

Respondents were simply asked to indicate “BAM”, “BAW”, “GN” or “DK” depending on whether they deemed posters were biased against men or women, were gender neutral or whether they did not know how to classify a statement. Later on, a discussion was conducted in order to compare the classifications and reasons for them. The reason for using independent subjects to categorise these answers was to avoid the researcher’s unconscious biases to influence the results.

All the respondents were supplied with all the fifteen posters (in some cases they alternated in using the posters) and a sheet of paper that contained the numbers of these posters. All they had to do was to indicate the classification of a poster, as for example, POSTER NO.22: “BAM”.

Responses that scored the highest points were picked to represent other responses of the same category. This reduced the categorized responses to only four for each poster. Where respondents failed to produce the required four categories (as was the case with 22 and 23) the researcher used his own discretion to improvise some responses. It was these four that made up the alternatives in the multiple choice questions used in the final questionnaire in this section. The categorization format that was employed is shown in figure II.

### 3.7.4.1 Figure II Based on Poster 1

**Question:** Whom do you think makers of this poster are advising when they say, “You cannot tell from the looks alone”?

	BAM		BAW		GN		DK	
	M	F	M	F	M	F	M	F
(a)Men and Women	-	-	-	-	8	8	-	-
(b)Those who indulge in casual sex	-	-	-	-	8	8		
(c)Everyone	-	-	-	-	8	8		
(d)The community	-	-	-	-	8	8		
(e)Me	-	-	-	-	8	8		
(f)Men	8	8						
(g)Women			8	8				
(h)Us			-	-	5	6	3	2

Based on these statistics, f,g,a, were picked under “BAM” “BAW” and “GN” categories respectively. “a” was selected mainly because it occurred earlier than “b”, “c” and “d”. “e” had the same total as “a”.

#### **3.7.4.2 Section B: Responses**

The purpose of section “B” is as stated already above. The reason for revisiting the section here is to present actual raw data which constituted the focal point both in the construction of the final questionnaire and the execution of the final actual survey. But before this is done, it is pertinent to make two observations. First, the categories (gender, age, educational levels and residences) of subjects are not stated here. Second, the numbers of subjects who uttered the statements are not given. The reason is that they do not serve any purpose at this stage. The interest here was simply the number of possible responses rather than which category of subjects uttered them.

#### **3.7.4.3 Poster 1**

**Question:** Whom do you think the makers of this poster are advising when they say, “You cannot tell from looks alone”?

- a. Those who indulge in casual sex
- b. Men and Women
- c. Everyone
- d. Me
- e. Us
- f. The community
- g. Men
- h. Women

#### 3.7.4.4 Poster 2

**Question:** Why did the makers of this poster depict a beer bar situation:

- a. Because that is where promiscuous men pick up women for casual sex?
- b. That is where AIDS-infected prostitutes hunt for illicit sex partners?
- c. Beer influences people to indulge in casual sex?
- d. People who are drunk are always immoral?
- e. To encourage safe sex to promote AIDS awareness?

#### 3.7.4.5 Poster 4

**Question:** Who is being advised to stick to one partner:

- a. Everybody. Because AIDS concerns everybody?
- b. Men and Women. Because AIDS concerns everybody?
- c. Men. Because they often have extra marital affairs (EMS)?
- d. Women. Because they are “weak minded”?
- e. Me. Because the poster says “You”?
- f. Women. Because they are more vulnerable and prone to prostitution?

#### 3.7.4.6 Poster 5

**Question:** Who has been made to say the words in the caption? Give reasons for your answer:

- a. The man: He wants to deceive his wife into believing him?
- b. The husband and wife (couple): Because they want to protect themselves and each other?
- c. The woman: Because she knows she cannot indulge in casual sex since she is pregnant?
- d. The man: The arrow is pointing at his mouth?
- e. The man: Men usually have extra marital sex (EMS)?



### 3.7.4.6 Poster 7

**Question:** Do you think the makers of this poster meant the patient to be a man or woman?

Give a reason for your answer:

- a. Woman: Because there are only women by the bedside?
- b. Man: Because more men suffer from AIDS than women?
- c. Woman: Because more women suffer from AIDS than men?
- d. Cannot tell from the pictures alone?
- e. The patient looks neither like a man nor like a woman but old?

### 3.7.4.8 Poster 9

**Question:** Why would or wouldn't you say those who made this poster meant the caption to be for smart guys only:

- a. Smart or dirty, AIDS doesn't choose?
- b. Even girls have to think twice?
- c. The caption is for smart men too?
- d. Because guys who are not smart can easily be seduced into premarital sex?
- e. Sugar mummies love smart guys?
- f. Contracting AIDS had nothing to do with class?
- f. AIDS concerns both sexes and all ages?
- h. It is difficult to say all these guys are smart?

### 3.7.4.9 Poster 10

**Question:** Whom do you think the makers of this poster are blaming for this man's AIDS illness:

- a. The man himself because he indulged in casual sex?
- b. The woman who infected him?
- c. The men who infected his partner?
- d. We don't know who to blame because we don't know who infected him and how?

#### 3.7.4.10 Poster 11

**Question:** On this poster the anti-AIDS campaigner went to talk to another woman (not man) about AIDS because those who made the poster wanted to tell us that....

