

A Pilot Approach to Measuring the Quality of Discourse on Child Marriage

Nuts and bolts, and what we're learning

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**Aspen Planning
& Evaluation Program**

Methodology: what we set out to do



▶ **Data collection**

▶ **Coding**



▶ **Analysis**



Methodology: what we did

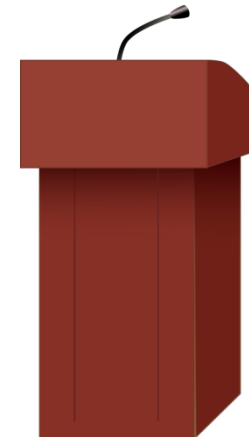
Methodology: what we did

▶ Data collection

- Publicly available discourse mentioning CEFM
- Lexis Nexis, Google, USG blogs, FB/Twitter, CARE's tracking (events)



THE
HUFFINGTON
POST



Brilliant points
about CEFM in
140 characters
or less

Methodology: what we did

- ▶ **Coding** – a codebook to operationalize “quality”

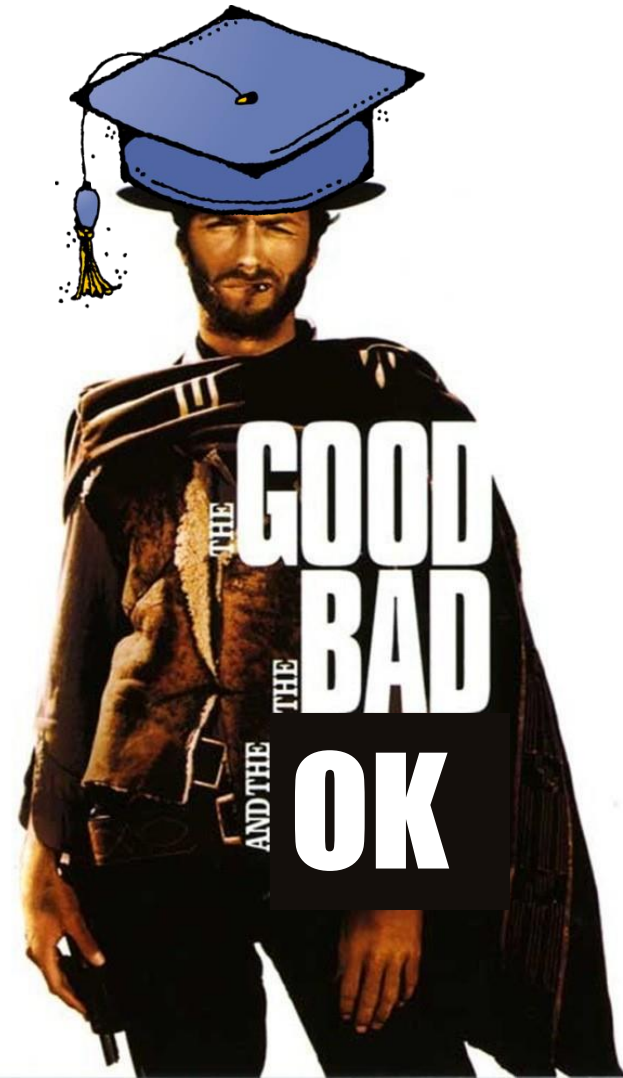
Methodology: what we did

- ▶ **Coding** – a codebook to operationalize “quality”
- Defined “good,” “bad,” and “ok” discourse
- Assigned codes to specific topics, themes, or ideas



