitoring efforts.</p> |