



USAID
FROM THE AMERICAN PEOPLE

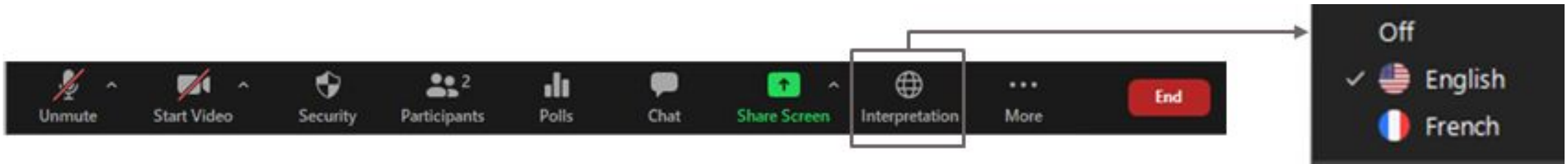


Perceived Self-Efficacy Scale: Process Dissemination

September 14, 2022 | 8:00-9:00 am ET

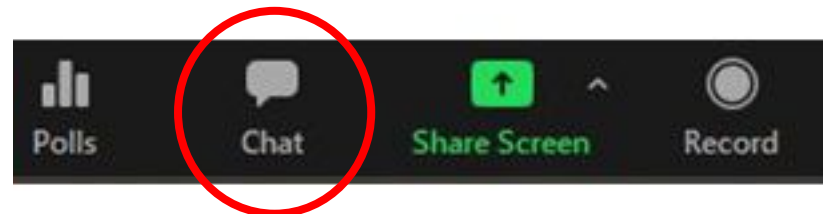
Everyone must select a language!

- Click “interpretation” at the bottom of your Zoom window
- Select the language that you would like to hear: English, or French



Questions?

Please ask your questions in the chat box!





To learn more about IDEAL Small
Grants Program,
visit the FSN Network at:

[www.fsnnetwork.org/ideal-small-grants-
program](http://www.fsnnetwork.org/ideal-small-grants-program)



Meredith Jackson-deGraffenried

Global Technical Advisor
Helen Keller Intl

www.HelenKellerIntl.org

HELEN KELLER INTL

Continuing her work.



POLL:

What is emic?



HELEN
KELLER
INTL

hki.org

What is the difference between EMIC and ETIC?

- **Emic**

- Insider's perspective -
Perspective from within the sociocultural group where the project is taking place

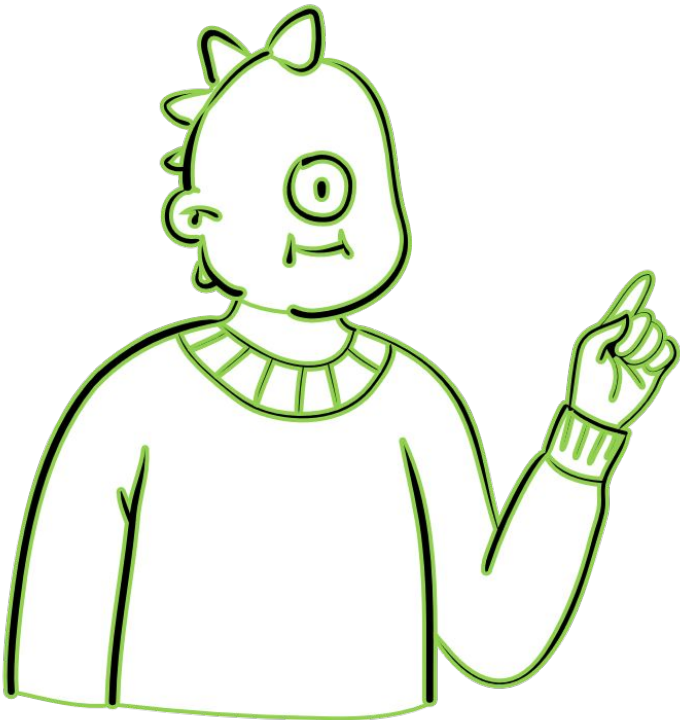
- **Etic**

- Outsider's perspective –
Perspective of the observer, implementer, researcher



Why do we want emic information?

- Quantitative data are usually collected with global standardized tools
- Developed and validated by academics and researchers



- *Are we missing important cultural information if we don't learn what is meaningful to our program participants?*
- *Can we use more contextualized information to design more effective programs with sustained change?*

Purpose for Methods Pilot and Research in Perceived Self-Efficacy

- **GOAL:** Develop a tool to measure perceived self-efficacy (PSE) defined from an **emic perspective** within the context of improving resilience capacity and well-being outcomes in food and nutrition security programs
- Self-efficacy is usually measured with the General Self-Efficacy Scale (GSES)
 - Validated in multiple country contexts
 - Included in Project Level Women's Empowerment in Agriculture Index (Pro-WEAI) as a dimension of women's empowerment
 - BUT - evidence indicates questions may not be well understood (research by Helen Keller in Cambodia and other places) and respondents may just give "good enough" answer

Are we missing information if we don't learn what self-efficacy means to our program participants?

