

Study Objectives

- To measure the extent of attitudes among developing country elites toward gender inequality in leadership at different levels of decision-making.
- To test the effect of a subtle gender frame on those gender attitudes among elites through a randomized survey experiment.

Hypotheses

- H1:** Elites are more likely to express support for women's leadership when gender gaps are framed positively.
- H2:** Views about women's leadership in lower tiers of government and in the non-profit sector will be more subject to framing effects than women's leadership in higher tiers of government and in the private sector.
- H3:** Men will be more susceptible to framing effects than women and will express more support for women's leadership when gender gaps are framed positively.
- H4:** More educated respondents will be less susceptible to framing effects.

Data Collection

- The main source of data is an expert survey implemented in February 2023 as part of the Women's Empowerment in Agrifood Governance (WEAGov) study, piloted in Nigeria.
- The gender inequality or equality framing was incorporated into this expert survey and randomly assigned across the respondents.

Gender Inequality Framing Statements	Gender Equality Framing Statements
1 Men make better political leaders than women do.	1 Women make equally good or better political leaders than men do.
2 Men make better government leaders than women do.	2 Women make equally good or better government leaders than men do.
3 Men make better business executives and managers than women do.	3 Women make equally good or better business executives and managers than men do.
4 Men make better leaders of nongovernmental or nonprofit organizations than women do.	4 Women make equally good or better leaders of nongovernmental or nonprofit organizations than men do.
5 Men make better leaders of agricultural cooperatives or producer organizations than women do.	5 Women make equally good or better leaders of agricultural cooperatives or producer organizations than men do.
6 Men should represent the household in community or group activities, and women should focus on household chores and childcare.	6 Women and men should have equal opportunity to represent the household in community or group activities.

