

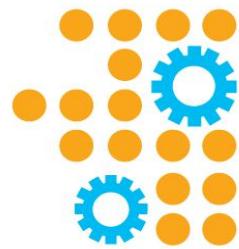
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**Shout It Now**

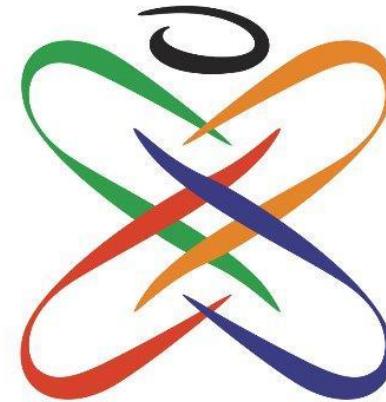
**Condom Negotiation on South African Social Media**

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**SHOUT-IT-NOW**

## *The Condom Conversation*

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**Overview**



# Condom Negotiation on South African Social Media: Overview

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The objective of this report is to investigate the likelihood for success of an advocacy and intervention program - informed by, and focussed on social media conversation.

The aim of such a program would be to focus on the issue of condom negotiation. To this end, we have isolated all publicly available, South African, social media conversation related to condoms.

This data set collected is therefore broader than the conversation specifically related to the negotiation of condom negotiation and will include, but is not be limited to, topics such as: condom use in general; opinions and misconception around efficacy, comfort and convenience; jokes and insults; reasons for not using condoms; difficulty in convincing a partner to use or not use a condom; "stealthing" and deliberate condom damage.

This broader conversation is invaluable when creating a strategy for intervention as well as in assessing the possibilities for success and understanding what success looks like. By understanding the peripheral feelings, stigma and slang, as well as the broader social barriers, we are better able to address the core reasons driving the difficulty faced by those who wish to use condoms but feel like they are either embarrassed to do so themselves or disempowered to ask their partners to.

During the categorisation process, we will segment the data into these separate conversation streams. This will allow for analysis of the condom negotiation conversation in isolation, as well as determining what relationship there is between the changes in this conversation and the changes in others.

Has a specific piece of information or misinformation affected the tone or volume of the condom negotiation conversation? Have there been any social trends which have had a positive or negative effect on the perceptions of a specific subsection of the population? Are there any firebrand individuals who have impacted the direction of conversation?

These are the types of questions which will provide us with the needed insight to ensure the best chances of a successful advocacy and intervention program.



# Condom Negotiation on South African Social Media: Overview

Year	2012	2013	2014	2015	2016	2017 ytd (30/04)	Total Study Period
Volume	155,181	201,989	140,343	118,361	109,763	41,867	767,504

The study period for this report is 1 January 2012 to 30 April 2017. As mentioned, we collected only South African data which means that either the author is South African, resides in South Africa, or at the least was in South Africa at the time that they created the post.

This report contains several Analytic Units which have been chosen in line with the project objectives. These are:

**Volume Timeline** - An overview of daily conversation volumes, a summary of monthly volumes as well as high and low marker dates.

**Geography** - A total volume by province as well as a per capita breakdown by city/urban centre. The percentage of total posts which have an identified location will be declared.

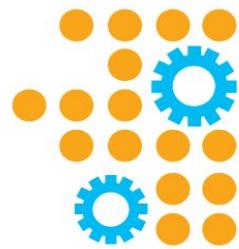
**Content Sources** - Pie chart graphic and example posts of different social media platforms used to contribute to this conversation.

**Demographics** - Age and Gender split of the contributing authors to the conversation. The percentage of total posts which have an identifiable cis gender will be declared.

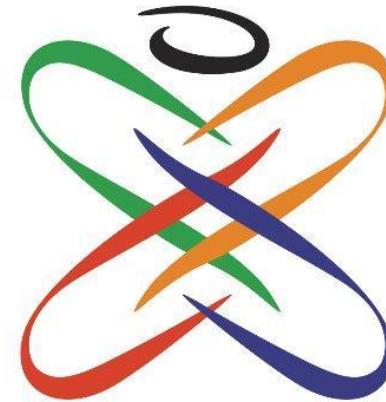
**Topic Trends** - A Topic Wave and Word Cloud summary of the organic topics identified in the isolated data.

