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choose better

"Safe House" – evaluation of a mini webseries using edutainment to shift gender norms in Iraq

MAGENTA FZE

October 2021

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PRESENTATION OF THE DOCUMENT

This document presents the results of the UNMAS Gender Drama Series ("Safe house/البيت الآمن"[1]), through a comparison of Baseline and Endline surveys of viewers' perceptions of gender and the social norms that influence these perceptions in Iraq. This comparative approach enables us to assess whether individuals' perceptions have changes after watching the series, and whether they differ from the rest of the population's views at the time of the survey. Where relevant, a comparison between gender and age categories is provided.

BACKGROUND

The aim of the series is **to use explosive hazard management as an entry point to address gender inequality in Iraq, and in particular cultural and social norms, held by both men and women, that limit women's full participation in society**.

To reach this aim, MAGENTA developed the following Theory of Change (Figure 1) with expected outcomes of the project outlined as:

- **The attitudes of Iraqis around gender equality will improve, and**
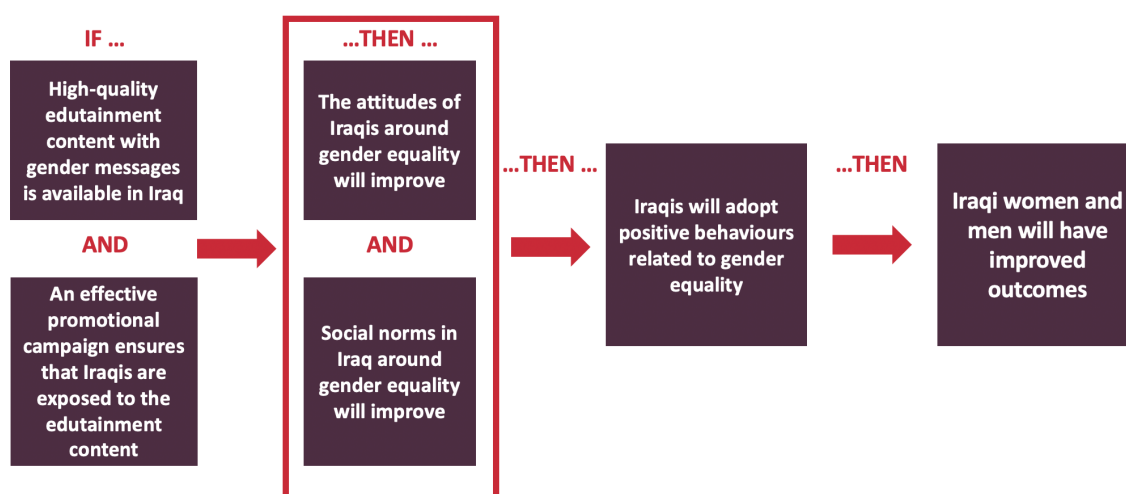- **Social norms in Iraq around gender equality will improve**.

IF …

High-quality edutainment content with gender messages is available in Iraq

AND

An effective promotional campaign ensures that Iraqis are exposed to the edutainment content

…THEN …

The attitudes of Iraqis around gender equality will improve

AND

Social norms in Iraq around gender equality will improve

…THEN …

Iraqis will adopt positive behaviours related to gender equality

…THEN

Iraqi women and men will have improved outcomes

Figure 1: Theory of Change

To reach these intended outcomes, MAGENTA produced a high-quality Edutainment series with gender and risk education messages, which was disseminated on YouTube in summer 2021 alongside a social media promotional campaign.

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[1] https://www.youtube.com/channel/UCW-CdUR66csW3G7h8mrZs7Q?app=desktop

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METHODOLOGY

In order to assess whether the project has reached its outcomes, MAGENTA and UNMAS agreed to carry out an evaluation of the project. The evaluation was designed to answer the following evaluation questions:

- Did the attitudes of Iraqis around gender equality improve as result of the project?
- Did social norms in Iraq around gender equality improve as a result of the project?
- Did the project achieve its intended outputs, as highlighted in the Theory of Change?

APPROACH

To answer these research questions, the chosen methodology (as outlined in the evaluation methodology document) was an **experimental evaluation** with a baseline including a treatment group as highlighted below. A randomly sampled control group at baseline and endline allows to measure the evolution of attitudes and perceptions before and after watching the show, while controlling for possible trends or changes in those attitudes and perceptions in the Iraqi population in general. For example, this methodology mitigates wrongly measuring external factors, such as if there is a national campaign to decrease discrimination against women, an increase in positive attitudes of viewers might be observed but could wrongly be attributed to the impact of the show.

Unfortunately, MAGENTA faced difficulties in obtaining interviews with the same people in both the control and the treatment groups of the baseline. Therefore, while the treatment group is the same at both baseline and endline, the control group at endline is composed of different individuals than the one at baseline, however both groups are assumed to be similar, on average, to allow comparison. **When an indicator differs between baseline and endline for the group that watched the show, and this difference is not observed in the group that has not watched the show, the change can be attributed to the intervention.**
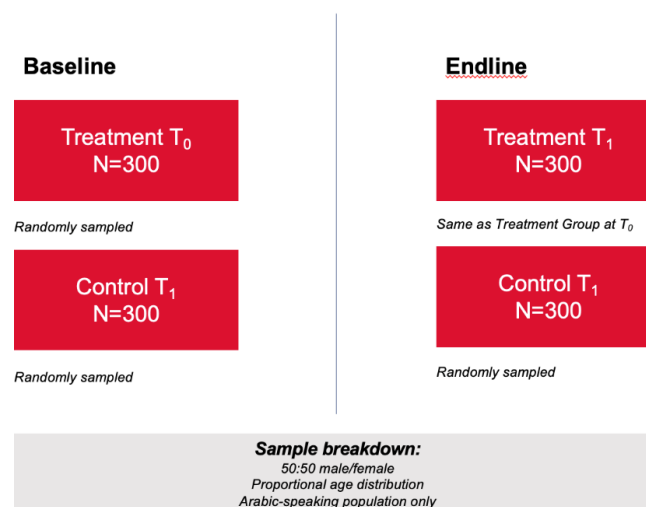
Baseline