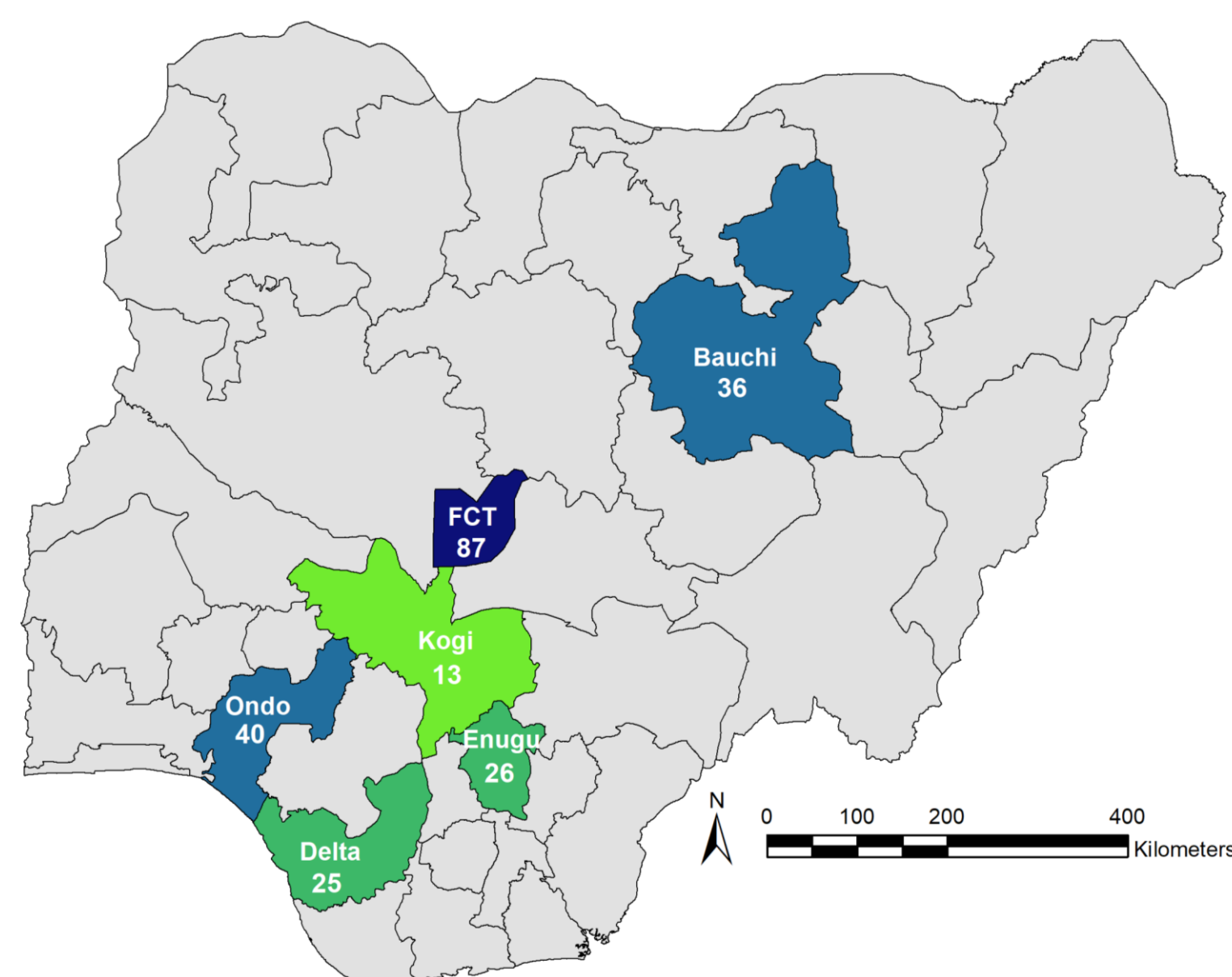
Sampling

- Sampling and survey were conducted at the federal and state levels. At the state-level, one state was selected to represent each of the six geopolitical zones. The states were selected based on minimal threats of insecurity and are Bauchi, Enugu, Delta, Kogi, and Ondo (see map of Nigeria).
- All relevant organizations and key players in the agrifood policy process and agrifood system are compiled. A total of 141 organizations were surveyed.
- Within sample organizations, target experts were interviewed (see figures).