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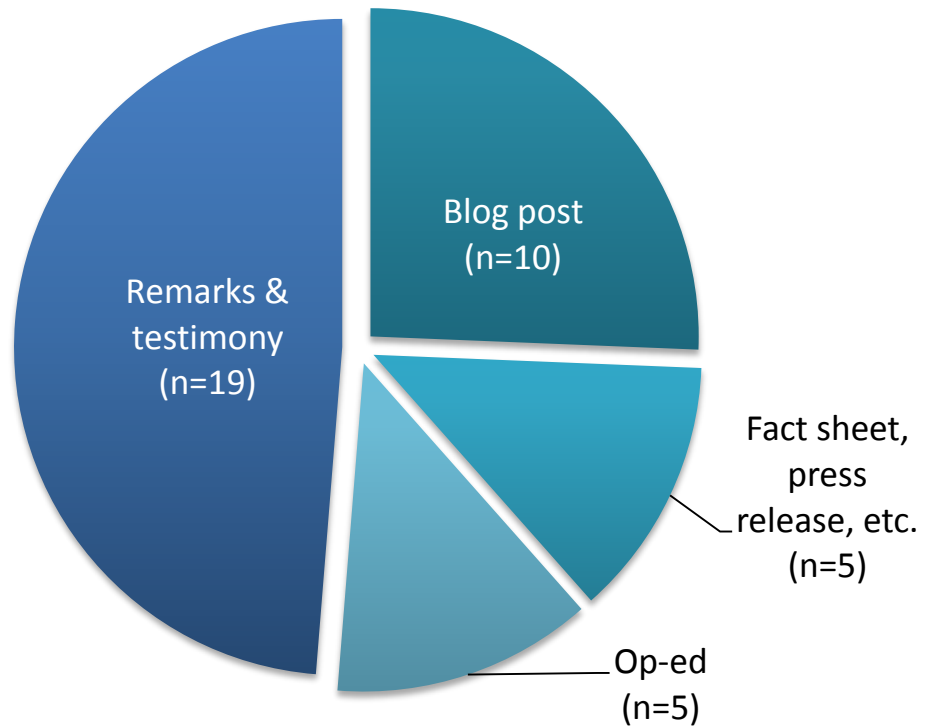


Codebook

GRADE C: Bad	GRADE B: OK	GRADE A: Good
Discusses <u>any</u> of the following:	Discusses <u>any</u> of the following:	Discusses <u>any</u> of the following:
Problems/causes:	Problems/causes:	Problems/causes:
<ol style="list-style-type: none"> 1. Men as solely/predominantly to blame for child marriage 2. Specific religion to blame for child marriage 	<ol style="list-style-type: none"> 1. Exclusive focus on poverty as cause of child marriage 2. Only cites key statistics on child marriage and/or GBV 3. Exclusive focus on child and forced marriage by armed actors 	<ol style="list-style-type: none"> 1. Root causes of child marriage <u>beyond</u> poverty 2. Complex barriers to education for girls 3. Multiple challenges that girls face 4. Social norms 5. Causes of child marriage in situations of crisis and conflict 6. Controlling sexuality 7. Family honor 8. Dowry/bride price/marriage transactions
Solutions:	Solutions:	Solutions:
	<ol style="list-style-type: none"> 4. Exclusive focus on education or improving skills 5. Economic incentives 	<ol style="list-style-type: none"> 9. More than just education or improving skills 10. Role of men and boys 11. Comprehensive sexuality education 12. Alternative life options for girls 13. Social change 14. Community mobilization and activism 15. Supporting girls' agency and empowerment 16. Quality education for girls
Policy:	Policy:	Policy:
<ol style="list-style-type: none"> 3. Reduce legal age of marriage to below 18 4. Have different legal age of marriage for boys and girls 5. Laws solely focused on punishing perpetrators of child marriage 	<ol style="list-style-type: none"> 6. Focuses on legal reform/policy change regarding child marriage (but not implementation) 	<ol style="list-style-type: none"> 17. Policy implementation 18. Long-term investment in girls and communities 19. Holistic, coordinated change across multiple actors 20. Policies that go beyond laws on minimum age of marriage
Other Dimensions:	Other Dimensions:	Other Dimensions:
<ol style="list-style-type: none"> 6. Exclude adolescents from access to SRH services/education 	<ol style="list-style-type: none"> 7. SRH services for women 	<ol style="list-style-type: none"> 21. Child marriage as violence 22. Valuing girls 23. Girls' human rights 24. SRH needs of adolescent girls (married and/or unmarried) 25. Impact on boys/child grooms 26. Empowering married girls and addressing their needs 27. Child marriage as part of planning/response from onset of crises