Treatment T_0
N=300

Randomly sampled

Control T_1
N=300

Randomly sampled

Endline

Treatment T_1
N=300

Same as Treatment Group at T_0

Control T_1
N=300

Randomly sampled

Sample breakdown:
50:50 male/female
Proportional age distribution
Arabic-speaking population only

Figure 2 : Overview of Evaluation Approach: Quasi-experimental Evaluation Design

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DATA COLLECTION

Sampling

A national survey was conducted with the treatment group at the baseline using a multi-stage, stratified random sampling approach. The sampling represented the Arabic-speaking Iraqi adult population aged 18-69, based on the most recent Iraq census data.

Stage 1: A base sample was first stratified by gender to ensure a sample of 50:50 male/female

Stage 2: An age strata was obtained across 5 age ranges according to the most recent UN data census for demographic profiling (2015) to ensure a representative age distribution. This is important to avoid the oversampling of younger population, which is expected to happen when surveys are administered by phone.

This sampling approach has been designed to achieve a 95% CI with a 5% MoE while allowing comparison in the treatment group between gender and between two large age categories: 18 to 34 and 35 to 69. The sample was obtained by randomly selecting phone numbers to cover a nation-wide, Arabic-speaking audience in Iraq aged between 18 and 69. The sample by age and gender are distributed as follows:

- Baseline group: 600 respondents.
- Endline group: 600 respondents.

Age Group	Total population per age group	% of the total population it represents	Extrapolated percentage to the population between 18 and 69	Baseline Treatment= 300		Baseline Control= 300		Endline Treatment= 300		Endline Control= 300	
				Male	Female	Male	Female	Male	Female	Male	Female
18-19	1634816	4.20%	8.40%	12	12	12	12	12	12	12	12
20-24	3529670	9.00%	18.10%	27	27	27	27	27	27	27	27
25-29	2839599	7.30%	14.50%	21	21	21	21	21	21	21	21
30-34	2558004	6.50%	13.10%	19	19	19	19	19	19	19	19
35-39	2207450	5.60%	11.30%	16	16	16	16	16	16	16	16
40-44	2040090	5.20%	10.40%	15	15	15	15	15	15	15	15
45-49	1519862	3.90%	7.80%	11	11	11	11	11	11	11	11
50-54	991332	2.50%	5.10%	7	7	7	7	7	7	7	7
55-59	1027206	2.60%	5.30%	7	7	7	7	7	7	7	7
60-64	723506	1.90%	3.70%	5	5	5	5	5	5	5	5
65-69	464599	1.20%	2.40%	3	3	3	3	3	3	3	3
total	19536134	50.00%	100.00%	150	150	150	150	150	150	150	150

Table 1: Sample Breakdown according to gender and age for the treatment and control groups

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Training and Tool

Well-trained, experienced and trusted local enumerators were selected to collect reliable data. MAGENTA worked with our data collection partner, IPSOS, to ensure both female and male enumerators were selected to administer the surveys to the respondents (with 90% females and 10% males).

Final scripting of the baseline tool survey was finalized on 21 Oct 2020 before testing the tool by each enumerator on 22 October 2020 through conducting a several "mock" interviews using the survey tool, giving the team multiple opportunities to identify and remedy any potential issues before the start of data collection. Similarly, the endline tool survey was finalized on 24th January 2021 and tested on 4th February 2021.

Data Collection Process

Baseline

Over the period of June-July 2021, starting on 27 June until 17 July, IPSOS conducted interviews with the baselined group individuals (treatment group of 301 and control group of 305) through CATI (Computer Assisted Telephone Interview). This method was selected to ensure value for money as well as be in line with COVID-19 related preventatives measures.

Data was collected from three Iraqi cities; Baghdad, Babel and Basra, selected for the geographical population, the Arabic language spoken and for being a part of the target audience in Iraq. Kurdistan was excluded as it is a non-Arabic population and could not be included with the targeted audience.

Endline

The dissemination of the drama series took place from the 23rd July to the 27 August, during which period IPSOS was sharing weekly links to the treatment group individuals to watch the series' episodes. At the end of the period, IPSOS conducted interviews with the endline group (treatment group of 204 and control group of 305). However, while conducting the interviews, IPSOS highlighted a difficulty in obtaining interviews with the same people in the treatment group of the baseline. Nevertheless, IPSOS were able to speak to enough people at endline to make the results statistically significant.

Analysis Process

In order to account for the lower sample of the treatment group at the endline, the respondents from the treatment group at the baseline who did not participate to the end were removed and moved to the control group baseline sample.
Consequently, the sample was updated as per the below :

City	Babel		Baghdad		Basra		Total
Age/Gender	F	M	F	M	F	M	
18-24	11	6	34	31	14	12	108
25-34	5	10	35	33	13	9	105

City	Babel		Baghdad		Basra		Total
Age/Gender	F	M	F	M	F	M	
18-24	7	7	24	24	9	9	80
25-34	6	2	26	23	9	16	82

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35-44	8	9	28	24	6	7	82
45-54	6	4	18	18	6	6	58
55-64	4	1	13	12	4	2	36
65+	1	2	3	4	2	1	13
Total	35	32	131	122	45	37	402

Table 2: Data collection breakdown according to gender and age for the baseline control group

35-44	6	5	20	12	7	16	66
45-54	3	3	13	10	3	6	38
55-64		3	10	8	3	2	26
65+	1	1	4	5	2		13
Total	23	21	97	82	33	49	305

Table 3: Data collection breakdown according to gender and age for the endline control group