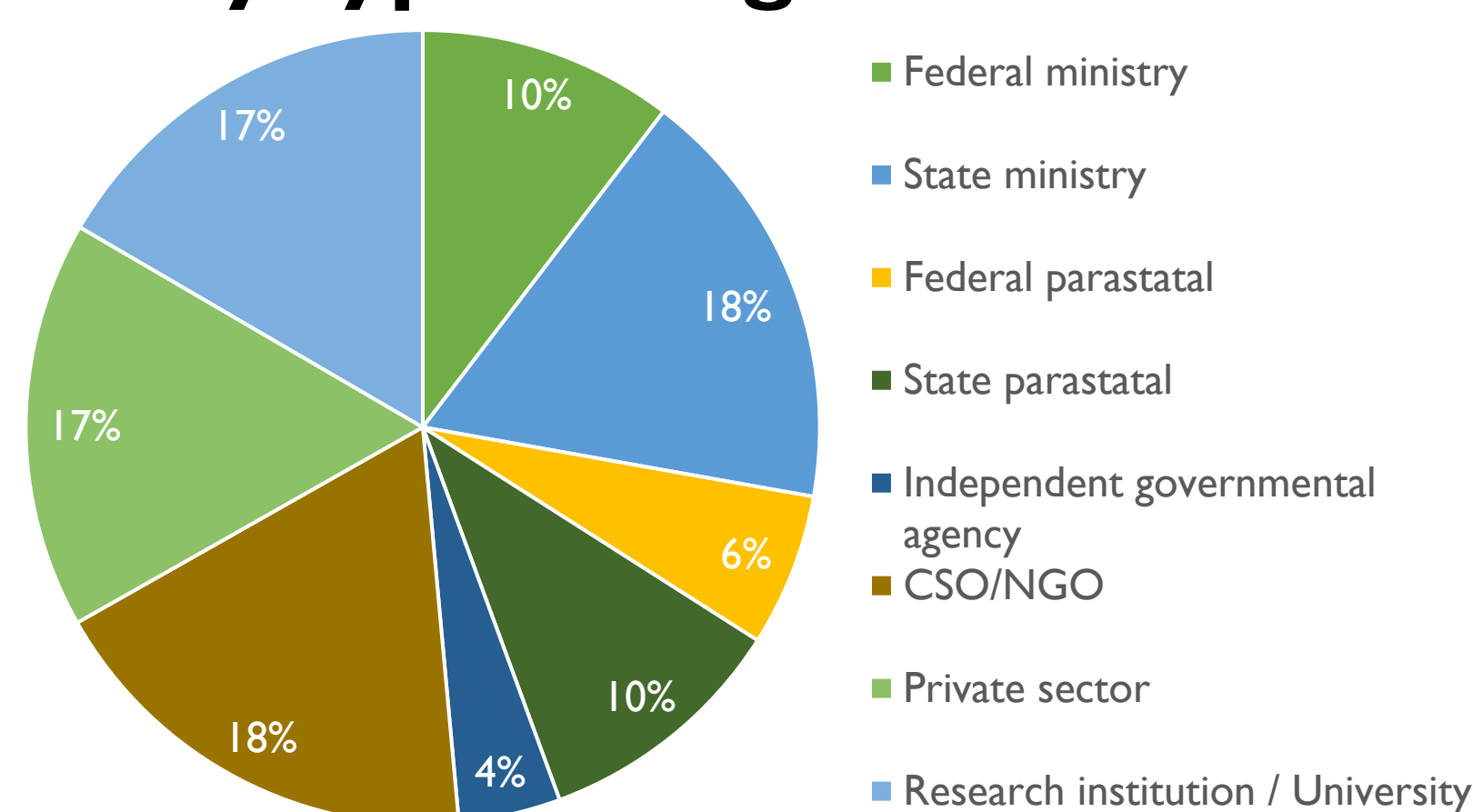
Sample

Total Sample (N=241)