**Authors** - Identification of the most prolific as well as the most influential contributors to the conversation, as well as a graphic representation of Authors per Day and Posts per Author.

**Low Influence Authors** - A snapshot of the most prolific authors in the conversation who have a General Influencer Score of below 50. A Influencer Score is a number between 1-100 that represents the influence of an individual, corporation, group etc. across their social platforms.



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**SHOUT-IT-NOW**

*The Condom Conversation*

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*SA Social Media: 2012*



# Volume Timeline

## Condom Negotiation - 2012

### MONTHLY POSTS

JAN 2012	9,748
FEB 2012	9,497
MAR 2012	9,808
APR 2012	10,880
MAY 2012	15,050
JUN 2012	12,652
JUL 2012	14,024
AUG 2012	13,320
SEP 2012	13,064
OCT 2012	17,148
NOV /2012	15,218
DEC 2012	14,772

- A total of 155,181 relevant posts were identified in 2012
- The highest volume day was the 04th of May with 2,460 posts
- The lowest volume day was 25 February with 177 posts
- The highest volume week was 29 April to 5 May with 5,708 posts
- The lowest volume week was 19 - 25 February with 1,851 posts
- The highest volume month was October with 17,148 posts
- The lowest volume month was February with 9,497 posts

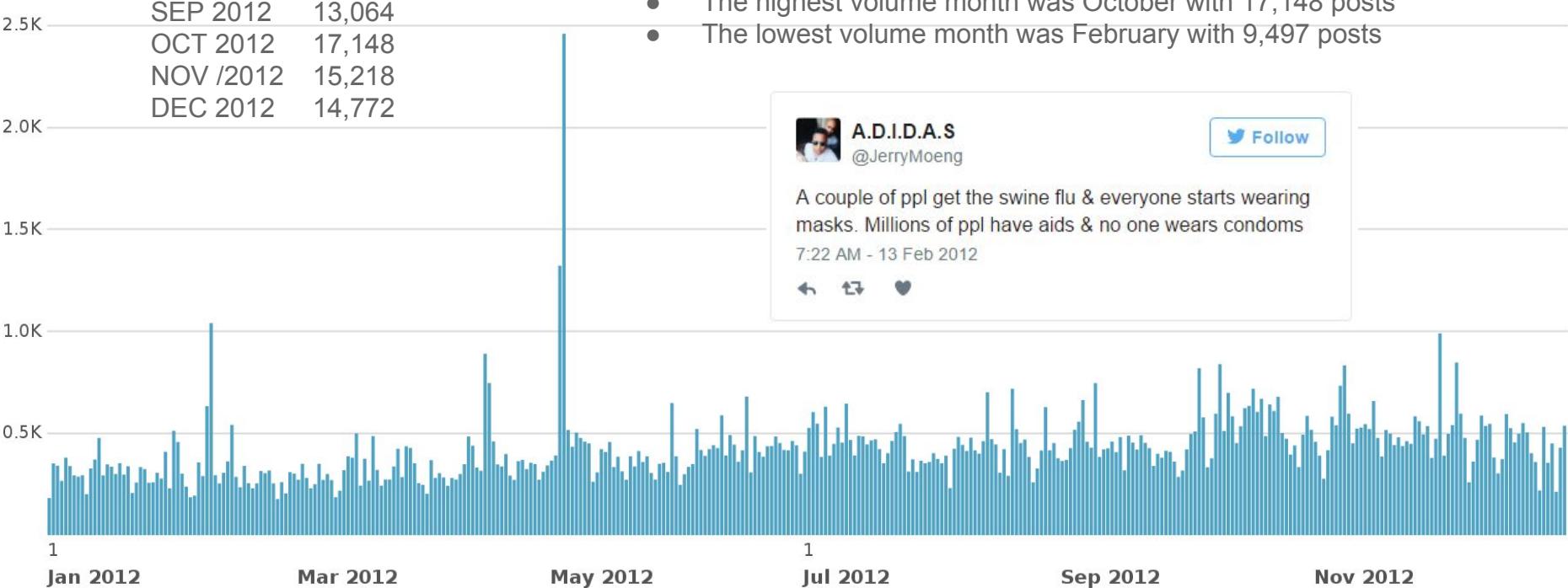
A.D.I.D.A.S  
@JerryMoeng

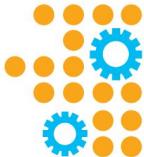
Follow

A couple of ppl get the swine flu & everyone starts wearing masks. Millions of ppl have aids & no one wears condoms