City	Babel		Baghdad		Basra		Total
Age/Gender	F	M	F	M	F	M	
18-24	2	4	12	16	3	7	44
25-34	6	8	23	19	7	9	72
35-44	5	2	11	19	7	4	48
45-54	1		2	7	3	6	19
55-64		2	5	5	1	3	16
65+		1	4				5
Total	14	17	57	66	21	29	204

Table 4: Data collection breakdown according to gender and age for each of the baseline and endline treatment group

Challenges

During the process of the evaluations, the team faced the following challenges:

- **Impact of the delays in the project on the initial baseline**: An initial baseline with a total sample size of 600 treatment group was carried out in Fall 2020. Due to challenges faced in the production of the episodes and the need to refilm the pilot episode, the dissemination was postponed until Summer 2021. Due to such a gap in time between the initial data collection and the dissemination, the data collection team highlighted the difficulty to reach the initial participants and recommended to start anew.
  Therefore, a new baseline was carried out with a smaller sample size (n=300 treatment group and n=300 control group) right before the dissemination to remedy this situation.

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- **Updated methodology to accommodate the new baseline data collection:** the initial sample anticipated for the evaluation was a baseline with only a treatment group (n=600) and an endline with both a treatment group (n=600) and a control group (n=600). This methodology was selected to fit both available budget and allow to have a statically representative sample that would allow for several level of disaggregation.

  When the decision was taken to carry anew the data collection within the existing remaining budget, it was necessary to reallocate the existing funding to cover both a new baseline and the endline. This was done by reducing the sample size (baseline n=600 and endline n=600) but it also allowed to include a control group at the baseline (n=300 for control and n=300 for treatment group) to mirror the endline (n=300 for control and n=300 for treatment group) which was not present in the initial methodology.

  This smaller sample while accommodating the changes in circumstances, limits the level of disaggregation that can be done in the analysis.

- **Treatment group fallout during the endline**: despite the new round of data collection done for the baseline and the endline data collection carried out approximately 2 months later, participants to the treatment group decided not to pursue as part of the evaluation (the reasons behind this change of heart is unknown). The data collection teams made several attempts to reach those participants but to no avail. This led to a smaller sample size (n=204) of the treatment group at the endline than anticipated. Nonetheless, as highlighted earlier, IPSOS were able to speak to enough people to make the results statistically significant.

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BASELINE VS. ENDLINE KEY FINDINGS

KEY FINDINGS

Throughout the report, the evolution of indicators and specific questions regarding the TV series itself allowed us to identify four key findings, similar across both genders and age groups:

- **Positive evolution of attitudes regarding women's qualification and the jobs considered as acceptable for women:**

Even though there is little change in the perceived social norms around women's work outside the home or in mixed-gendered environments, in general **there is a change of perception when it comes to non-gender-traditional jobs**. Respondents now indicate that more types of jobs are suitable for women, particularly demining, for which a 140% increase in the proportion of support was observed. When asked specifically about the show, a considerable share (47%) agree that demining was a suitable job for Ahlam. Furthermore, **women are now perceived to be more qualified in non-gender traditional roles and more trusted as a colleague in the workplace, regardless of the job type.** The show's portrayal of a competent woman in a physical job is an important driver for these changes, as Ahlam, the most admired character, was perceived to be a strong character, even stronger than Ali, a man.

- **Positive evolution on the awareness towards discriminatory social norms in Iraqi society:**

 Respondents felt more negative toward traditional gender norms of the Iraqi society after having watched the show, which suggests that the show contributed to raise awareness about the discrimination against women in the workplace. There is also an increase in the perception that the community finds women to be less qualified than men for certain jobs, even if they are in fact more qualified. The gap between individual and community beliefs is wider compared to the baseline, suggesting that **the series contributed to increasing awareness around discriminations against women in the workplace.** This can be explained by the fact that the show depicts the strong criticism a women and her family have to face when she works in non-traditional roles, which might have made discrimination against women more visible.

- **Positive feedback about the TV series itself:**

Although there are some concerns around how entertaining the show was, the majority of viewers still said that they enjoyed the show and would recommend it to others because of the way it depicts gender relations in Iraqi society.

However, there are some observations from baseline that persist at endline, suggesting the series did not contribute to attitude change. There are also some indicators where the change could not be attributed to the series:

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■ **Attitudes towards controlling women's career choices:**

While the show was effective in shifting individual attitudes regarding job choices suitable for women, there is no change in the proportion of Iraqis that believe it is acceptable for men to control women's career choices and decide what their female relatives can do for work.

■ **Awareness about discrimination against women in finding a job:**

Even though there is a general increasing trend in the perception of fairness in Iraq, it cannot be attributed to the series. The change in the perception of fairness and equality of opportunity between genders has increased so that more people think that women have the same right to find a job. However, this change was also observed in the control group that has not watched the show.

■ **Perceived social norms in the community:**

The majority of indicators measuring what the respondent believes *their community* thinks did not change from baseline to endline. Even though there is a change in the perception that the community finds women to be less qualified than men for certain jobs, there are no other important shifts in the perceived social norms, specifically around women's work outside the home or in mixed-gendered environments, and control by husbands and parents.

Both previous points could be explained by the fact that the series might have indeed shown that women can be competent, but that they continue to be judged and discriminated against in the community such as in situations with Ali and Zuhair, as well as their families, such as in Saif's situation.

In the end, the show was effective in changing individual attitudes towards gender equality in non-traditional professions, which suggests that a high quality edutainment show with gender and risk education messages, accompanied by a promotional campaign that ensures that a large portion of Iraqis are exposed to it, could shift social norms in the long run towards a more tolerant and gender equal society.