- a. Women educate each other about AIDS.
- b. Women together can stop AIDS.
- c. Men ignore advice on AIDS.
- d. If all women said "No" to casual sex, AIDS would be controlled.
- e. Members of the same sex find it easier to discuss AIDS.

#### 3.7.4.11 Poster 12

**Question:** At whom do you think the makers of this poster directed the words that make the caption? Give reasons for your answer.

- a. At the man and the woman: AIDS concerns them both.
- b. At us: AIDS concerns all of us.
- c. At the men: They seduce women.
- d. At women: Because if no woman engaged in casual sex, AIDS would not spread.
- e. At the community: AIDS concerns everybody.
- f. At men and women: Both can be infected. AIDS doesn't choose.

#### 3.7.4.12 Poster 21

**Question:** What do the makers of this poster want to tell you by making the woman carry the load:

- a. That she is infected?
- b. That she is guilty of killing her husband with AIDS?
- c. That men are so cruel that they burden women with AIDS?
- d. The load represents sin?
- e. The Society of Women Against AIDS (SWAZ) printed this poster?
- f. That the woman is used as a symbol representing the family?

7.4.13 **Poster 22**

**Question:** Whom do you think the makers of this poster blame for this woman's AIDS disease:

- a. The woman herself because she indulged in casual sex?
- b. The men who infected her?
- c. The women who infected her partner (husband)?
- d. We don't know?

7.4.14 **Poster 23**

**Question:** Who has been made to say the words that make up the caption? Give a reason for your answer:

- a. The woman (bride). She suspects the man (groom) might be HIV positive?
- b. The man. He thinks his bride has AIDS?
- c. Man and woman. Because of the use of the word 'us'?
- d. Man and woman. They know AIDS can infect them both?

3.7.4.15 **Poster 24**

**Question:** Why is it the man who has been made to say the words that make up the caption:

- a. Because men always seduce women?
- b. Men have control over whether a condom should be used or not?
- c. Men are usually aware that they are victims of female promiscuity?
- d. Because prostitutes don't mind whether a condom is used or not?
- e. Men can use condoms, women cannot?
- f. The condom available in Zambia today can only be worn by men?

### 3.7.4.16 Poster 25

**Question:** Why did the makers of this poster place the baby in its mother's (not father's) arms:

- a. The mother, not the father, passes the virus directly to the child?
- b. Fathers don't mind much about babies?
- c. Fathers don't breastfeed?
- d. Mothers endanger babies more by engaging in illicit sex?
- e. Mothers care more about babies than fathers?
- f. The woman is used as a symbol of the family as a whole?

### 3.7.4.17 Section C: Responses

This section was designed to find out whether anti-AIDS messages communicated the "right message" to the targeted groups. In this context "right message" refers to what designers and commissioners of the posters wanted to communicate. How this message was arrived at is described at 1.6. Here it will suffice only to draw the relevant conclusions.

Preliminary and Actual Survey results for this section did not differ in any substantial way. In fact the only difference was that the final study had more responses per question than the Preliminary Survey. This was to be expected since the latter involved more subjects than the former.

# CHAPTER FOUR : DISCUSSION OF FINDINGS

## 1 Introduction

This section discusses the findings of the main study which are meant to achieve the major objective, namely, whether respondents detected any gender biases in the posters and their accompanying captions. Reference points will be the data sets described in the section that follows.

As pointed out earlier, age, gender, residential area and educational levels are the major variables in this study. It might suffice to point out here that some of these variables or their combinations presented unanticipated problems which must be noted in order to keep focus on clarity of issues under discussion. For example, age group and educational levels could not be easily split because certain educational levels were almost always tied to particular age groups and it was extremely difficult to obtain certain educational levels in particular age groups. Thus, while we may have Grades Seven, Eight, Nine, Ten and Twelve in age groups I and III, i.e. 26-35 and 36-45 years, university graduates are not obtainable in Age Group I, i.e. 16-25 years old. That explains why respondents in categories 5,6 and 7 were either extremely rare or completely absent in all the three townships.

Another example of the problems encountered when trying to split variables was that certain educational levels were more common in some residential areas than others. For example, there were no university graduates in Old Kalinglinga. Reasons for this are discussed in 3.7.3.

Then there was the problem of respondents' shared and unshared variables. It is a psychologically established fact that even identical twins reared and living in the same environment and with the same educational background will not think exactly alike. However, for the purpose of this study, the similarities and differences between respondents' answers were attributed to unshared variables named above. For example, when respondents from the same age group and locality but with different educational levels chose different answers, the difference was attributed to their unshared educational levels. On the other hand, when two

respondents of the same educational level, locality and age group but of different sex chose different responses, the discrepancy was attributed to gender. When all variables were equal but respondents still chose different answers, the difference was attributed to individual differences and attitudes.

#### 4.1.1 Types of Data Sets

Before delving into the actual discussion of the findings, of the study, it might suffice to describe the data because understanding what the data are will help in understanding what these data say.