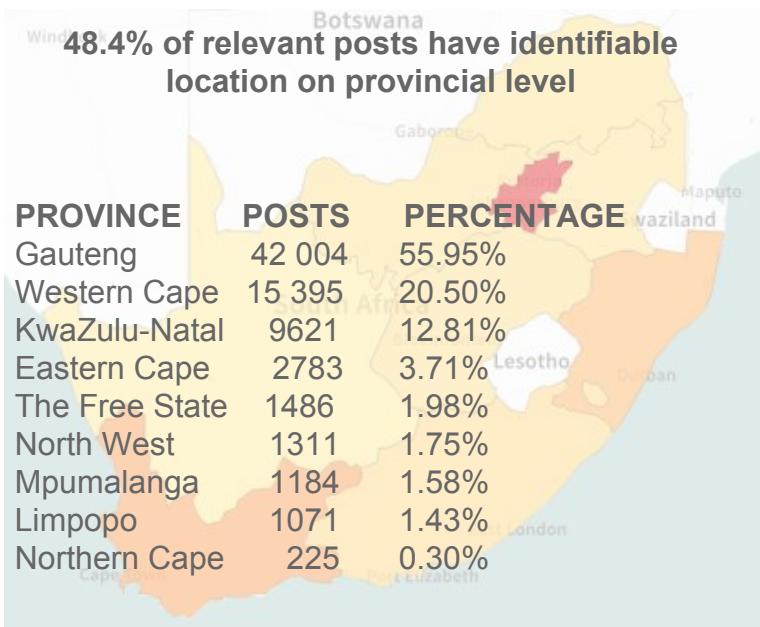
7:22 AM - 13 Feb 2012

Reply Retweet Like

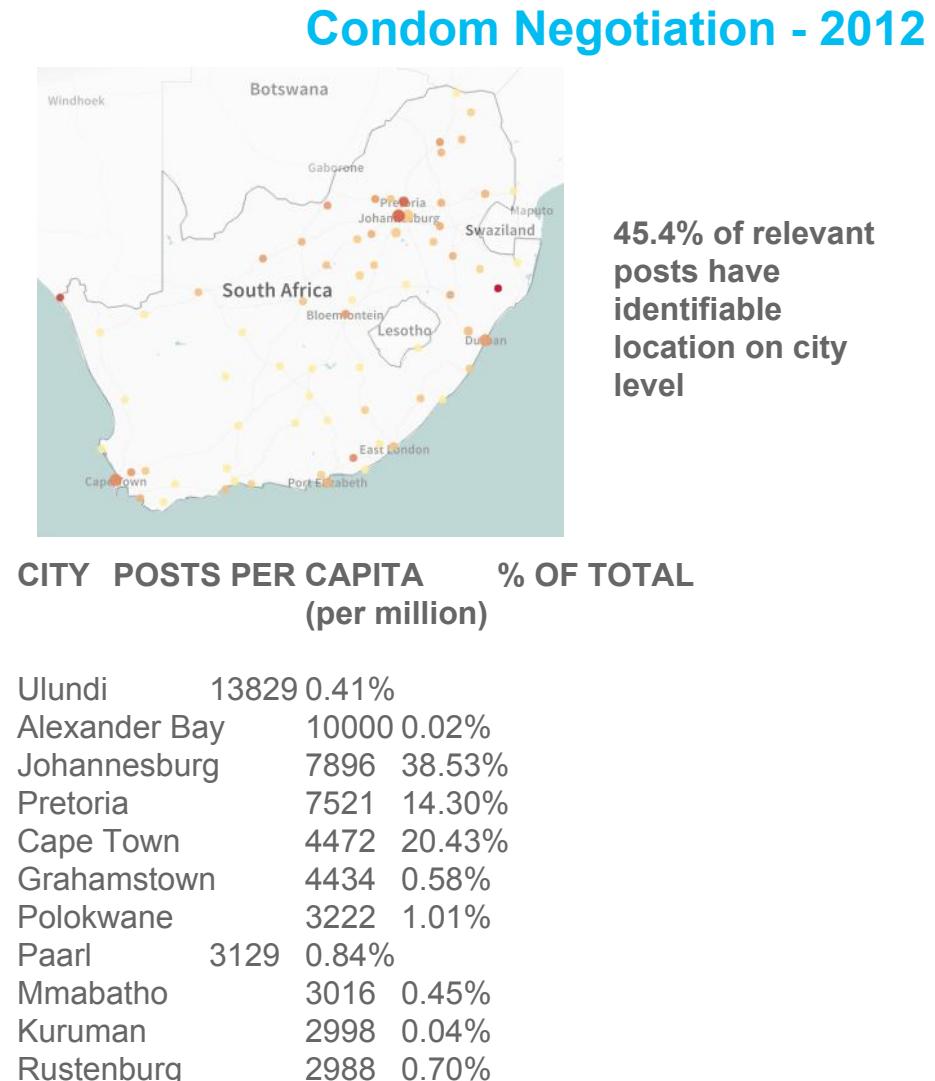




# Geography



- Of the posts with identifiable location on city level, 38.53% originated from Johannesburg.
- Cape Town (20.43%) contributed almost 1 in 5 posts and Pretoria (14.30%) more than 1 in ten.
- Ulundi and Alexander Bay had the highest relevant posts per capita, of any South African city, at 13,829 and 10,000 posts per million respectively.





# Content Sources

## Condom Negotiation - 2012

Zitholele Umaqondana And Tips Of Love :-)  
8 December 2012 · 0

Sanbonani.

Ngilijaha elihlala khona ngapha eMpumalanga.  
Ngqedu ukusikisa ijwabu lami. Manje inklinga yami  
ukuth angsfani naloka ngokubhebha. Manje  
sengivele ngsheshe ukuqhama. Isidoda lesi  