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INDICATOR EVOLUTION

Indicators	Baseline results (August 2021)	Endline (October 2021)
Iraqis who report that women have the same right as men to have a job in Iraq	72%	82%
Iraqis who report that men and women have the same opportunities to choose their profession	46%	57%
Iraqis who report that women's job applications are evaluated as fairly as men's applications	39%	56%
Iraqis who report supporting women working outside the home	90%	91%
Iraqis who report supporting women working outside the home in non gender-traditional roles	42%	55%
Iraqis who think that people in their community disapprove of women working outside the home in general.	34%	36%
Iraqis who think that people in their community consider women less qualified than men to hold non gender-traditional job.	60%	67%
Iraqis who believe that most individuals in their community expect women to stay at home.	29%	33%
Iraqis who think that in the community, the majority of parents expect their daughters not to work in a mixed gender work environment.	43%	41%
Iraqis who think that in the community, the majority of husbands expect their wives not to work in a mixed gender work environment.	40%	40%
Iraqis who would support a female relatives in taking a job in an uncommon position for women.	39%	53%
Iraqis who have knowledge that all individuals have equal rights	33%	42%
Iraqis who have knowledge that all individuals' equal rights are to be implemented on a daily basis	35%	51%
Iraqis who have knowledge that qualification and experience for a job are more important than gender to hold a position	80%	87%
Iraqis who have knowledge that any act of violence against another is not acceptable	51%	38%
Iraqis who have knowledge that mine actions is associated with positive socio-economic change.	91%	89%

Table 5: List of indicators at baseline and at endline

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BASELINE VS. ENDLINE EXTENDED FINDINGS

OUTCOME 1 - IRAQIS' ATTITUDES AROUND GENDER EQUALITY

Key Takeaways

- **There is a general positive increase in attitudes towards gender equality, but since this increase was also observed in the control group, it cannot be attributed to the series.**
- **After watching the show, there is no change in the attitude towards controlling a female's professional choices, but more types of jobs are considered suitable for women, particularly demining**.
- Changes are similar across both genders and age groups.

For Outcome 1, Iraqis' attitudes around gender equality, participants were asked 12 questions. Of these questions, 11 measured the attitude of respondents to general statements on gender and employment using a Likert scale with six possible answers: strongly agree, agree, neither agree or disagree, disagree strongly disagree and I don't know. The 12th question measured the general acceptability towards women holding such jobs, using Yes or No answers.

Questions were grouped under five main outcome indicators below:

Indicators	Baseline results (August 2021)	Endline (October 2021)
Iraqis who report that women have the same right as men to have a job in Iraq	72%	82%
Iraqis who report that men and women have the same opportunities to choose their profession	46%	57%
Iraqis who report that women's job applications are evaluated as fairly as men's applications	39%	56%
Iraqis who report supporting women working outside the home	90%	91%
Iraqis who report supporting women working outside the home in non gender-traditional roles	42%	55%

Table 6: List of indicators of outcome 1 at baseline and at endline

14% increase in the percentage of viewers who report that women have the same right as men to have a job, but the increase is also noticed in the control group.

The perception of fairness and equality between genders in the workplace is higher for both the viewers and the participants in the control group. Although 82% of viewers at endline agree or strongly agree that women have the same right as men to have a job in Iraq versus 72% at baseline, the increase is also noted in the control group. Thus, there seems to be a trend of increase in the perception of fairness in the Iraqi sample regarding professional gender inequality, regardless of whether the participants watched the series or not. This could

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be **due to change in the attitudes of Iraqis in general, or to desirability bias whereby respondents are more likely to answer in a way that is deemed desirable, knowing they are part of a study on gender equality, regardless whether they watched the series or not**.
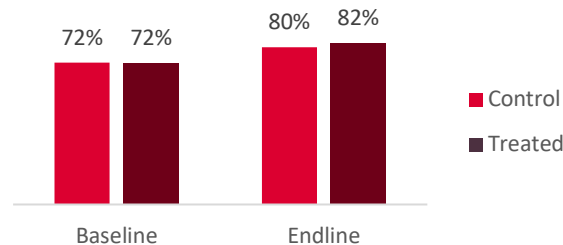

Figure 3 Percentage of people who agree or strongly agree with the following statement "In Iraq, women have the same right as men to have a job"

31% increase in the acceptability of women working outside the home in jobs perceived as uncommon for women.

While there is an overall increase in the perception that women should have the same opportunities to choose their profession, in practice, there is no change in the proportion of Iraqis that believe it is acceptable that men decide what their female relatives can do for work; 38% of viewers in the sample agree or strongly agree with the statement "It is acceptable for men to decide what their women relatives can do for work" after watching the drama series, versus 37% before watching it. The acceptability of women working outside the home in general stayed the same, although this could be explained by an already high level of stated acceptability at baseline (90%), leaving little margin of improvement.

However, **the acceptability of women working outside the home in jobs that are perceived as *uncommon* for women increases both in the group that watched the show and in the control group, compared to baseline, but the increase is higher in the treated group**, where 55% agree or strongly agree versus 42% at baseline.
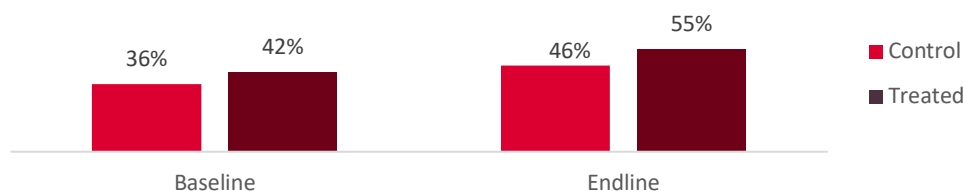

Figure 4 Percentage of people who agree or strongly agree with the following statement "Are you in favor of women working outside the home in jobs perceived as uncommon for women"

8.6% decrease in the belief that there are jobs women cannot or should not do. 140% more respondents believe demining to be a suitable job for women.