There are four sets of data serving different but closely related functions in this discussion. These sets are Charts A1-A90, B1-B45, C1-C15 and posters 1,2,4,5,7-12, and 21-25. Charts A1-90 are the most detailed. They start with poster numbers with some figures in brackets which refer to the categories on charts in the 'B' series. For example Chart A1 Poster I has 1,7 and 13 in brackets. When looking for information for Under Grade Seven educational level, the reader should simply check columns 1,7 and 13 in all townships. This cross-reference reveals that there were no respondents in this educational level in all townships in all age groups. This is why this chart has zeroes throughout. Charts A2, A3, A4 and A5 have 2, 8 and 14; 3,9 and 15; 4,10 and 16, 5, 11, and 17; and 6, 12 and 18 respectively in their particular educational levels. This applies to all the fifteen posters. The other features of these charts are the names of the three residential areas, educational levels, age groups and most importantly, the questions that were posed to the respondents and the multiple choice alternative responses that were offered. These multiple choice statements were framed in such a way that they belonged to the categories of "Biased Against Men", "Biased Against Women", "Gender Neutral" and "Don't Know" respectively. How they were arrived at and how the choice was made is discussed at 2.1.3. The figures on these charts are raw figures and percentages.

The second set of data, i.e. B1-B45, is in a way a compressed version of the first set and is different in three major ways. First, the figures in this set are put in percentages in order to portray a clearer picture of what these figures mean. This was necessary because the core

totals in all the three townships were different: 125, 90 and 45 in Kalingalinga, Libala and Roma respectively. In addition to this, in both Kalingalinga and Libala, figures for male respondents were higher than those for female respondents. This meant that there were both intra and inter-township differences with regard to percentages even when raw figures indicated the same values. For example, if, say, 4 respondents in both sexes chose the same value, their percentage translations would be different in their respective sexes even in the same township. For instance in Kalingalinga it would be 6.7 for males while for females it would be 7.4.

Secondly, in the second set of data, age group and educational levels have been compressed into categories 1-18 as described at 3.7.1. This is for summary and easy cross-referencing purposes. Thus, to illustrate that there were no Under Grade Sevens in all the three townships, this data set needs only nine columns, i.e. 1, 7 and 13 in all the three townships, whereas the first set would need 36 columns (A1x12x3 townships) to show the same information. However, although this data set is easier to use for cross-reference purposes, it does not tell us the respondents' other variables at first glance. It is meant for use when the reader has become familiar with the categories described at 3.7.1.

Finally, the multiple choice statements in this data set are represented by figures 01, 02, 03 and 04 respectively. The questions have not been included because they are not necessary here.

Before considering the other two data sets, it will suffice to mention that great care and diligence must be exercised when making cross references. For example, one should ensure that all the variables or values needed to lead to the required information, i.e. poster number, residential area, category, gender of respondent, age group, educational level and response are correct. Dislocation of any one of these, let alone many of them, will lead to an incorrect answer or figure. All statistics from related charts, from the 'A' series through the 'B' series to 'C' series ought to tally. For example, totals on Chart A50 in Kalingalinga, namely 10(2+8), 14(4+10) and 11(7+4) in categories 2, 8 and 14 respectively, are congruent to those on Table 3C in 3.7.2.1. Those for Libala (still in A50) are the same as those at 4C in categories 2, 8 and 14. The same applies to the statistics for Roma at 5C. These can also be counter-checked on Charts B9, B24 and B39 though here they are in percentages. This applies to all the fifteen posters and the three townships.

The third data set comprises total percentages of all the three townships compiled in a comparative way. These charts (C1-C15) show what percentages of respondents chose which responses from the “BAM”, “BAW”, “GN” and “DK” categories in all the three townships. Other variables, namely age, location and so on, were not important to indicate here.

The fourth and final data set is comprised of the actual posters on which this study was based. The process, procedures and reasons for their selection are described in 2.1.1 and 2.1.3. Here it will suffice to state that they were included because they put the questions which respondents were asked and the answers and interpretations they gave into proper perspective.

At this point it is germane to consider in passing how the whole issue was handled.

There were three approaches to choose from for handling the discussion that follows. One was to consider related posters first and explain their relationships and differences. The second was to take a cluster of posters together with their questions, with similar or different response distribution patterns and give reasons for the variations and similarities. The third approach was to handle the discussion poster by poster or question by question and consider how each answer to the poster and the distribution patterns relate to or differ from each other. The course taken, in order to keep in focus and amplify the differences and similarities between questions and the answers they elicited, was to use one of these approaches or a combination of them where they were appropriate, i.e. depending on the nature of the data.

A final word about the volume of the data. Because of its large volume, i.e. 150 charts or tables, it was not considered appropriate to handle the discussion chart by chart. This was done in order to avoid repetition because so many of these charts have similar distribution patterns.

## 4.2 Discussion of Section “B” Data

Certain features of the data under discussion tell obvious and straight forward stories. For example, charts A1-A90 and B1-45 show that some categories did not have any respondents (A1-A90) at all. The table below shows the statistical representation of these categories township by township.

Township		Categories Without Respondents							
		5	6	7	12	13	17	18	
Old Kanyama	1	5	6	7	12	13	17	18	
Libala	1	5	6	7	12	13	-	18	
Roma	1	-	6	7, 8, 9	-	13, 14, 15			

The “B” charts illustrate this information better than the “A” charts because in the latter the process of making cross-references is very cumbersome in that one has to use the figures indicated in the brackets that follow the number of the posters while in the former one has simply to check in a particular category column. The picture becomes more clearer when these categories occur together on the same charts as evidenced by the first and sixth charts (in the A series) for all the posters which have categories 1, 7 and 13; 6, 12 and 18 respectively (see A1, A6, A7, A12, A13, A18, A19, A25, A26 etc).

