

Engendering attitudes

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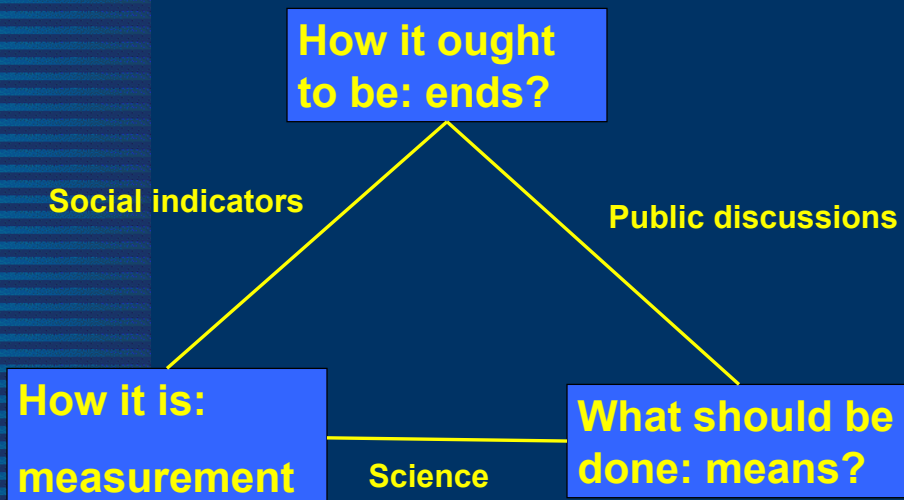
Contribution to ECE/CES Work session on
gender statistics, Geneva, September 2002

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Epistemology of the democratic process

(adapted from Sten Johansson, 2002)



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Subjective indicators and policy

Veenhoven, 2002

☞ Selection policy goals

- ☞ what do people want? (Worries, aspirations, satisfactions)
- ☞ what do people need? (immaterial needs, happiness)

☞ Assessing policy success

- ☞ Goal attainment (health, inequality, perceived safety, xenophobia)
- ☞ Public support (trust, support)

☞ Contra: Statistical weaknesses

☞ Pro: No 'objective' observation

☞ Pro: Limits to aggregation obj.ind.

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Attitudes and gender policy

☞ Hardly any NSI

☞ Attitude change as objective?

☞ Long-term issues and broad relevance

- ☞ Support preferential policies
- ☞ Attitudes among decision makers
- ☞ Acceptance of female management
- ☞ Effects of leadership styles

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Attitude and other concepts

☞ Opinions

☞ Values

☞ Norms

☞ Attitudes

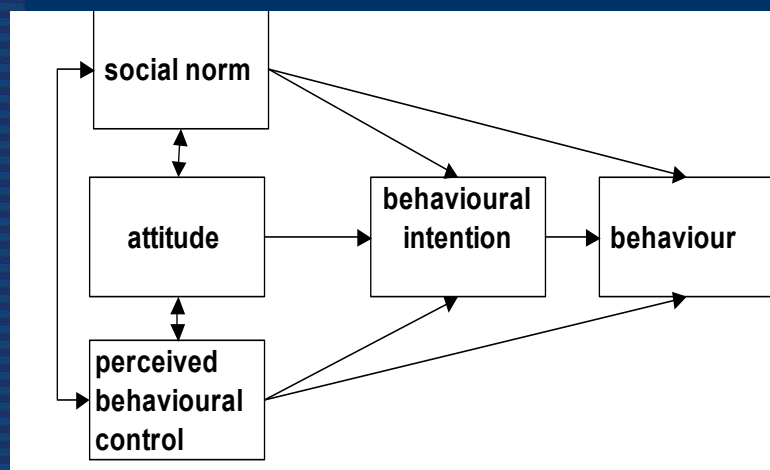
- Intermediary between object stimulus and behavioural response: consistency
- Imagined construct or stable condition
- Evaluative component
- Cognitive + affective

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Model Theory Planned Behaviour (Ajzen)