Even though participants who watched the show still believe that it is acceptable to control female professional choices, a smaller number believes that there are jobs unsuited for women after having watched the show. The percentage of participants who believe that there

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are jobs that women cannot or should not do decreases from 69% to 63% after watching the show. Conversely, in the group that did not watch the show, this proportion goes up from 69 to 75%.
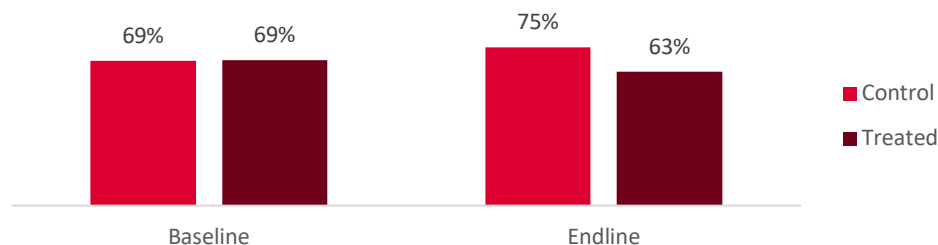
Indeed, when looking in detail at the type of jobs that are believed to be suitable for women, more respondents support women working in jobs that require physical action such as bus driver, deminer and soldier, compared to their attitudes at baseline and compared to the control group at endline. The biggest support change was towards women working in demining, where a change of 35 percentage points is observed, or 140%. This would be a direct result of the drama series that portrays a competent woman in this role. This change in attitude was noticed similarly for both men and women and age groups, but is slightly higher for women and younger respondents (65%).

Profession	% supporting women in the type of job Baseline	% supporting women in the type of job Endline (Treatment)	% supporting women in the type of job Endline (Control)
Nurse	100%	98%	93%
Secretary	92%	94%	90%
Doctor	100%	98%	100%
Bus driver	29%	34%	23%
Maid	49%	45%	42%
Deminer	25%	61%	28%
Translator	92%	78%	85%
Business owner	94%	82%	84%
Soldier	35%	45%	32%
Teacher	99%	97%	100%

Table 7: Percentage of individuals supporting women in different jobs at baseline, endline and control (endline)

In conclusion, **even after improvement, there still exists a fairly low level of tolerance (55%) of women working outside the home in jobs that are uncommon for women and a majority (63%) believes that there are jobs that are not suited for women in general.**

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However, less jobs are considered unsuited for women such as demining and being a soldier.

OUTCOME 2: SOCIAL NORMS IN IRAQ AROUND GENDER EQUALITY

Key Takeaways

- There is little change in the perceived social norms around women's work outside the home or in mixed-gendered environments.
Social norms are rules of action shared by people in a given society or group; they define what is considered normal and acceptable behaviours for the members of that group.[2] Due to the limited size of treatment group and the limited dissemination of the series (on social media instead of national television), this was to be anticipated. A wider diffusion may be required, along with other programmes tacking harmful social norms to support change at such level.

- On an individual level, **there is an increase in the belief that a woman is qualified for non-gender traditional roles and an increase in trust in female colleagues in the workplace regardless of the job.**

- In the meantime, there is an increase in the belief that the community finds women to be less qualified than men for certain jobs.

- Therefore, the gap between own and community beliefs widens, which suggests that the show **contributed to raise awareness about the discrimination against women in the workplace** and helped decrease it.

To measure outcome 2, social norms in Iraq around gender equality, the participants were asked 16 questions. Of these questions, eight measured the attitude of participants facing *general statements* on women and employment through a Likert scale with six possible answers: strongly agree, agree, neither agree or disagree, disagree strongly disagree and I don't know. Another six questions were personal assessments of community perception on social norms with participants asked to choose one of the following answers: everyone, most people, it is balanced, it is a minority, no one thinks that, and I don't know. The remaining two questions were yes/no questions about supporting a relative working outside of the home.

Questions were grouped under six main outcome indicators:

Indicators	Baseline results (August 2021)	Endline results (October 2021)
Iraqis who think that people in their community disapprove of women working outside the home in general.	34%	36%
Iraqis who think that people in their community consider women less qualified than men to hold non gender-traditional job.	60%	67%

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[2] Cislaghi,Ben and Heise, Lori, Gender norms and social norms: differences, similarities and why they matter in prevention science, Sociology of health & illness, vol. 42, No.2, pa.407-422

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Iraqis who believe that most individuals in their community expect women to stay at home.	29%	33%
Iraqis who think that in the community, the majority of parents expect their daughters not to work in a mixed gender work environment.	43%	41%
Iraqis who think that in the community, the majority of husbands expect their wives not to work in a mixed gender work environment.	40%	40%
Iraqis who would support a female relatives in taking a job in an uncommon position for women.	39%	53%

Table 8: List of indicators of outcome 2 at baseline and at endline

12% increase in the proportion that believes that the community considers women to be less qualified than men to hold non gender-traditional roles.

In general, little change is observed in the perceived social norms around women's work outside the home or in mixed-gendered environments. Social norms are rules of action shared by people in a given society or group; they define what is considered normal and acceptable behaviours for the members of that group.[3] Due to the limited size of treatment group and the limited dissemination of the series (on social media instead of national television), this was to be anticipated. A wider diffusion may be required, along with other programmes tacking harmful social norms to support change at such level.