Before discussing the reasons for the absence of respondents in these categories, it will suffice for the moment to note a few aspects of the data. First, the absence of respondents in category 17 (who were in the age group 36-45 years old and had college education) was unique only as regards Kalingalinga while categories 8, 9, 14 and 15 were absent with

regard to Roma which was the only township which had respondents in categories 5 and 18 i.e. respondents with university degrees.

The absence of respondents in these categories has to do with two variables, namely: educational level or age and, more often than not, a combination of the two. For example, Table 2 tells us that respondents in categories 1, 7 and 13 were supposed to be all under grade seven. All the tables and charts for all the three townships and all the posters, namely, 3C, 4C and 5C, A1-A90 and B1-B45 record zeroes in these categories because there was no respondent in the Under Grade 7 educational level in the whole study.

Categories 5, 11 and 17 comprise those with a college level of education while categories 6, 12 and 18 are made up of university graduates with at least a first degree. The difference between respondents in categories 5 and 6; 11 and 12, and 17 and 18 is that they are in age groups I, II and III respectively. Thus, while categories 6, 12 and 18 are absent from Kalingalinga and Libala because the study did not record any graduates with degrees there, category 6 respondents were absent from Roma because the study did not have any graduates in the first age group, namely, 16-25 years old. Other reasons for the absence of university graduates as regards Kalingalinga and Libala and their presence in Roma are explained in 3.7.3. One such reason was that a university degree is a symbol of achievement and one's place of residence is associated with the level of education. This probably explains why it is only with regard to Roma that we do not have Grade Seven, Eight and Nine in age groups 26-35 years and 36-45 years. In this regard note that the youngest respondent with college education in Roma was a female in the 16-25 years age group who, it was later discovered, was married to a male in the

26-35 years age group. Categories 5 on Charts B31-45 and fifth charts to all posters show who this respondent is.

Having considered the stories the data tell, what the respondents said concerning each poster and accompanying question will now be considered.

#### 4.2.1 Poster 1

In Old Kalingalinga 88 percent of the total core sample (65 males and 45 females) thought the captions on Poster 1 were meant to warn both sexes. Their choice of Gender Neutral (GN) means they felt the poster had minimal gender biases. In terms of male-female total ratios, 92 percent of the males and 82 percent of the females made this choice. Only 5.7 percent of the male respondents thought that the captions were directed at them or their fellow men, warning them about the dangers of AIDS and the consequences of promiscuity. On the other hand, nearly double the number of the female respondents (10 percent) felt that the poster was directed at women or at female promiscuity, thereby implicitly accusing other women of immorality. The percentages of females accusing other females of abetting promiscuity and the spread of HIV-AIDS was almost always much higher than that of males blaming other males. The explanation for this phenomenon was that as a class, adult women were divided into three categories: the married, the single and the sex workers. Members of these subclasses were almost invariably accusing each other. The married thought the other two classes were responsible for the spread of HIV-AIDS while the latter felt that illicit sex (which was considered responsible for most HIV infections) was not a monopoly of the unmarried. However, it is important to note that these attitudes were more prevalent in Old Kalingalinga than in Roma (2.2 percent) and non-existent in Libala (in so far as Poster 1 was concerned). Where this phenomenon was evident, it had a higher frequency in the first age group and the first four levels of education than in the rest.

This pattern meant that the higher the educational level and the older the subjects were, the less frequent the phenomenon occurred. This provides the first evidence suggesting a correlation between age-educational level and the respondents' answers. This evidence suggests that the higher the subjects' educational level, the less denial oriented (the tendency to deny responsibility and blame others) they were, the less they personalized AIDS issues, and the more open-minded and critical they became. Respondents with higher levels of education and of older ages also tended to be more consistent in choosing "GN" than other categories. "GN" responses were even more frequent where higher education levels and older age converged. This suggested that respondents in these categories were more gender sensitive, and therefore

had fewer biases, because they were critical or rational. This was the case in all residential areas even where the phenomenon of blaming each other described above was prevalent. This is one similarity all the three townships shared statistically.

Another similarity was that in all the three areas, “Don’t Know” (DK) answers were absolutely absent with respect to this question. This could probably be interpreted to mean that the respondents understood the questions they were asked to answer.

Chart C1 below shows the overall comparison in summary form of what percentages of respondents chose which answers. Chart B1, B16 and B31 on the other hand show what percentages each category supplied. These have been broken down into their respective age groups in Charts A2-A6, as shown on pages 66.

#### POSTER 1

#### CHART C1

##### KALINGALINGA

	BIASED AGAINST MEN	BIASED AGAINST WOMEN	GENDER NEUTRAL	DON'T KNOW
M	5.7	1.4	92.9	0
F	12.7	5.5	81.8	0
DIF	9.3	4.1	11.1	0

##### LIBALA

M	2.2	13.3	82.2	0
F	2.2	0	98	0
DIF	0	13.3	15.8	0

##### ROMA

M	0	4	96	0
F	5	5	90	0
DIF	0	1	6	0

There were also differences in Poster 1, or Question 1, which were worth discussing. For example, in Old Kalingalinga respondents from all age groups chose “Biased Against Men”. However, in Libala and Roma this choice was restricted to A.G. 1 only. In Old Kalingalinga choices of “Biased Against Men” climb up to Grades 10 and 12 while in Roma they stop at Grades 8 and 9.