ngisikhapha kuvele kuhlanye intombazane. Manje  
ngicela usizo lokuth ngingenza njani ukuze  
nkingasheshe ngiQhame?

Ingquza yona ngiyayishaya serious hhay kancane.  
Ngiyidla kuhkale umutnu angbize ngamagama  
engingawazi, nedu ngiphoxwa yilesimo sokuqhama  
masinyane.

Elesibili ijika ngiqhama emva kwemizuzu engu15.  
Loka ngingakasaki bengiqhama emva kwemizuuzu  
engu30.

Angkhoni nokufaka ikhondomu ngoba ingiveza  
amashashazi.

Timina ozithobayo.

"FIHLIWE"

 Chelsea Da Gama  
@Chelsea\_Dagama

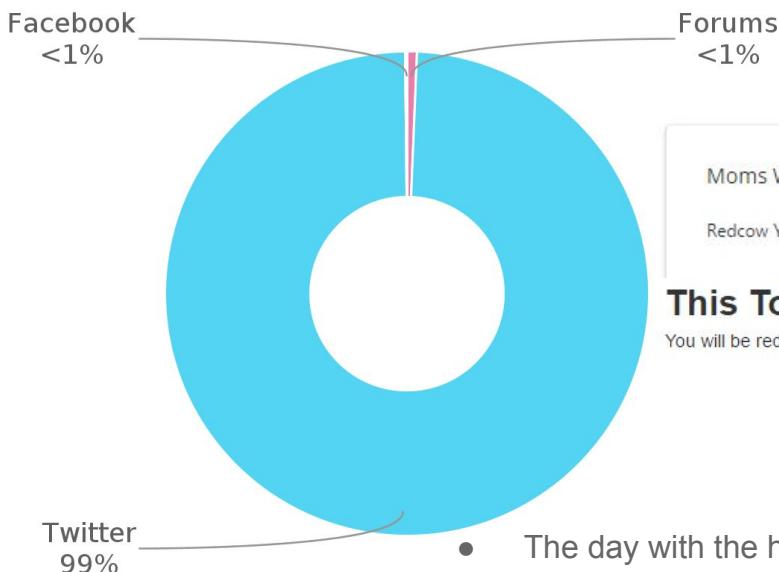


Lol coz real niggas have AIDS? RT  
@Pudinki: "Real Niggas Don't Wear  
Condoms"

RETWEETS 2    LIKE 1    

1:16 PM - 22 Nov 2012

- 99% of relevant posts were identified on Twitter.
- Posts on Facebook and Forums accounted for less than 1% each.