A notable change in perception was considering how much women are regarded to be qualified for non-gender-traditional roles in the community. For the group that watched the show, 67% believe that most people or everyone in the community thinks women are less qualified, compared to 60% at baseline. The change was similar for both genders and age groups. Therefore, even though on an individual level, the viewers believe a woman to be more qualified for non-gender traditional roles (as seen in the previous section), the struggle in the workplace that Ahlam was subjected to might have made more salient a social norm of discrimination against women and have increased awareness.
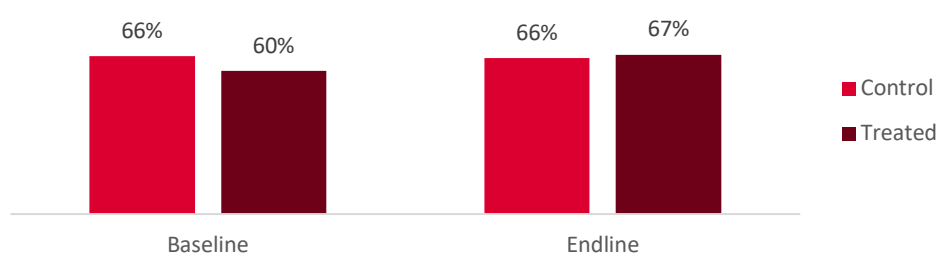

Figure 6 Percentage of people who believe most people in their community think that women are less qualified than men to hold jobs perceived as uncommon for women."

Similarly, the gap widens between own stated attitudes and the community's. For viewers at baseline, regarding women working outside the home in uncommon jobs, a gap was observed between the perceived social norm, the stated attitude towards women working in general and

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[3] Cislaghi,Ben and Heise, Lori, Gender norms and social norms: differences, similarities and why they matter in prevention science, Sociology of health & illness, vol. 42, No.2, pa.407-422

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towards a female relative in specific. At endline, an improvement is seen in attitudes for both own relatives and women in general, with a persistent small gap. However, **the gap between own attitudes and the social norm around the topic becomes even wider, with viewers believing they are even more tolerant than the rest of their community.**
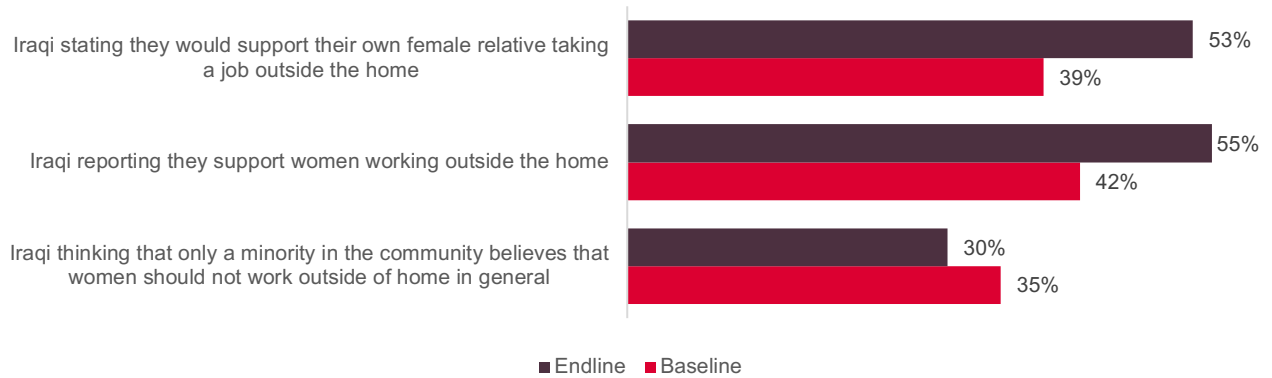

Figure 7 Answers to questions illustrating the gap between general statements, perceived social norms within society, and individual behaviors

15% increase in the proportion that trusts female colleagues at work to do the job, regardless of the job type.

Consistent with previous results, respondents who watched the series believe working women to be more qualified regardless of the job type. **86% now state that they trust their female colleagues at work regardless of the job type – an increase of 15% compared to baseline and 92% believe that men and women should work as a team.** This change is not observed in the group that did not watch the drama series.
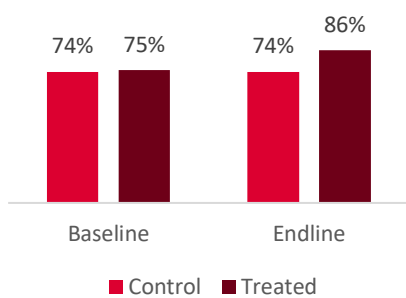

Figure 8 Percentage of people who agree or strongly agree with the statement "I trust my female colleagues at work to do the job, regardless of the job type"
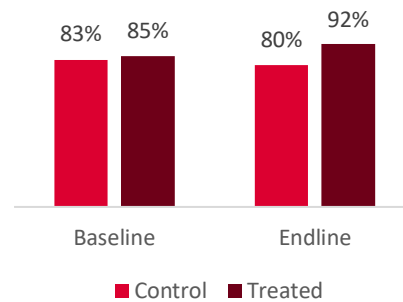

Figure 9 Percentage of people who agree or strongly agree with the statement "Women and men in the workplace should work as a team"

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OUTCOME 3: AWARENESS OF KEY MESSAGES OF THE GENDER DRAMA SERIES

Key Takeaways

- The vast majority of viewers enjoyed the show and would recommend it to others.

- Consistent with results from previous sections suggesting **more positive attitudes towards equality, there an increase in the awareness of equality and the importance of merit in jobs.** Similarly, only half the viewers agree that hard and dangerous jobs are men jobs.

- The show's portrayal of a competent woman in a physical job is an important driver for these changes, as **Ahlam was perceived as a strong character, even stronger than Ali,** a man.

- 47% of viewers agrees that demining was a suitable job for Ahlam, showing a gap between the respondents' answer on considering demining is a suitable job for a woman (61%). This shows a discrepancy between general statements and contextual ones related to specific situations, but both still reflect a positive stance towards women working in non gender-traditional roles.

- Gender and age gaps for most questions about the show's appreciation and key messages were narrow.

To measure outcome 3, awareness of key messages of the gender drama series, the participants were asked 20 questions. Of these questions, 15 measured the attitude of participants towards specific incidents, character traits or statements from the show on women and employment. The five remaining questions addressed the general likability of the show.

