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

Nuts and bolts, and what we’re learning

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The Aspen Institute
Methodology: what we set out to do

- Data collection
- Coding
- Analysis

Focus on Quality

Results
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)

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
Methodology: what we did

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

<table>
<thead>
<tr>
<th>GRADE C: Bad</th>
<th>GRADE B: OK</th>
<th>GRADE A: Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discusses <em>any</em> of the following:</td>
<td>Discusses <em>any</em> of the following:</td>
<td>Discusses <em>any</em> of the following:</td>
</tr>
<tr>
<td>Problems/causes:</td>
<td>Problems/causes:</td>
<td>Problems/causes:</td>
</tr>
<tr>
<td>1. Men as solely/predominantly to blame for child marriage</td>
<td>1. Exclusive focus on poverty as cause of child marriage</td>
<td>1. Root causes of child marriage <em>beyond</em> poverty</td>
</tr>
<tr>
<td>2. Specific religion to blame for child marriage</td>
<td>2. Only cites key statistics on child marriage and/or GBV</td>
<td>2. Complex barriers to education for girls</td>
</tr>
<tr>
<td>3. Exclusive focus on child and forced marriage by armed actors</td>
<td>4. Social norms</td>
<td>3. Multiple challenges that girls face</td>
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<tr>
<td>Solutions:</td>
<td>Solutions:</td>
<td>Solutions:</td>
</tr>
<tr>
<td>4. Exclusive focus on education or improving skills</td>
<td>9. More than just education or improving skills</td>
<td>4. Controlling sexuality</td>
</tr>
<tr>
<td>5. Economic incentives</td>
<td>10. Role of men and boys</td>
<td>7. Family honor</td>
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<tr>
<td>Policy:</td>
<td>Policy:</td>
<td>Policy:</td>
</tr>
<tr>
<td>3. Reduce legal age of marriage to below 18</td>
<td>6. Focuses on legal reform/policy change regarding child marriage (but not implementation)</td>
<td>17. Policy implementation</td>
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<td>4. Have different legal age of marriage for boys and girls</td>
<td></td>
<td>18. Long-term investment in girls and communities</td>
</tr>
<tr>
<td>5. Laws solely focused on punishing perpetrators of child marriage</td>
<td></td>
<td>19. Holistic, coordinated change across multiple actors</td>
</tr>
<tr>
<td>Other Dimensions:</td>
<td>Other Dimensions:</td>
<td>Other Dimensions:</td>
</tr>
<tr>
<td>6. Exclude adolescents from access to SRH services/education</td>
<td>7. SRH services for women</td>
<td>20. Policies that go beyond laws on minimum age of marriage</td>
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<td></td>
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<td></td>
<td></td>
<td>21. Child marriage as violence</td>
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<td></td>
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<td>22. Valuing girls</td>
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<td></td>
<td></td>
<td>23. Girls’ human rights</td>
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<tr>
<td></td>
<td></td>
<td>24. SRH needs of adolescent girls (married and/or unmarried)</td>
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<td>25. Impact on boys/child grooms</td>
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<td></td>
<td></td>
<td>26. Empowering married girls and addressing their needs</td>
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<td>27. Child marriage as part of planning/response from onset of crises</td>
</tr>
</tbody>
</table>
Analysis
Finding 1: Not as much discourse as expected

Remarks & testimony (n=19)

Blog post (n=10)

Fact sheet, press release, etc. (n=5)

Op-ed (n=5)

Finding 2: (Nearly) everyone gets an A!
Finding 3: The relative use of codes is more interesting

**CEFM as a form of GBV**

- **Family honor**
- **Complex barriers to education for girls**
- **Controlling sexuality**

- **Dowry, bride price, marriage transactions**
- **Impact on boys or child grooms**

- **Basic statistics about CEFM**

- **Empowering married girls and addressing their needs**
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/1KIddGL #ChildrensDay
Lessons and challenges

Lessons we’re learning from this pilot

Dear past thank you for all the lessons.
Dear future, I’m now ready mostly
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!