Moms Would You Let Your Son Play With You?

Redcow You have a point. I think a condom is a must during family s3x

**This Topix forum has been discontinued.**

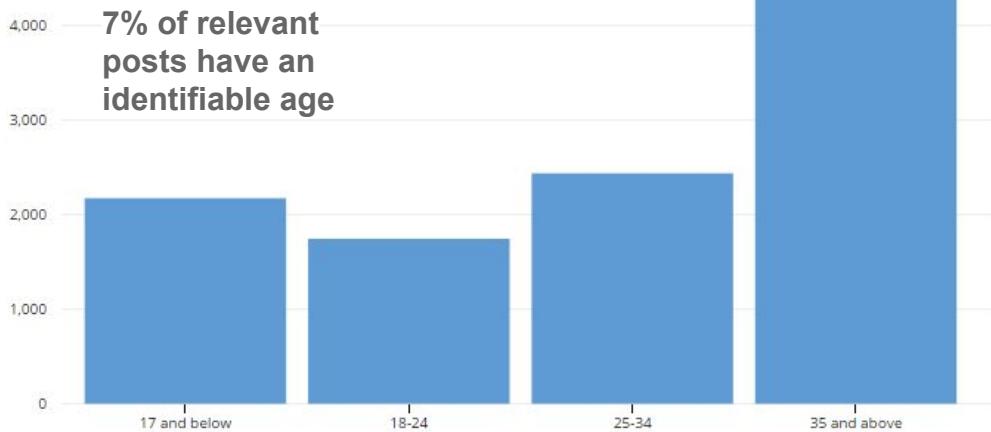
You will be redirected shortly or click here to go directly to discuss this topic on Reddit.

- The day with the highest number of Forum posts was the 05th of October with 30 contributions.
- The day with the highest number of Facebook posts was the 11th of April with 5 contributions.
- The day with the highest number of Twitter contributions was the 04th of May with 2,447 tweets.

# Demographics

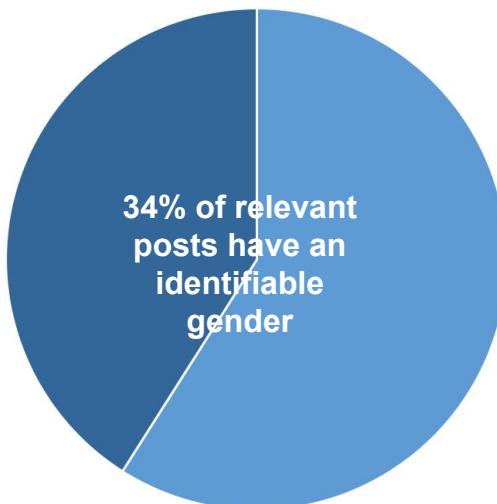


## Condom Negotiation - 2012



Of the relevant posts with where the age of the author can be determined:

- 20% were 17 and under
- 16% were between 18 and 24
- 22% were between 25 and 25
- 42% were 35 and above