A1

Posters 1 - 25 (1, 7, 13)

Roma

Libala

Kalingalinga

Under grade 7

Age group	Kalingalinga				Libala				Roma			
	16-25yrs	26-35yrs	36-45yrs	Total	16-25yrs	26-35yrs	36-45yrs	Total	16-25yrs	26-35yrs	36-45yrs	Total
Who do you think the makers of this poster advise when they say "You cannot tell from looks alone"?	m	f	m	f	m	f	m	f	m	f	m	f
The woman; because men spread AIDS	0	0	0	0	0	0	0	0	0	0	0	0
The man; because women spread AIDS	0	0	0	0	0	0	0	0	0	0	0	0
The community men and women because seemingly healthy people may have HIV	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	0	0	0	0	0

A2

Poster 1 (2, 8, 14)

Roma

Libala

Kalingalinga

Grade 7

Age group	Kalingalinga				Libala				Roma			
	16-25yrs	26-35yrs	36-45yrs	Total	16-25yrs	26-35yrs	36-45yrs	Total	16-25yrs	26-35yrs	36-45yrs	Total
Who do you think the makers of this poster advise when they say "You cannot tell from looks alone"?	m	f	m	f	m	f	m	f	m	f	m	f
The woman; because men spread AIDS	0	2	1	2	4	0	0	0	0	0	0	0
The man; because women spread AIDS	0	2	0	2	2	0	0	2	0	0	0	0
The community men and women because seemingly healthy people may have HIV	2	4	3	8	5	4	10	16	0	1	2	3
Don't know	0	0	0	0	0	0	0	0	0	0	0	0
Total	2	8	4	10	7	4	13	22	2	1	2	5

Poster 1 (3, 9, 15)	Roma											
	Kalingalinga				Libala				Roma			
	16-25yrs	26-35yrs	36-45yrs	Total	16-25yrs	26-35yrs	36-45yrs	Total	16-25yrs	26-35yrs	36-45yrs	Total
Grade 8 and 9												
Age group												
Who do you think the makers of this poster advise when they say "You cannot tell from looks alone"?	m	f	m	f	m	f	m	f	m	f	m	f
The woman; because men spread AIDS	2	1	0	0	2	1	1	0	0	0	0	0
The man; because women spread AIDS	0	1	0	0	0	1	2	0	0	0	0	1
The community men and women because seemingly healthy people may have HIV	8	6	8	3	4	5	20	14	5	11	2	5
Don't know	0	0	0	0	0	0	0	0	8		0	0
Total	10	8	8	3	4	5	22	16	8	11	2	5

Poster 1 (4, 10, 16)	Roma											
	Kalingalinga				Libala				Roma			
	16-25yrs	26-35yrs	36-45yrs	Total	16-25yrs	26-35yrs	36-45yrs	Total	16-25yrs	26-35yrs	36-45yrs	Total
Grade 10 - 12												
Age group												
Who do you think the makers of this poster advise when they say "You cannot tell from looks alone"?	m	f	m	f	m	f	m	f	m	f	m	f
The woman; because men spread AIDS	0	2	0	0	0	2	0	1	1	0	0	0
The man; because women spread AIDS	0	0	0	0	0	0	2	0	0	0	0	0
The community men and women because seemingly healthy people may have HIV	18	8	8	3	5	0	31	9	8	10	5	5
Don't know	0	0	0	0	0	0	0	0	0	0	0	0
Total	18	10	8	3	5	0	31	11	10	11	6	5

Poster 1 (5, 11, 17)		Kalingalinga						Libala						Roma											
College		16-25yrs		26-35yrs		36-45yrs		Total		16-25yrs		26-35yrs		36-45yrs		Total		16-25yrs		26-35yrs		36-45yrs		Total	
Who do you think the makers of this poster advise when they say "You cannot tell from looks alone"?		m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f
The woman; because men spread AIDS		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The man; because women spread AIDS		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The community men and women because seemingly healthy people may have HIV		0	0	4	4	0	0	4	4	0	0	2	1	6	4	12	9	0	1	2	1	6	4	8	6
Don't know		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Total		0	0	4	4	0	0	4	4	0	0	2	1	6	4	12	9	0	1	2	1	6	4	8	6

Poster 1 (6, 12, 18)		Kalingalinga						Libala						Roma											
University		16-25yrs		26-35yrs		36-45yrs		Total		16-25yrs		26-35yrs		36-45yrs		Total		16-25yrs		26-35yrs		36-45yrs		Total	
Who do you think the makers of this poster advise when they say "You cannot tell from looks alone"?		m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f
The woman; because men spread AIDS		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The man; because women spread AIDS		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The community men and women because seemingly healthy people may have HIV		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	1	3	1	5	2	
Don't know		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Total		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	1	3	1	5	2	