What is Self-Efficacy?

- An individual's self-judgement, or perception, of their own capability to successfully perform a behavior (Bandura, 1986)
- Widely used to explain and predict behavior (Glanz and Bishop, 2010)
- Considered a factor on the resilience pathway to improved food security and nutrition (Bene et al., 2019)



Cognitive Methodology



- Methods to elicit emic information



- Used to understand culture and society – draw out what people within the culture know



- Participants define cultural knowledge

**We don't
know...
what we
don't
know**

Quick Poll

Please enter your answers in the chat box!

What ethnographic methods have you used before?

What are Cultural Domain Analysis and Cultural Consensus Theory?

- Set of methodologies based in cultural consensus theory from cognitive anthropology (Romney, Weller, Batchelder, 1986)
- Assumes cultural knowledge is shared by members of a culture
 - Cultural knowledge = opinions and perceptions
- Iterative data collection steps – qualitative to quantitative – to identify content and structure of knowledge within a domain
 - A domain is anything you want to study – for this study, the domain is women's self-efficacy
- Quantitative analysis for a shared “cultural model” (cultural consensus analysis – a factor analysis)

Quantifying Sociocultural Norms

- Operationalizes culture as an indicator
- **Cultural Domain Analysis is a process that creates a quantitative measure of sociocultural norms – both perceptions and practices – from qualitative data.**
- **Bridges the “knowledge to practice” gap in SBC**

To measure sociocultural norms, we can....

Measure *Knowledge* with a Cultural
Consensus Survey Module

Measure *Practices* with a Cultural
Consonance Survey Module

Study Population

- Three culturally distinct ethnic communities:
Mro, Marma, and Bengali
- Diverse participants
 - Frontline staff
 - Women participants and their husbands
 - Senior women and men from the community
 - Local professionals



Cultural (Key) Informant Interviews



Free List Interviews



Group Content and Comprehension Discussions



Cultural Consensus Survey (Shared Knowledge)



Perceived Self-Efficacy Scale

Each step of data collection:

- 1) Validates and builds on the step before
- 2) Adds “emic validity” to the new scale

Step 1: Key (Cultural) Informant Interviews

Key informants help us:

- Understand influences on individual perceptions of capabilities
- Understand how self-efficacy might be thought about in their culture
- Begin to identify potential content of a concept of self-efficacy
- Understand results from the different data collection steps

Sampling is purposive:

- *Cultural experts, or individuals with expertise in the domain of inquiry*
- *Selected for their ability to be articulate, regardless of demographics*



**Critical for
validation of
findings**

Developing the Cultural Informant Interview Guide

- Literature review
- Experience
- Questions are meant as a ***guide*** for a discussion

Notes for Interviewer

- Cultural Informant should lead the discussion – you can prompt and encourage
- Let the discussion flow freely
- Questions do not have to be asked in order

Develop a Codebook

Recommend using a qualitative data management software (MAXQDA, NVivo, Atlas.ti, etc.)

Mostly inductive coding – we don't know the categories/themes yet

- 1) One person develops a draft codebook after 2-3 interviews and group discusses, OR
- 2) Analysts code 2-3 together first

Step 2: Free List Interviews

- Interview codes, study objectives, literature review, and program experience inform development of free list questions
- Free list data validate
 - If coded themes from cultural informant interview are ***distinct components of self-efficacy***
 - If free list responses overlap with each other, indicating ***a shared underlying dimension***

Q3: Please list characteristics of a confident woman

Male1 Responses

1. Has faith in herself
2. Has faith in her husband
3. Makes her children behave properly
4. Does her work properly
5. Successful in her work
6. Behaves well

Step 2: Free List Interviews – Analysis Methods

- Free list data are analyzed using *Visual Anthropac – Freelists* software
- Clean and recode similar responses to one common code before entering into Anthropac

Coded Term for Anthropac	“What makes a woman have confidence?”
Does quality work	<ul style="list-style-type: none"> • Does any work properly • She does her work well • Quality of doing work • Can do household work properly (cleaning, cooking) • They are valued if they do their job well • If she doesn't do bad work

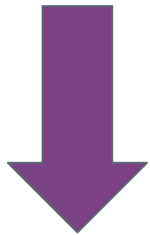
- Smith's Salience score is generated for each common code and is determined by:
 - Order response was given by each individual respondent
 - Frequency of one response across all respondents
 - Anthropac weights respondents whose responses are more representative of the group

Salience = cultural importance in the blueprint of shared knowledge

Step 3: Develop Consensus and Perceived Self-Efficacy Scale Survey Modules

Consensus Module

- 4-point Likert agree/disagree statements
- Based on Free List and Key Informant data
- Analyzed to determine if knowledge is shared (a cultural model)
- Include “I don’t understand the statement”
- Women and men



Consensus statement:

Women who behave well have higher belief in their own abilities.