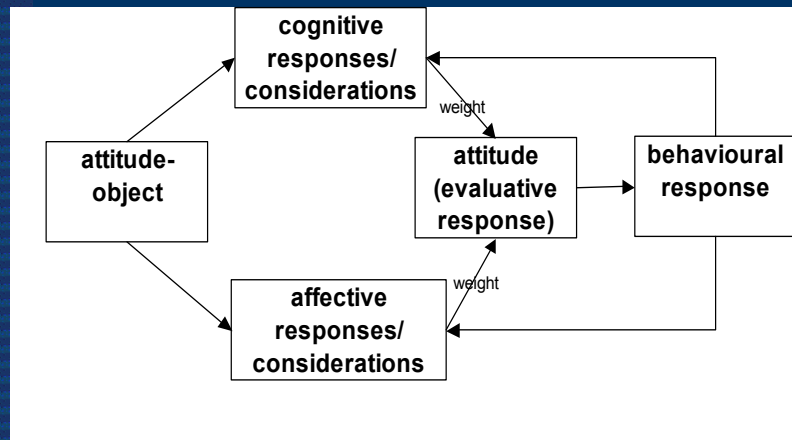


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General Model Summarizing Recent Developments (Van der Pligt & De Vries)



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Measurement of attitudes (Ajzen)

- ☞ **Explicit measurement**
 - ☞ **Direct measurement**
 - ☞ one item
 - ☞ multi-item (e.g. Osgood scale)
 - ☞ **Inferred measurement**
 - ☞ Likert scale
- ☞ **Implicit measurement**
 - ☞ bodily response
 - ☞ response latency

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Illustrating attitudes: Female decision making

Attitudes as part of gender monitor

- ☞ Division of chores/care in household
- ☞ Own income acquisition (female)
- ☞ Violence against women
- ☞ Female decision making

Likert items (7)

- ☞ 2000 + 2002: longitudinal comparability problem by differing answering categories; dichotomous comparability???

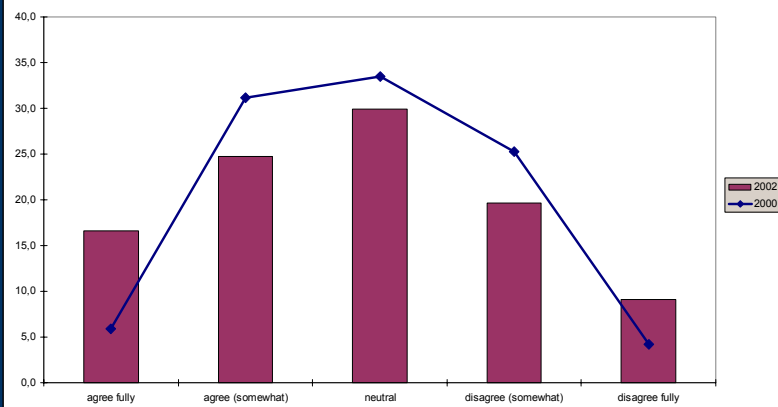
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Dichotomising Likert-items

Even when only a few women are in the top of the organisation priority policy for women is undesirable



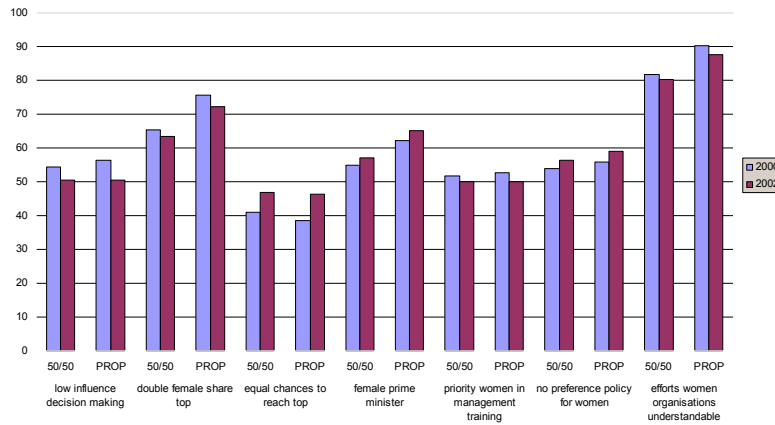
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% agreeing – two versions

Shares of persons agreeing with statements after allocating 'neutral' (two methods), 2000 and 2002