Poster 1 (5, 11, 17)	Kalingalinga												Libala						Roma					
	16-25yrs			26-35yrs			36-45yrs			Total			16-25yrs			26-35yrs			36-45yrs			Total		
	m	f	Total	m	f	Total	m	f	Total	m	f	Total	m	f	Total	m	f	Total	m	f	Total			
Who do you think the makers of this poster advise when they say "You cannot tell from looks alone"?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
The woman; because men spread AIDS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
The man; because women spread AIDS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
The community men and women because seemingly healthy people may have HIV	0	0	4	4	0	0	4	0	0	0	0	2	1	6	4	0	0	0	0	0	0	0	0	
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Total	0	0	4	4	0	0	4	0	0	0	0	2	1	6	4	0	0	0	0	0	0	0	0	

A6

Poster 1 (6, 12, 18)	Kalingalinga												Libala						Roma					
	16-25yrs			26-35yrs			36-45yrs			Total			16-25yrs			26-35yrs			36-45yrs			Total		
	m	f	Total	m	f	Total	m	f	Total	m	f	Total	m	f	Total	m	f	Total	m	f	Total			
Who do you think the makers of this poster advise when they say "You cannot tell from looks alone"?	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
The woman; because men spread AIDS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
The man; because women spread AIDS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
The community men and women because seemingly healthy people may have HIV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Total	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

## Respondents Distribution in %

B1  
Poster No. 1  
Kalingalinga

		RESPONDENTS CATEGORY																		Total
Multiple Choice Options	Respondents Gender	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	18
		01	M		0	2.9					1.4						1.4			
	F		3.6	1.8	3.6				3.6											
02	M		0	0											1.4					
	F		3.6	1.8																
03	M		2.9	11.4	25.7				4.3	11.4	11.4	5.7			7.1	5.7	7.1			
	F		7.3	10.9	14.5				14.5	5.6	5.6	7.3			7.3	9.0				
04	M																			
	F																			
	Total %	0	8	14.4	22.4	0	0	0	11.2	8.8	8.8	6.4	0	0	8.8	7.2	4	0	0	100
	Total No of respondents	0	10	18	28				14	11	11	8	0	0	11	9	5	0	0	125

		RESPONDENTS CATEGORY																			
Multiple Choice Options	Respondents Gender	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	Total	
		01	M										2.2								
	F				2.2																2.2
02	M		4.4	4.4	4.4																13.3
	F																				
03	M			11.1	17.8				2.2	4.4	11.1	4.4			4.4	4.4	8.8	13.3			82.2
	F		2.2	24.4	22.2				4.4	11.1	11.1	2.2			2.2	4.4	67.0	8.8			98.0
04	M																				
	F																				
	Total %	0	3.33	20	23.3	0	0	0	3.33	7.78	12.2	3.33	0	0	3.33	4.44	7.8	11	0	0	100
	Total No of respondents	0	3	18	21	0	0	0	3	7	11	3	0	0	3	4	7	10	0	0	90

B31  
Poster No. 1  
Roma

		RESPONDENTS CATEGORY																		
Multiple Choice Options	Respondents Gender	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	Total
		01	M																	
	F			5																5
02	M			4																4
	F			5																5
03	M		8	20	8					4	8	8	8			4	24	12		96
	F			30	5	5				5	5	5			10	20	5		90	
04	M																			
	F																			
	Total %	0	4.44	31.1	6.7	2	0	0	0	0	4.44	6.7	6.7	0	0	6.7	22	9		100
	Total No of respondents	0	2	14	3	1	0	0	0	0	2	3	3	0	0	0	3	10	4	45

Libala “Biased Against Men” choices are evenly distributed between Grades 7, 8 and 9, 10 and 11. It is noteworthy here that no respondent above Grade 12 chose anything apart from “GN” thus lending credence to the speculation postulated above about the effects of education on respondents’ responses. This pattern was evident regarding almost all the posters and questions, including Poster 2 which is discussed below.

#### 4.2.2 Poster 2

The question on this poster was why it was made to depict a bar situation. Male “Biased Against Men” percentages for Old Kalingalinga, Libala and Roma were 0, 4.4 and 4 respectively. Those for females were 3.6, 8.9 and 5. “Biased Against Women” figures (in the same order as “Biased Against Men”) for males were 12.7, 6.7 and 0 while female “Biased Against Women” were 29, 8.9 and 0. The phenomenon described as regards Poster 1 is also prevalent here in Old Kalingalinga and Libala because we have fewer males being biased against each other compared to more women being biased against other women. The reasons for this are the same as those postulated with respect to Poster 1.

In all the three neighbourhoods, all the respondents had an answer to the question asked except two females in Roma, both in Age Group 1 and category 3. One seemed to be genuinely ignorant about how men and women behave or misbehave in bars. She was not exposed to what goes on or what the authors of the poster thought goes on in drinking places. The second subject chose “DK” out of protest because she did not agree with reasons given at “BAM”, “BAW” and “GN”. This response should therefore be interpreted as a protest against an attempt to put words into her mouth. This protest phenomenon could be partly responsible for the high concentration of respondents who chose “Gender Neutral” as regards Poster 4.

Chart B2 shows the respondents’ category distribution while Charts A8-A12 tell us who these respondents are, i.e. where they come from, their age groups and education levels. On the other hand, Charts C2 below tells us why this poster was deemed to be overwhelmingly gender neutral.