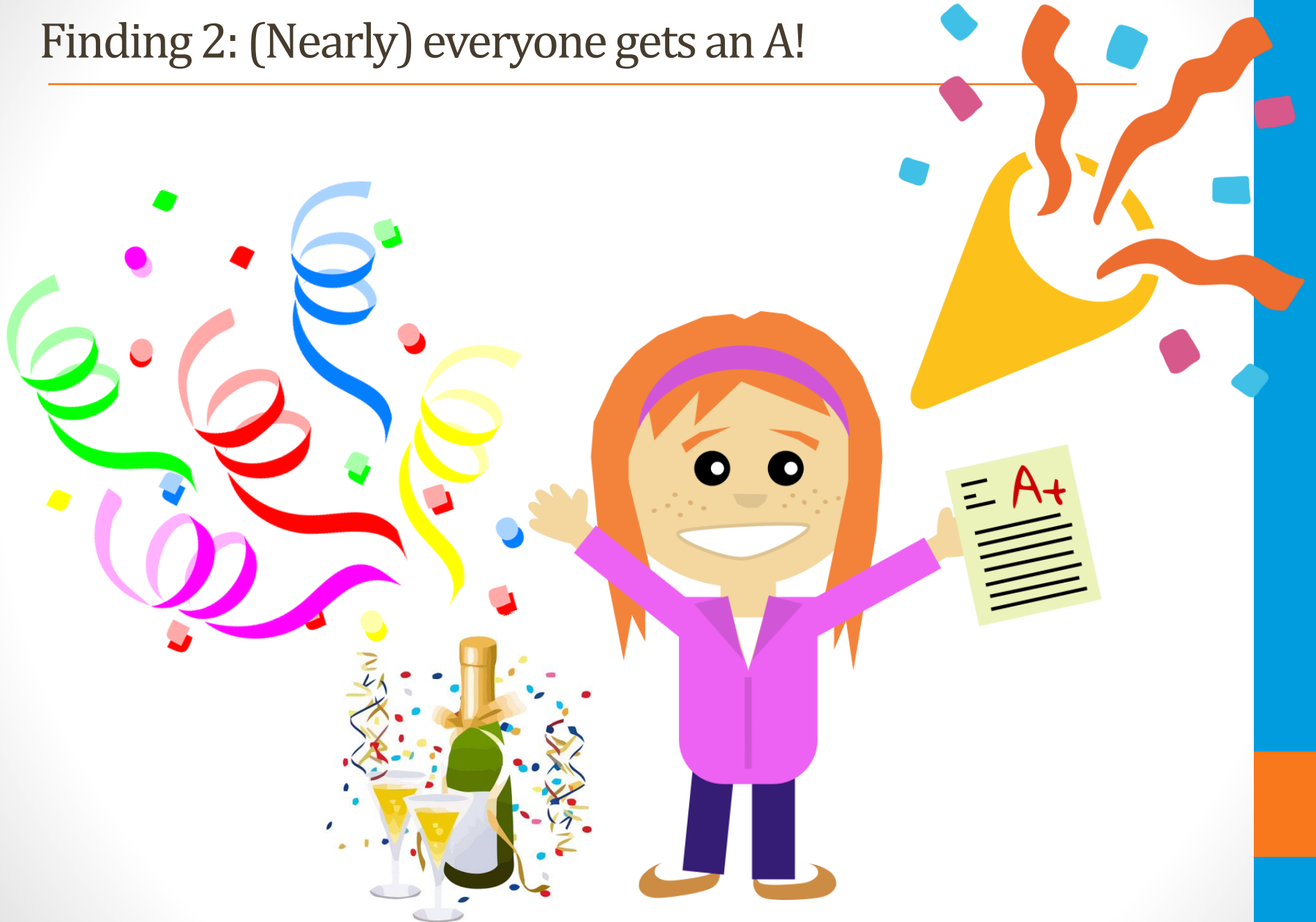
Analysis

Finding 1: Not as much discourse as expected



Longer-form discourse, Oct. 2012-Oct. 2015

Finding 2: (Nearly) everyone gets an A!