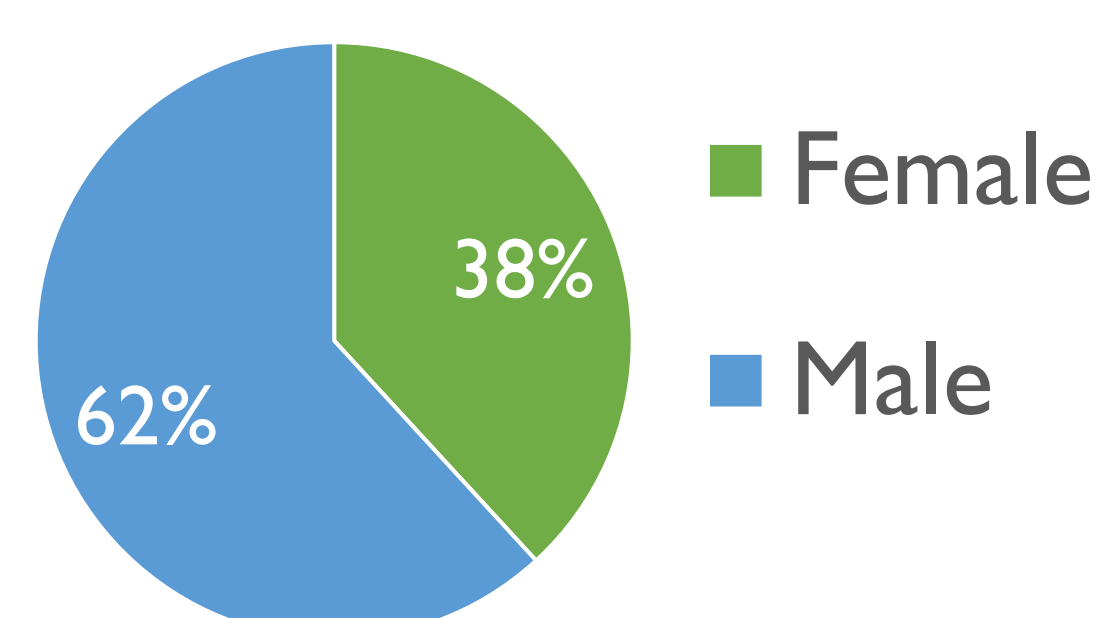
Number of respondents, by state



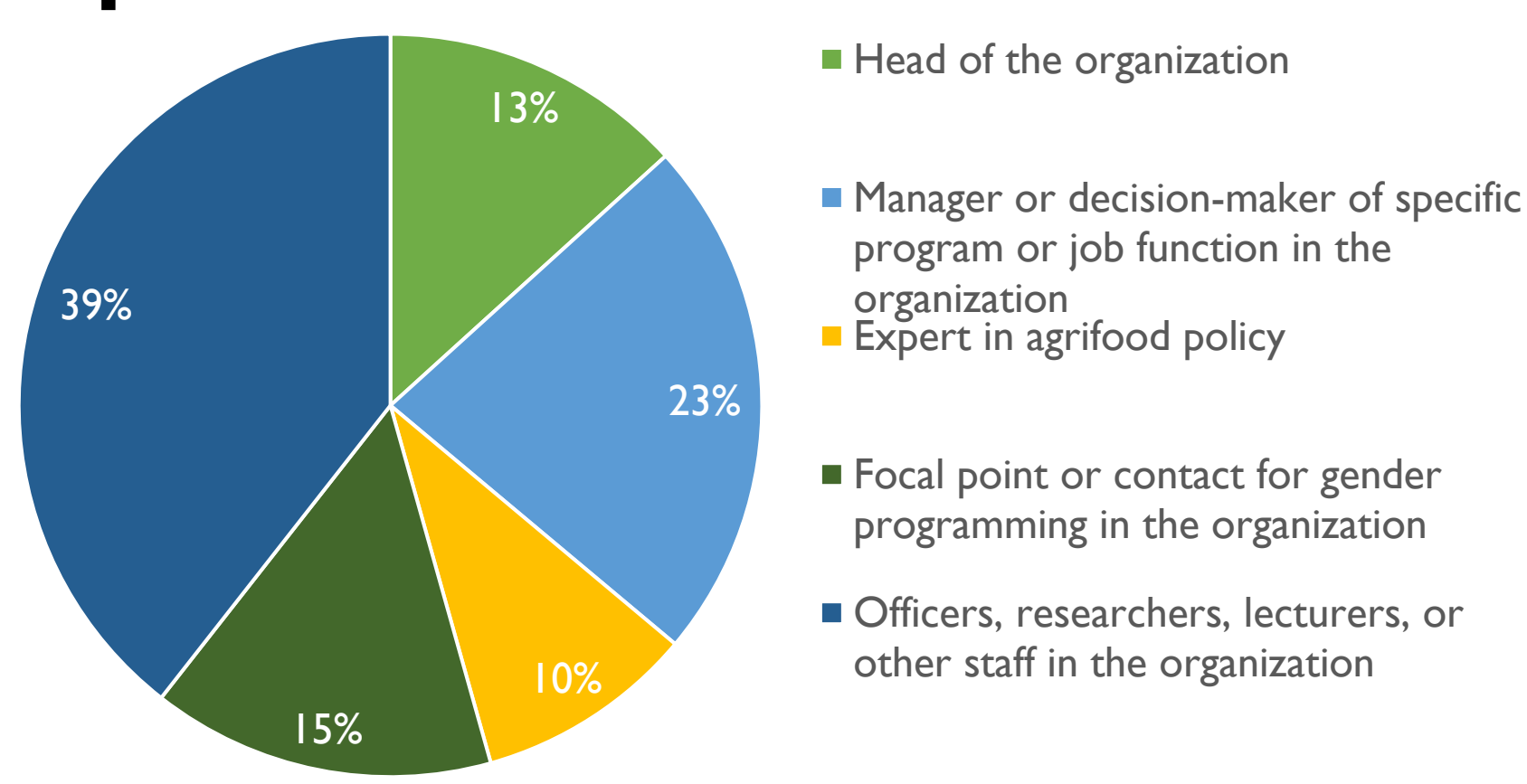
Percentage of respondents, by type of organization