Indicators	Baseline results (August 2021)	Endline results (October 2021)
Iraqis who have knowledge that all individuals have equal rights	33%	42%
Iraqis who have knowledge that all individuals' equal rights are to be implemented on a daily basis	35%	51%
Iraqis who have knowledge that qualification and experience for a job are more important than gender to hold a position	80%	87%
Iraqis who have knowledge that any act of violence against another is not acceptable	51%	38%
Iraqis who have knowledge that mine actions is associated with positive socio-economic change.	91%	89%

Table 9: List of indicators of outcome 3 at baseline and at endline

Complementary indicators on the show's appreciation	Endline results (October 2021)
% of viewers of the show who thought the show was entertaining	40%

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% of viewers of the show who liked the show's particularities (particularly, the way it approaches gender in Iraqi society)	73%
% of viewers of the show who liked the show's characters (particularly, Ahlam)	81%

Table 10: List of complementary indicators of outcome 3 at baseline and at endline

65% increase in the proportion of people who agree that all individuals have equal rights, irrespective of the situation. 9% increase in the belief that qualification and experience are more important than gender to hold a position
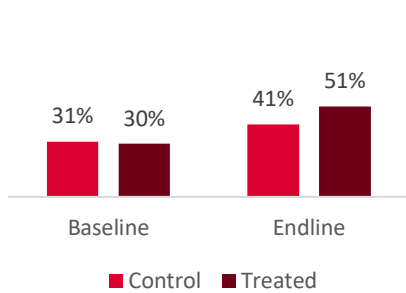
Figure 10 Percentage of people who agree or strongly agree that "All individuals have equal rights, irrespective of the situation"
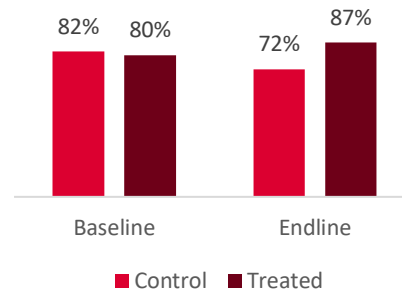
Figure 11 Percentage of people who agree that "Qualification and experience are more important than gender to hold a position"

Most viewers agree that "all individuals have equal rights". While 51% of viewers agree that all individuals have human rights, irrespective of the situation, as opposed to 30% before the beginning of the intervention, 99% of respondents who watched the drama series agree with Noor when she says to Osama's father that "what is fair for one should be fair for all". Additionally, 95% agree that women's empowerment is about equality and acceptance and the recognition of individuals on their own merits, showing a high reported understanding that all individuals have equal rights. This attitude is also reflected in the general statement about the importance of qualification and experience versus gender, which increased by 7 percentage points to 87% at endline. However, **when it comes to the implementation of equality between men and women on a daily basis, the attitudes vary significantly**; while the majority (51%) disagrees or strongly disagrees that hard and dangerous jobs are men jobs and women should work in soft jobs that men do not like to do, 39% agree or strongly agree with the statement and 9% are neutral. Similarly, when asked to point which jobs are suitable choices for a women among the various professional characters of the show, only 47% and 43% of respondents believe that demining and managing a café are suitable jobs for women. **Women in the treatment sample agree more often than men that these two jobs are indeed suitable for a woman, with the proportions going up to 57% and 54%, respectively, among female respondents.**
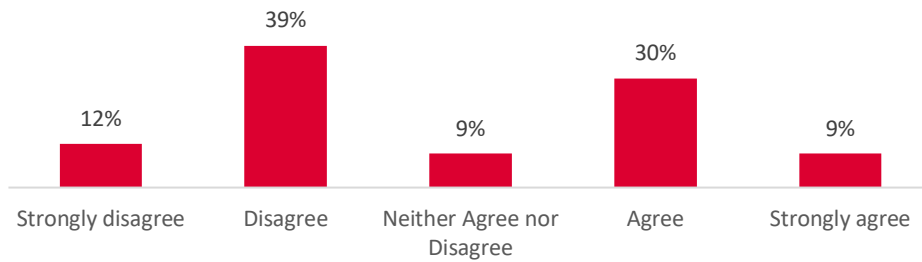
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12%	39%	9%	30%	9%
Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly agree

Figure 12 Percentage of answers to "To what degree do you agree with Ali that hard and dangerous jobs are men jobs, and women should work in soft jobs that men do not like to do"
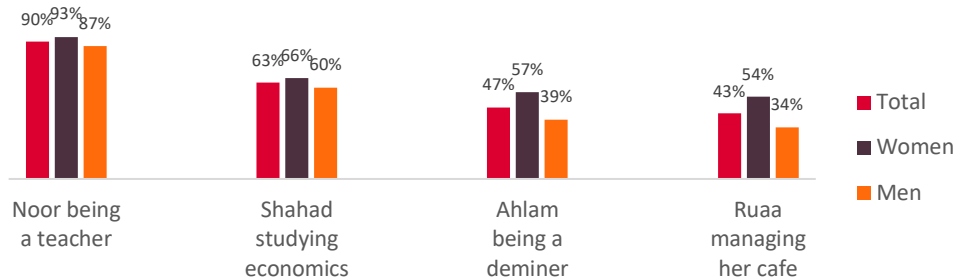

Figure 13 Percentage of people who believe this job among the jobs in the show is suitable, total and by gender

67% of viewers disagree or strongly disagree that having a woman at work is divisive and that she is going to be treated preferentially

The majority of viewers understood that qualification and experience for a job are more important than gender to hold a position but an important portion still believes women can be treated preferentially for ulterior motives. In fact, 95% of viewers agree that Tariq is right to defend Ahlam in different situations. 67% of respondents disagree or strongly disagree with Ali's statement that having Ahlam at work is divisive and she is going to be treated preferentially and 58% disagree with Zuhair's comment that bosses might have ulterior motives to give more responsibility to women, implying sexual favours, with 31% of respondents either agreeing or strongly agreeing. 20% of women strongly disagree with the statement versus only 7% of men, showing a gender gap towards the belief that women are treated preferentially.