Poster 2 (1, 7, 13)	Kalingalinga										Libala						Roma					
	16-25yrs		26-35yrs		36-45yrs		Total	16-25yrs		26-35yrs		36-45yrs		Total	16-25yrs		26-35yrs		36-45yrs		Total	
	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f
Under grade 7																						
Age group																						
Why did the makers of this poster depict a bar situation?																						
This is where loose or promiscuous men pick ladies for casual sex																						
This is where prostitutes with AIDS pick men who indulge in casual sex																						
Because beer influences people to indulge in casual sex																						
Don't know																						
Total																						

Poster 2 (2, 8, 14)	Kalingalinga										Libala						Roma					
	16-25yrs		26-35yrs		36-45yrs		Total	16-25yrs		26-35yrs		36-45yrs		Total	16-25yrs		26-35yrs		36-45yrs		Total	
	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f
Under grade 7																						
Age group																						
Why did the makers of this poster depict a bar situation?																						
This is where loose or promiscuous men pick ladies for casual sex	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0
This is where prostitutes with AIDS pick men who indulge in casual sex	1	4	0	2	1	0	2	6	1	0	0	1	0	0	1	0	0	0	0	0	0	0
Because beer influences people to indulge in casual sex	1	4	4	8	5	4	10	16	1	0	1	2	1	4	2	0	0	0	0	0	0	0
Don't know																						
Total	2	8	4	10	6	5	12	23	2	1	1	2	1	5	3	2	0	0	0	0	0	0

Poster 2 (3, 9, 15) Grade 8 and 9	Roma											
	Kalingalinga				Libala				Roma			
	16-25yrs	26-35yrs	36-45yrs	Total	16-25yrs	26-35yrs	36-45yrs	Total	16-25yrs	26-35yrs	36-45yrs	Total
Age group	m	f	m	f	m	f	m	f	m	f	m	f
Why did the makers of this poster depict a bar situation?	0	0	0	0	1	1	0	0	1	2	1	1
This is where loose or promiscuous men pick ladies for casual sex	2	3	0	1	1	0	1	0	1	2	0	0
This is where prostitutes with AIDS pick men who indulge in casual sex	8	5	8	2	4	5	20	12	6	8	2	2
Because beer influences people to indulge in casual sex	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	10	8	8	3	5	6	23	17	8	10	2	2
Total												

A10

Poster 2 (4, 10, 16) Grade 10 - 12	Roma											
	Kalingalinga				Libala				Roma			
	16-25yrs	26-35yrs	36-45yrs	Total	16-25yrs	26-35yrs	36-45yrs	Total	16-25yrs	26-35yrs	36-45yrs	Total
Age group	m	f	m	f	m	f	m	f	m	f	m	f
Why did the makers of this poster depict a bar situation?	0	0	0	0	0	0	0	0	1	1	0	0
This is where loose or promiscuous men pick ladies for casual sex	2	3	0	1	0	0	0	0	1	1	0	0
This is where prostitutes with AIDS pick men who indulge in casual sex	16	6	8	2	5	0	29	8	8	9	6	5
Because beer influences people to indulge in casual sex	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	18	9	8	3	5	0	31	12	2	2	6	5
Total												

Poster 2 (5, 11, 17)

College

Kalingalinga

Libala

Roma

Age group	16-25yrs		26-35yrs		36-45yrs		Total		16-25yrs		26-35yrs		36-45yrs		Total	
	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f
Why did the makers of this poster depict a bar situation? This is where loose or promiscuous men pick ladies for casual sex	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
This is where prostitutes with AIDS pick men who indulge in casual sex	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Because beer influences people to indulge in casual sex	0	0	4	3	0	0	4	3	0	0	2	1	6	4	2	1
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	0	4	3	0	0	4	3	0	0	2	1	6	4	2	1

A12

Poster 2 (6, 12, 18)

University

Kalingalinga

Libala

Roma

Age group	16-25yrs		26-35yrs		36-45yrs		Total		16-25yrs		26-35yrs		36-45yrs		Total	
	m	f	m	f	m	f	m	f	m	f	m	f	m	f	m	f
Why did the makers of this poster depict a bar situation? This is where loose or promiscuous men pick ladies for casual sex	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
This is where prostitutes with AIDS pick men who indulge in casual sex	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Because beer influences people to indulge in casual sex	0	0	0	0	0	0	0	0	0	0	2	1	3	1	5	2
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	0	0	0	2	1	3	1	5	2