Percentage of respondents, by gender

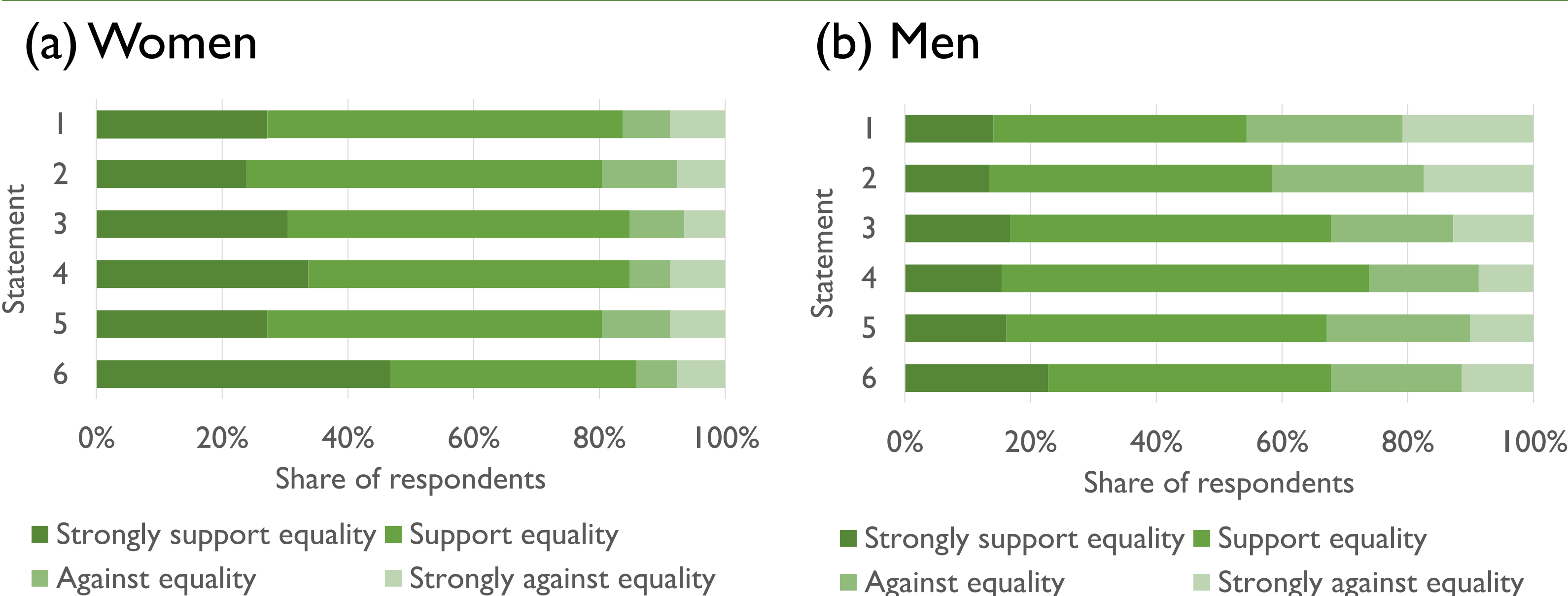


Percentage of respondents, by position



Results

R1&R3: Elites are more likely to express support for women's leadership when gender gaps are framed positively, but this happens to male elites only. Men are more susceptible to framing effects than women and expressed more support for women's leadership when gender gaps are framed positively.



- Results show persistent gender norms around women's leadership roles even among elites and experts: 4–20 percent of female experts and 30–46 percent of male experts believe that men are better in leadership positions at different levels (figure above).



- Men are more susceptible than women to framing effects. The number of statements in support of gender inequality varies by gender framing among male respondents but not among female respondents (figure above).

R2: Results show weak evidence that views about women's leadership in lower tiers of government and in the non-profit sector will be more subject to framing effects than that in higher tiers of government and in the private sector.

- Female experts' gender attitudes did not vary by the level of decision-making and by gender frame; however, male's gender attitudes varied significantly by the level of decision-making and by the gender frame.
- Male experts had stronger attitudes in support of gender inequality in political and government leadership positions than in businesses, CSOs, and NGOs.

R4: No evidence that more educated respondents will be less susceptible to framing effects.

- This result may be due to a more homogenous and generally higher education level in our sample (more than half have masters or doctorate degrees) compared to the more diverse and generally lower educational level of the sample in other studies.

Implications

- Careful construction of survey questions and survey design:** The observed framing effect may in part be explained by acquiescence, a mechanism that corresponds to the tendency to consent to a statement posed by the enumerator when in doubt. It would either inflate the measured support for gender inequality or reduce the measured support for inequality with different frames. Deliberate framing can thus be a tool for manipulating responses.
- Mobilizing support toward gender equality:** Male elites are susceptible to framing. Relying on arguments that emphasize the positive aspects of gender equality can improve men's support for women's leadership. This finding can inform strategies and information campaigns to reduce gender representation gaps and promote gender equity.