

Innovative Measurement Approaches: Using Opinion Polls and Vignettes to Generate Robust Data to Measure Public Opinion/Attitude on Female Genital Mutilation (FGM)

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Background

- Programmes designed to end FGM have had challenges in measuring social change and reducing the effect of social desirability

Objective

- To generate evidence on the extent to which approaches used in other fields to measure public opinion of stigmatised or illegal behaviours can improve the measurement of public opinion/attitudes on FGM

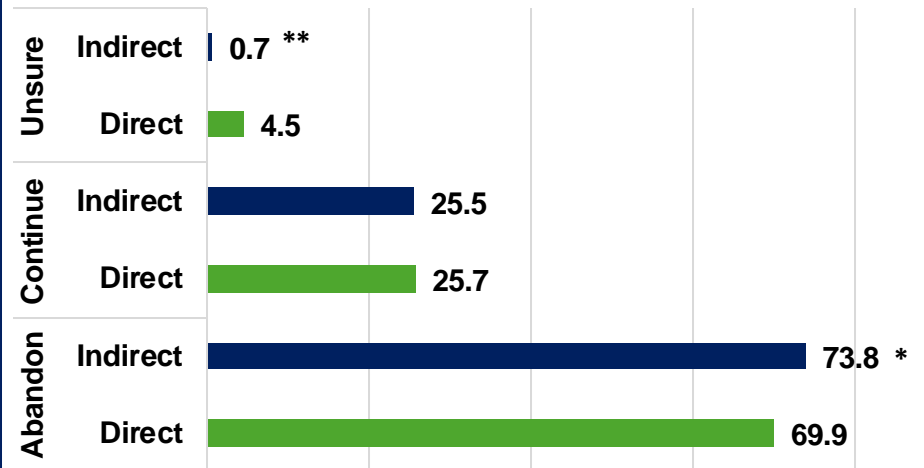
Methods

- Piloted an opinion poll survey using direct (self-report) and indirect (vignettes) questioning methodologies
- Conducted a cross-sectional community-based survey among 943 women and 655 men in Isiolo County, Kenya

Results

- With indirect reporting methods, participants show more support for abandonment and are less indecisive about their position
- Public opinion poll using vignettes generated robust data to measure community readiness to change, attitudes towards FGM and behavioural intentions on FGM

Comparison between direct and indirect question on FGM abandonment or continuation



*, p<0.05; **, p<0.01 (Statistical difference in proportion between direct question and indirect question)