Respondents Distribution in %

		RESPONDENTS CATEGORY																																																																																																																																																																																																															
Multiple Choice Options	Respondents Gender	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	Total																																																																																																																																																																																													
		01	M																					F														1.8	1.8				3.6	02	M		1.4	2.9	2.9										1.4	1.4				12.7		F		7.3	5.5	5.5				3.6	1.8	1.8									29.0	03	M		1.4	11.4	22.9				5.7	11.4	11.4	5.7			7.1	5.7	7.1			90.0		F		7.3	9.0	10.9				14.5	3.6	3.6	5.5			7.3	9.0				70.0	04	M																					F																					Total %	0	8	14.4	22.4	0	0	0	11.2	8.8	8.8	6.4	0	0	8.8	7.2	4	0	0	100		Total No of respondents	0	10	18	28	0	0	0	14	11	11	8	0	0	11	9	5	0
	F														1.8	1.8				3.6	02	M		1.4	2.9	2.9										1.4	1.4				12.7		F		7.3	5.5	5.5				3.6	1.8	1.8									29.0	03	M		1.4	11.4	22.9				5.7	11.4	11.4	5.7			7.1	5.7	7.1			90.0		F		7.3	9.0	10.9				14.5	3.6	3.6	5.5			7.3	9.0				70.0	04	M																					F																					Total %	0	8	14.4	22.4	0	0	0	11.2	8.8	8.8	6.4	0	0	8.8	7.2	4	0	0	100		Total No of respondents	0	10	18	28	0	0	0	14	11	11	8	0	0	11	9	5	0	0	125																					
02	M		1.4	2.9	2.9										1.4	1.4				12.7		F		7.3	5.5	5.5				3.6	1.8	1.8									29.0	03	M		1.4	11.4	22.9				5.7	11.4	11.4	5.7			7.1	5.7	7.1			90.0		F		7.3	9.0	10.9				14.5	3.6	3.6	5.5			7.3	9.0				70.0	04	M																					F																					Total %	0	8	14.4	22.4	0	0	0	11.2	8.8	8.8	6.4	0	0	8.8	7.2	4	0	0	100		Total No of respondents	0	10	18	28	0	0	0	14	11	11	8	0	0	11	9	5	0	0	125																																										
	F		7.3	5.5	5.5				3.6	1.8	1.8									29.0	03	M		1.4	11.4	22.9				5.7	11.4	11.4	5.7			7.1	5.7	7.1			90.0		F		7.3	9.0	10.9				14.5	3.6	3.6	5.5			7.3	9.0				70.0	04	M																					F																					Total %	0	8	14.4	22.4	0	0	0	11.2	8.8	8.8	6.4	0	0	8.8	7.2	4	0	0	100		Total No of respondents	0	10	18	28	0	0	0	14	11	11	8	0	0	11	9	5	0	0	125																																																															
03	M		1.4	11.4	22.9				5.7	11.4	11.4	5.7			7.1	5.7	7.1			90.0		F		7.3	9.0	10.9				14.5	3.6	3.6	5.5			7.3	9.0				70.0	04	M																					F																					Total %	0	8	14.4	22.4	0	0	0	11.2	8.8	8.8	6.4	0	0	8.8	7.2	4	0	0	100		Total No of respondents	0	10	18	28	0	0	0	14	11	11	8	0	0	11	9	5	0	0	125																																																																																				
	F		7.3	9.0	10.9				14.5	3.6	3.6	5.5			7.3	9.0				70.0	04	M																					F																					Total %	0	8	14.4	22.4	0	0	0	11.2	8.8	8.8	6.4	0	0	8.8	7.2	4	0	0	100		Total No of respondents	0	10	18	28	0	0	0	14	11	11	8	0	0	11	9	5	0	0	125																																																																																																									
04	M																					F																					Total %	0	8	14.4	22.4	0	0	0	11.2	8.8	8.8	6.4	0	0	8.8	7.2	4	0	0	100		Total No of respondents	0	10	18	28	0	0	0	14	11	11	8	0	0	11	9	5	0	0	125																																																																																																																														
	F																					Total %	0	8	14.4	22.4	0	0	0	11.2	8.8	8.8	6.4	0	0	8.8	7.2	4	0	0	100		Total No of respondents	0	10	18	28	0	0	0	14	11	11	8	0	0	11	9	5	0	0	125																																																																																																																																																			
	Total %	0	8	14.4	22.4	0	0	0	11.2	8.8	8.8	6.4	0	0	8.8	7.2	4	0	0	100		Total No of respondents	0	10	18	28	0	0	0	14	11	11	8	0	0	11	9	5	0	0	125																																																																																																																																																																								
	Total No of respondents	0	10	18	28	0	0	0	14	11	11	8	0	0	11	9	5	0	0	125																																																																																																																																																																																													

Respondents Distribution in %

		RESPONDENTS CATEGORY																				
Multiple Choice Options	Respondents Gender	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	Total		
01	M		2.2	2.2																	4.4	
	F		2.2	2.2	2.2				2.2													8.9
02	M		2.2	2.2	2.2																	6.7
	F			2.2	2.2				2.2	2.2												8.9
03	M		2.2	13.3	17.8				2.2	4.4	13.3	4.4			4.4	4.4	8.8	13.3			88.9	
	F			17.8	20.0				2.2	6.7	11.1	2.7			2.2	4.4	6.7	8.8			82.2	
04	M																					
	F																					
Total %		0	3.33	20	23.3	0	0	0	3.33	7.78	12.2	3.33	0	0	3.33	4.44	7.8	11	0			
Total No of respondents		0	3	18	21	0	0	0	3	7	11	3	0	0	3	4	7	10	0		90	

Respondents Distribution in %

		RESPONDENTS CATEGORY																		
Multiple Choice Options	Respondents Gender	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	Total
		01	M			4														
	F			5																5
02	M																			
	F																			
03	M		8	20	8						4	8	8				4	24	12	96
	F			25	5	5					5	5	5				10	20	5	85
04	M																			
	F			10																10
Total %		0	4.44	31.1	6.7	2	0	0	0	0	4.44	6.7	6.7	0	0	0	6.7	22	9	100
	Total No of respondents	0	2	14	3	1	0	0	0	0	2	3	3	0	0	0	3	10	4	45