80% of viewers disagree or strongly disagree that Saif should have used violence to protect his sister's reputation

While 58% of respondents stated that violence is sometimes necessary to defend one's own interest, a proportion that increases from 38% in baseline (an increase that is also noted in the control group, suggesting an increase in the resort to violence in the whole Iraqi sample that may be due to on-going security situation), the vast majority of viewers disagree with the use of violence by Saif to protect his sister's reputation. A discrepancy is again observed between general and specific statements; attitudes reflected in general statements are more negative than the ones stated when the respondent has to think of a specific situation, such as in the case of Saif. **This is somewhat expected since, in general statements, one can imagine more extreme situations.** For example, while in the case of Saif it was imagined in

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the context of protecting his sister's reputation and might not be appropriate, the general statement "Violence is sometimes necessary when I need to defend my interest" might lead the respondent to imagine a more extreme situation, such as someone threatening their safety.

60% of viewers disagree with the statement that Zuhair's comments were jokes and should not have offended Ahlam or believed them to be aggressive. Again, there is an expected gender gap since women are often victims of these aggressions; while 42% of men agree that Zuhair's comments were harmless, only 30% of women think so.
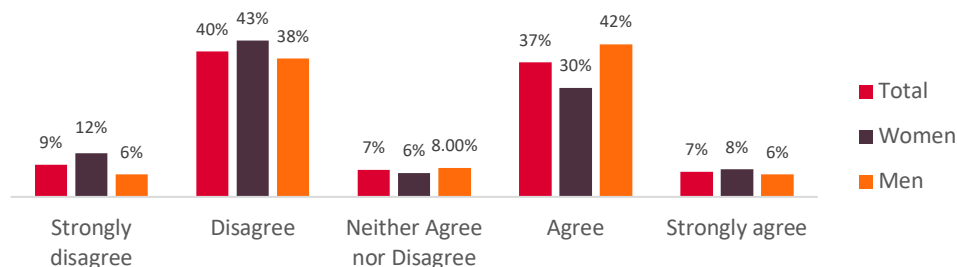

Figure 14 Percentage of answers to the statement "Zuhair was joking most of the time, Ahlam should not have been offended or think it was aggressive", total and by gender

Almost all viewers understood that mine actions is associated with positive socio-economic change. 96% agree that the work of Ahlam and her team makes Iraq safer. However, the knowledge about the extent of Iraq's contamination by explosive and remnants of war is less widespread; 43% believe it to be one half, 37% one third and 16% one quarter. Only 4% answered "Do not know", noting that at the beginning of the episodes the scripts includes the correct answer, which is one third.

96% of viewers liked the show, 40% found it entertaining and 86% would recommend it to others.

When asked what they thought of the show, 58% of viewers liked it a lot and 38% somewhat liked it. However, when asked whether it was entertaining, only 34% believed it to be entertaining, 6% believed it to be very entertaining but the majority (60%) found it not entertaining (47%) or not entertaining at all (13%). 88% of respondents said they would recommend the show to others. This holds for both genders and age groups.

The **most appreciated parts of the show were the way it approaches gender relations in Iraqi society and the way it approaches mine action and the character's profiles.** Only 10% of respondents did not like the way the show approaches gender relations in Iraqi society, but most viewers did not mention any parts they disliked.
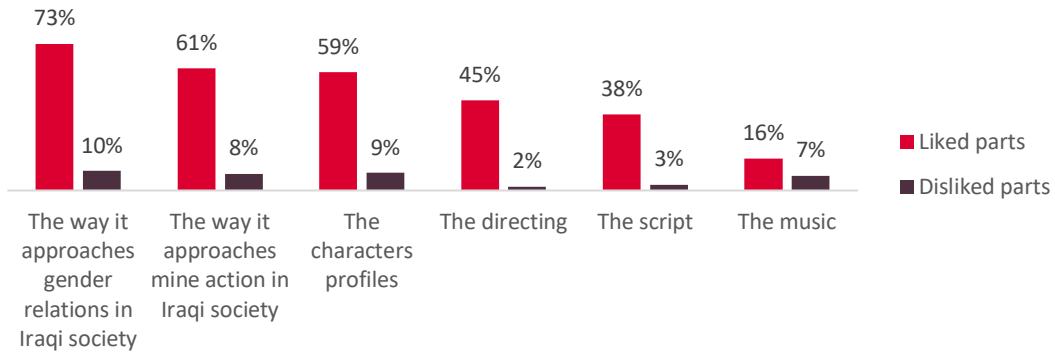
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Figure 15 Percentage of answers about particular parts disliked and liked about the show.

The most admired character in the show was Ahlam, with 81% of respondents mentioning her as one of their favorites. Noor was the second most appreciated character with 52% of viewer appreciation. 21% of viewers mentioned Ali as one of their favorite characters, while none of the viewers ranked Zirak's as a favorite character.

65% of viewers believe Ahlam to be strong and 24% believe her to be a role model, while only 56% of the sample believes Ali to be strong and 15% find him out of place in his attitude towards Ahlam. The admiration of her character and believing her to be as strong or more than a male character explains why attitudes shifted towards finding women more competent in jobs that are regarded as dangerous and needing physical activities, as observed in out-comes 1 and 2. **All the above proportions do not vary considerably between men and women in the sample, nor between young and older viewers.**

Characters	% of viewers that liked the character
Ahlam	81%
Noor	52%
Khalil	42%
Monty	26%
Ruaa	23%
Saif	23%
Ali	21%
Tariq	19%
Shahad	18%
Wassem	8%
Zirak	0%

Table 11 Percentage of viewers who mentioned each character in their list of favorite characters in the show

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