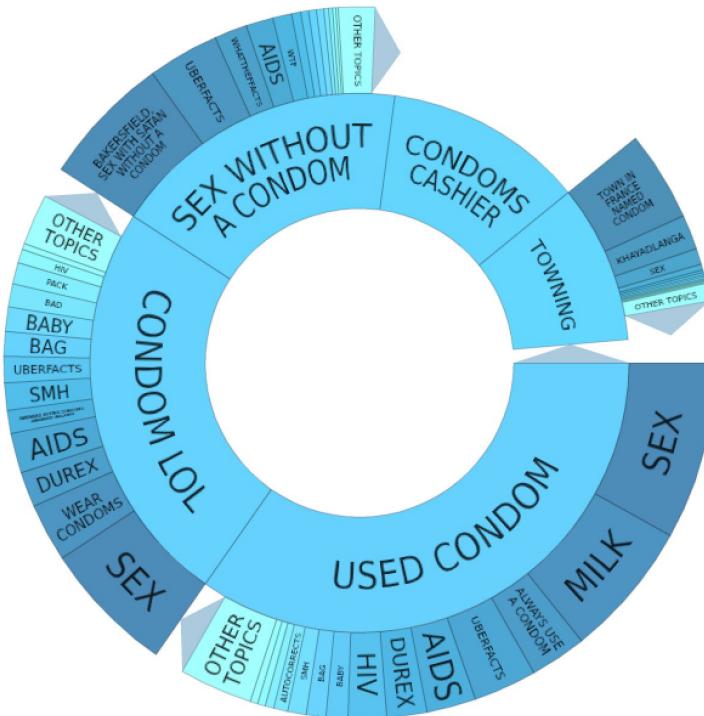
Female  
41%



Male  
59%

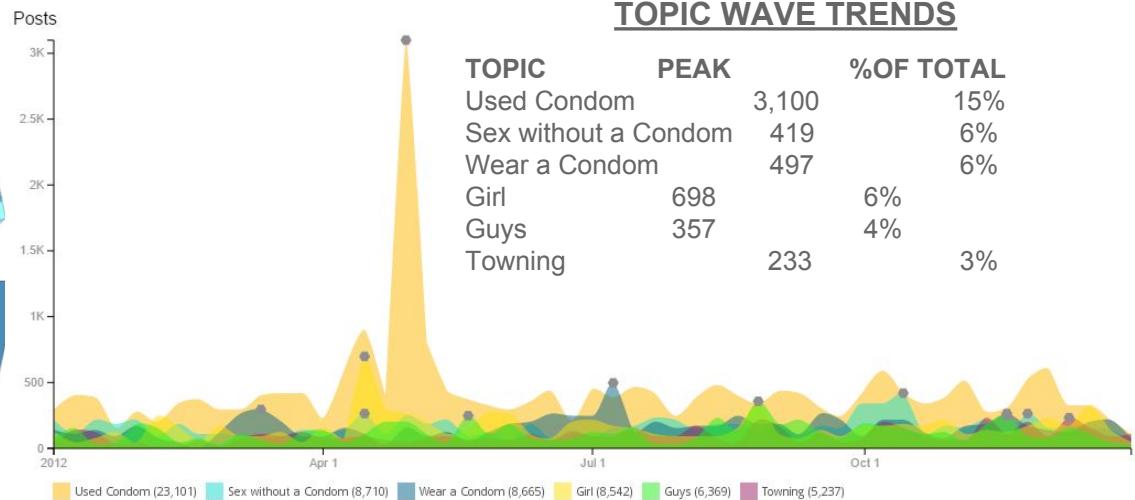


# Topic Trends



**D! @darrynvdwalt** 8 Aug 12  
Erm what? RT @Zac\_R George Bush shouldn't town. He wouldn't know when to pull out.

A screenshot of a Twitter post. The profile picture is a yellow square with a black and white portrait of a man. The name is 'Zac' and the handle is '@ZacSpeaks'. The tweet text is '@darrynvdwalt well @khayadlanga made it (in)famous. Basically it's having sex without a condom.' The timestamp is '1:11 PM - 8 Aug 2012'. There are icons for retweet, reply, and like below the tweet.



 **Skhalo**  
@Sello\_RSA

 Follow

Imagine having sex with someone, without using a condom, after sex s/he say "baby please pass me that glass of water, I wanna drink my ARVs"



**Sizah Mthembu**  
@Syzaa

Why don't spaza shops sell condoms? Lol

5:29 PM - 3 Mar 2012

 **Selfie King** @Abel\_Seloane [Follow](#)

@ZamaDube #ILostRespectForYouWhen u told me that u hate using a condom when having sex, & u have multiple partners!! 😞

11:13 AM - 17 Jan 2012

 **astoldby\_n**  
@l\_heart\_nhabi [Follow](#)

Lol that would be epic!!!! @Rea\_Exile: Condoms should change different colors according to whatever STD they come in contact with"