Perceived Self-Efficacy Scale

- 4-point Likert agree/disagree statements
- “Sister” statements to the consensus survey
- Assess self based on the cultural model of self-efficacy
 - In other words – does the respondent behave like the shared sociocultural norms?
- Women only



Perceived Self-Efficacy Statement:

I think I behave well.



Consensus Survey Statements

1. A husband's support is necessary for a wife to believe in her own abilities.
2. It is not necessary for a woman to have support from her family to believe in her own abilities.
3. A woman needs financial and material resources to believe in her own abilities.
4. Women do not need equal rights with men to believe in their own abilities
5. Women who communicate well with others have higher belief in themselves than women who don't communicate will with others.
6. Women who behave well have higher belief in their own abilities.
7. It is important that a woman have skills and knowledge to believe in her ability to provide for her family.
8. Women who believe in their own abilities have courage.
9. A woman needs support from her community to have belief in her own abilities.
10. A woman does not need to do good quality work to have confidence in herself.
11. Women who have confidence are respectful to others.
12. A woman who believes in her abilities easily learns new things.
13. A woman does not need to believe in her own abilities to easily complete tasks.
14. A woman who does not believe in her abilities, does not have confidence to ask for help or advice.
15. Women who obey their husbands earn support from their community to earn income.
16. Women who are good mothers believe in their own abilities to accomplish things.
17. A woman who follows social rules and has good character has higher belief in her abilities than a woman who does not follow social rules and behave well.
18. A woman does not need to be educated formally to believe in her abilities.
19. Earning income increases a woman's belief in her abilities.
20. Having control over her income and household assets increases a woman's belief in her abilities.

Perceived Self-Efficacy Survey Module - Example

1. I have support from my family to earn income in new ways.
2. I have access to the resources I need to be successful.
3. I feel I have equal rights to men.
4. I communicate well with others.
5. I think I behave well.
6. I have skills and knowledge to provide for my family.
7. I have courage to try new things and be successful.
8. I do good quality work.
9. I am respectful to others.
10. I have trouble learning new things.
11. I have trouble completing tasks that I start.
12. I am embarrassed to ask for help or advice.
13. I am a good wife and mother.

Step 4: Group Validation Discussions on the Content and Comprehension of the Consensus Questions and PSE Scale

Purpose

- Obtain feedback on consensus analysis and PSE questions.
 - Are they understood? Are they meaningful to participants? Can respondents understand how to provide an answer?

Feedback Checklist

- The checklist included questions about comprehension and was used by group facilitators as an assessment tool for each survey statement.

Final Revisions

- Slight modifications were made on the survey statements based on the feedback from the group discussions

Step 5: Survey with Consensus Module and PSE Scale

1. Collect the survey data for both modules
2. Run Cultural Consensus Analysis to determine if a cultural model of women's self-efficacy does or does not exist for each cultural group (*Ucinet* software)
3. Look at the consensus answer key - "culturally correct" answer
4. Remove statements with low agreement
5. Assess internal reliability for the PSE scale
6. If reliability is low, remove the "sister" statements that had low agreement in the consensus answer key

Lessons Learned

- Take the time to train the data collection team, especially qualitative interviews - step by step is best
- Practice in the field and come back as a group to modify
- Self-efficacy is an abstract concept
- Transcribe daily while interviews are still fresh - provide feedback so data collectors can do better on the next one
- When coding, try not to have bias

“THE KEY TO SUCCESSFUL INTERVIEWING IS LEARNING HOW TO PROBE EFFECTIVELY – THAT IS, TO STIMULATE THE RESPONDENT TO PRODUCE MORE INFORMATION, WITHOUT INJECTING YOURSELF SO MUCH INTO THE INTERACTION THAT YOU ONLY GET A REFLECTION OF YOURSELF IN THE DATA.”

Russ Bernard

Additional Tips

- Likert scales may be foreign to some cultures - start with do you agree or disagree
- For IRB:
 - Carefully explain purpose of cultural informants
 - Explain each step is iterative and draft data collection tools are illustrative
- Make backup plans!!! Make sure everyone knows the backup plans
 - **EXAMPLE:** Research team can't connect to internet. They need to have a process for troubleshooting.



Questions & Answers



HELEN
KELLER
INTL

hki.org



USAID
FROM THE AMERICAN PEOPLE



Thank You!

Disclaimer: This study “Exploring self-efficacy in the sociocultural context to improve measurement and understanding of perceived self-efficacy” was made possible by a grant from The Implementer-Led Design, Evidence, Analysis and Learning (IDEAL) Activity.

The IDEAL Small Grants Program is made possible by the generous support and contribution of the American people through the United States Agency for International Development (USAID). The contents of the materials produced through the IDEAL Small Grants Program do not necessarily reflect the views of IDEAL, USAID, or the United States Government.