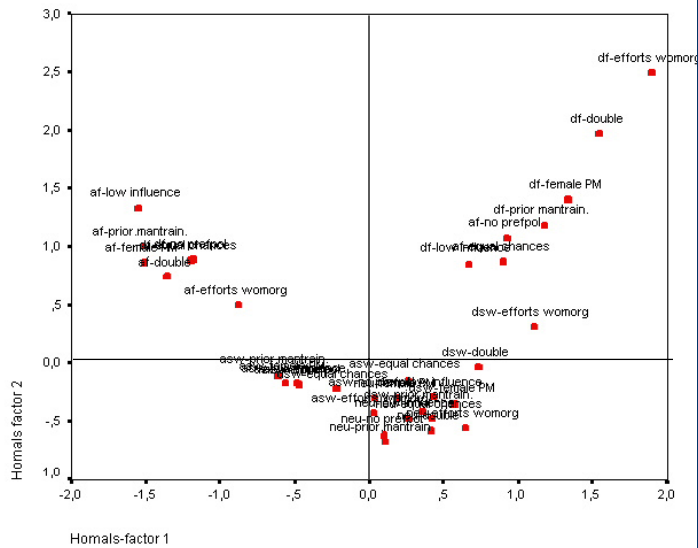


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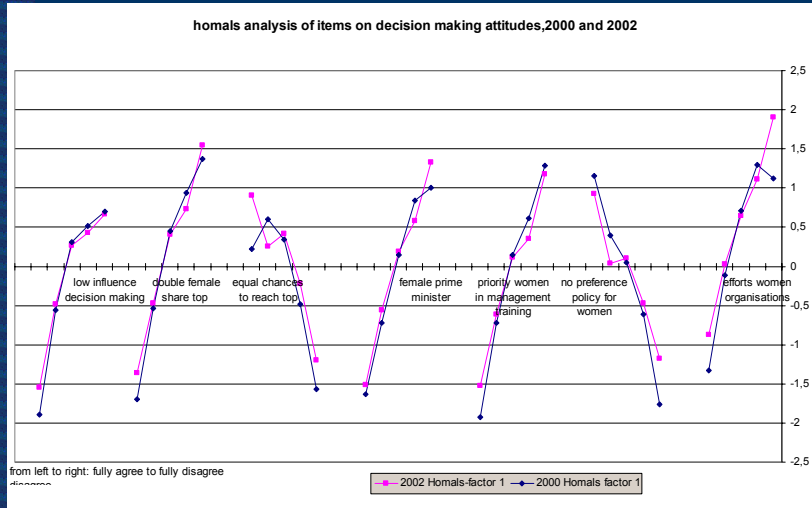


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HOMALS-1



HOMALS-2 (reserve)

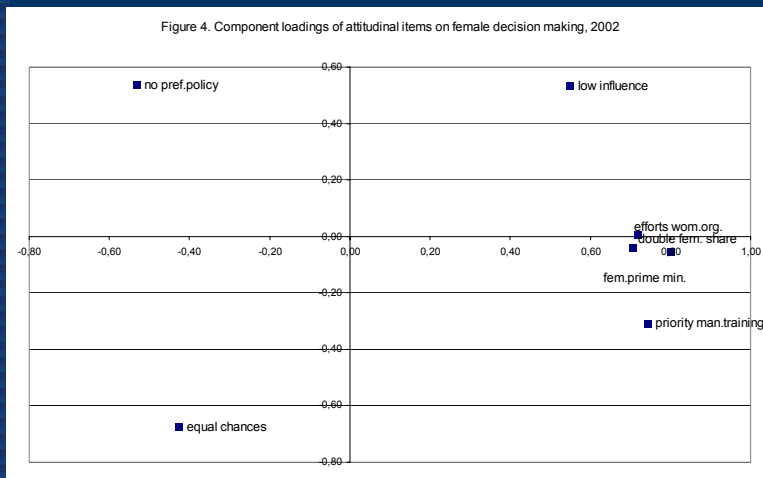


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Non-linear PCA



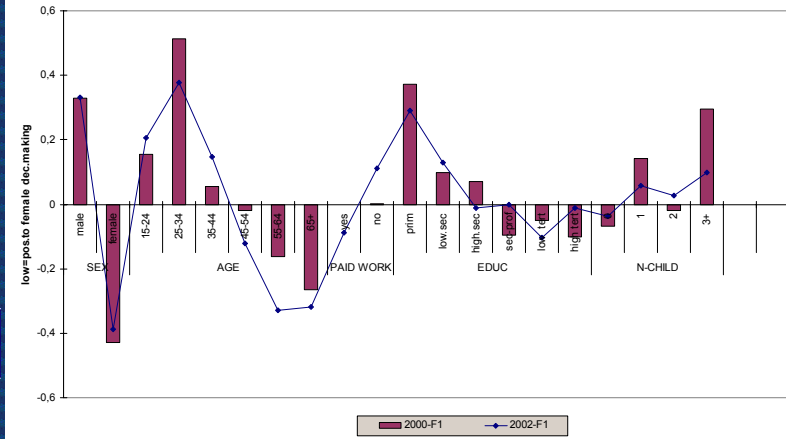
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MCA-1

