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## **Mobilising Men: Ally Identities and Collective Action in Japan and the Philippines**

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Men have an important role as allies in reducing discrimination against women. Using the Social Identity Model of Collective Action (SIMCA), the authors examined whether men's identification with women would predict their allied collective actions. They also examined whether men's identification with their own group would reduce their willingness to improve women's situation. They found that moral beliefs and a sense of group efficacy made men more likely to join in collective action to combat discrimination against women. They also discuss the possible role of norms and concept of legitimacy in society in explaining the pattern of results.

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