Finding 3: The relative use of codes is more interesting

Family honor

**CEFM as a
form of GBV**

Impact on boys or child grooms

Dowry, bride price, marriage transactions

Empowering married
girls and addressing
their needs

**Complex
barriers to
education for
girls**

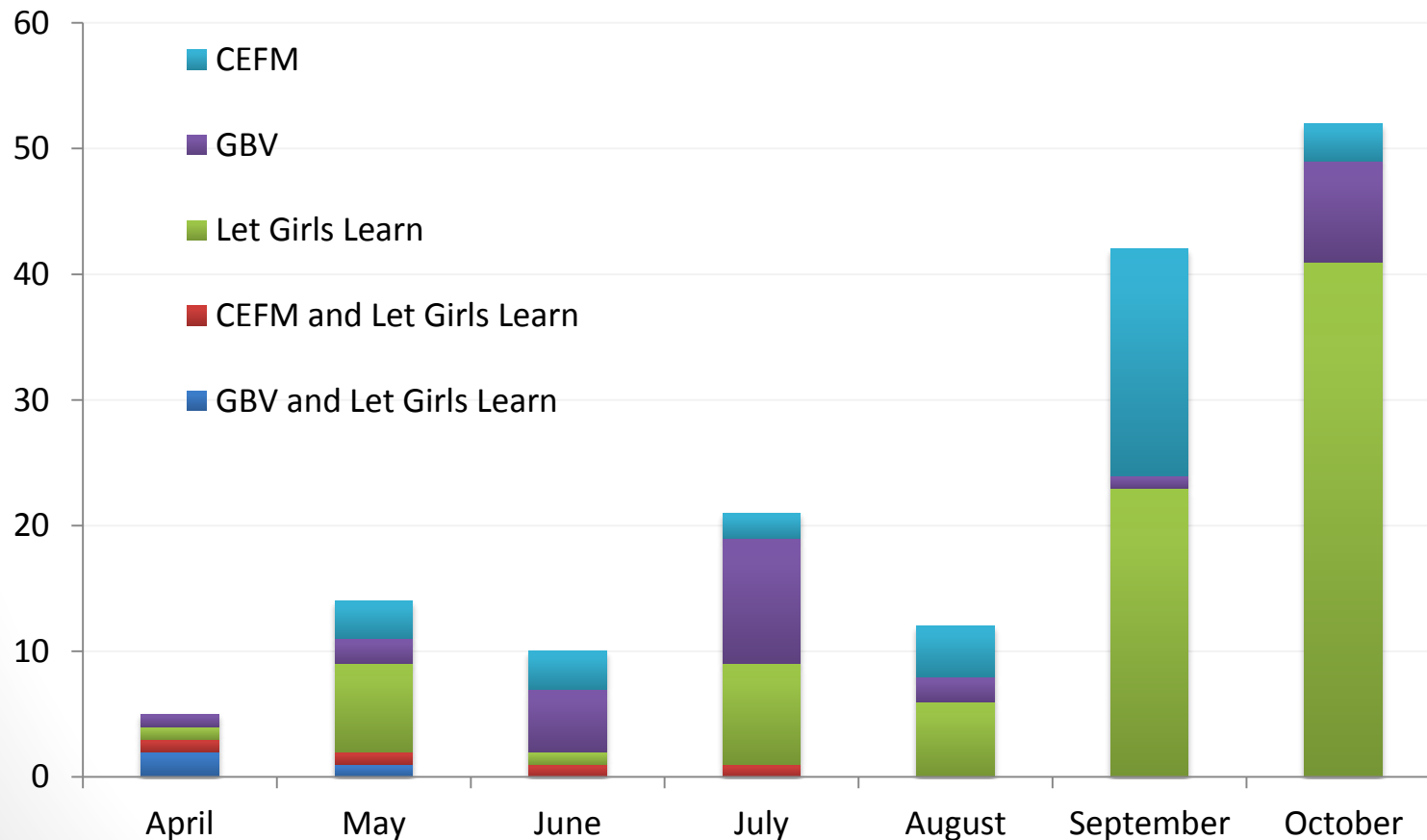
Controlling sexuality

**Basic
statistics
about CEFM**

Finding 4: Tweets might tell us something

Social Media Tracking, April - October 2015

(Total n=156)



Finding 4: Tweets might tell us something



@_____ knows engaging men, boys in convos re #socialnorms is key to ending #childmarriage: <http://1.usa.gov/OrDgqW>



@CFR_org: In next decade, 142M girls will be married before age 18. (@UNFPA) <http://on.cfr.org/1KliddGL> #ChildrensDay

Lessons and challenges



Dear **past**
thank you for
all the lessons.

Dear **future**,
I'm now ready

^v
mostly

sayingquotes.blogspot.com

Lessons and challenges

- ▶ **Turnover of USG officials**
- ▶ **Discourse behind closed doors**

- ▶ **Are the findings useful for strategic planning?**
- ▶ **Can we discern CARE's contribution?**
- ▶ **Link to CARE's advocacy goal: implementation**

Thank you!