Figure 5. Results MCA -first dimension attitudinal items on female decision making



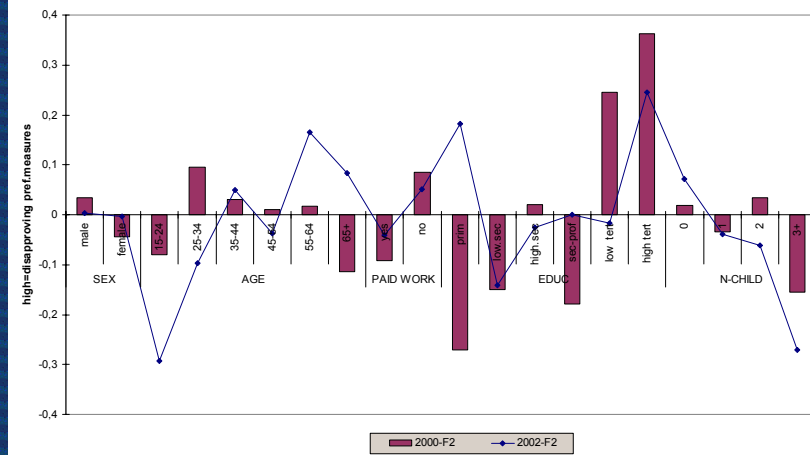
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MCA-2

Figure 6 Results MCA-second dimension attitudinal items female decision making



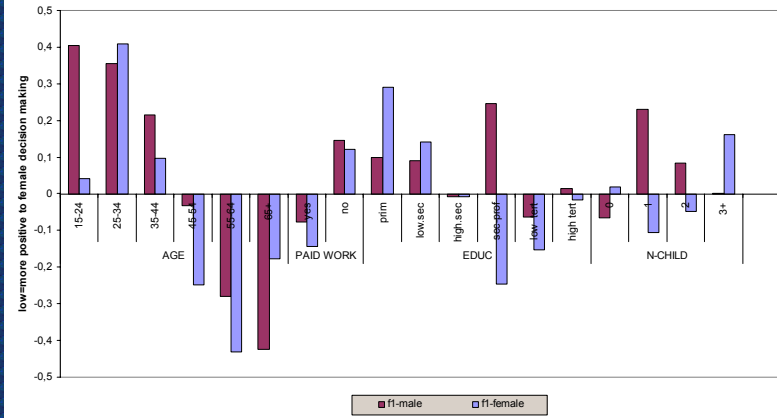
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MCA-1 f/m

Figure 8. Results MCA-first dimension attitudinal items on female decision making, men and women 2002



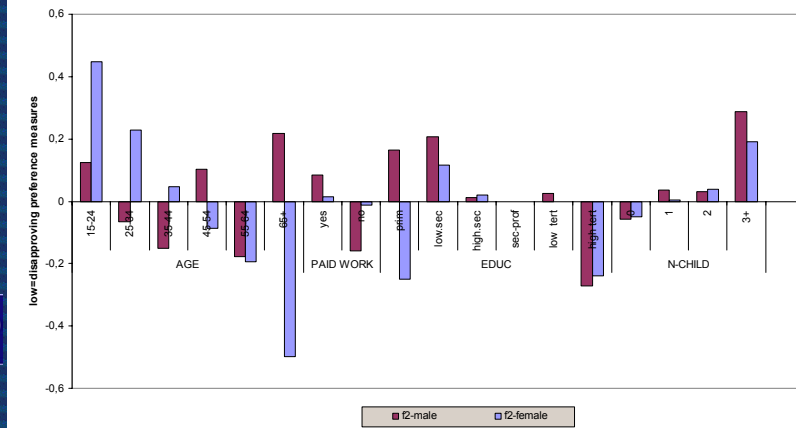
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MCA-2 f/m

Figure 9. Results MCA-second dimension attitudinal items on female decision making, men and women 2002



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