9:05 AM - 13 Aug 2012

## MOST PROLIFIC

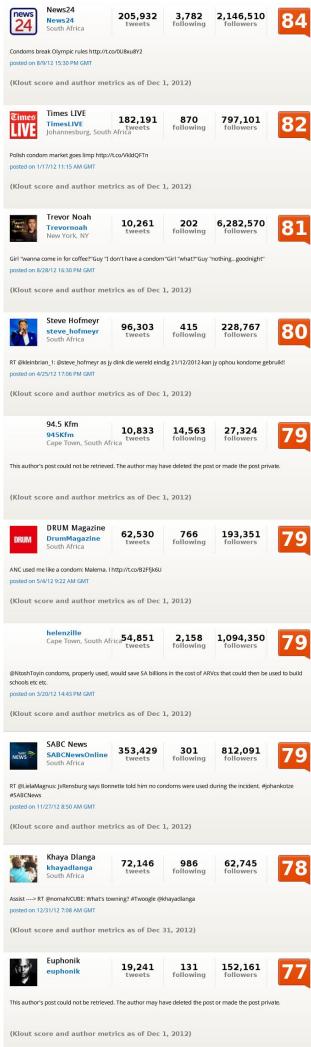


Most Prolific Account was @s2ange\_88  
Ngoako Lerato Mannya

also tweets under the following handles:  
 @LeratoManny, @News24,  
 @Huffpostblog, @ThoughtCatalog & EIC  
 @MadisonJaye\_

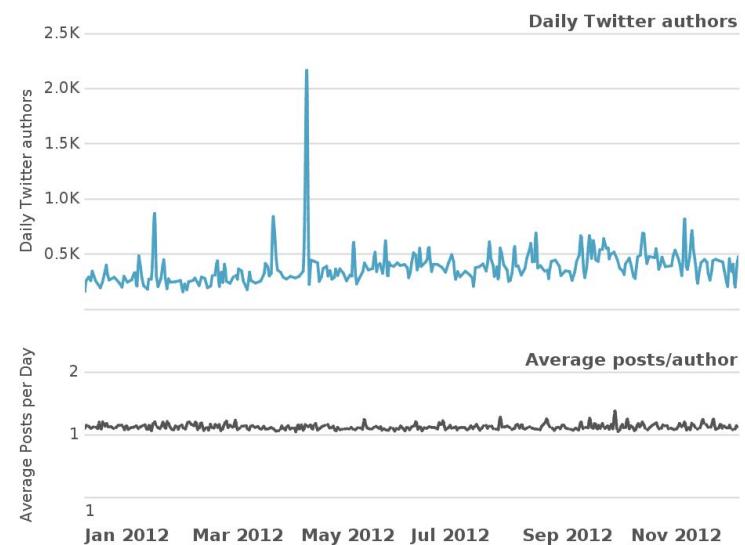
Instagram: leratomannya  
 Website: leratomannya.co.za

## MOST INFLUENTIAL



## Condom Negotiation - 2012

### DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score are:

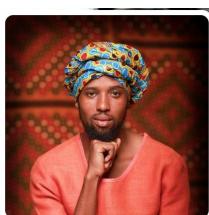
Trevor Noah @Trevornoah  
 Steve Hofmeyr @steve\_hofmeyr  
 Helen Zille @helenzille  
 Khaya Dlanga @khayadlanga  
 Euphonik @euphonik



# Authors - Low Influencer Score

## MOST PROLIFIC

@Little_Megsie	34
@Jordzy2j	33
@NhlanhlaNhlapo	32
@kumapenzi	25
@RayaZarkova	25
@AndreLoens	25
@SimplyLola4	24
@jessicanortje	22
@Matt_de_Lange	22
@cavishka	21



**@BLK\_WORX**

@NhlanhlaNhlapo

All I want is a farm where I can farm what I eat & watch my dogs chase birds all day... IG: nhlanhlanhlapo nhlapo.nhlala@gmail.com

📍 Africa

🔗 transafriradio.net

TWEETS **50.7K** FOLLOWING **11.9K** FOLLOWERS **24.3K** LIKES **11.8K**

Haven't bought condoms in so long though. /@\ Do the cashiers still give you that judgmental look when you're buying Medium instead of large

— Nhlanhla Nhlapo (@NhlanhlaNhlapo) Feb 15, 2012

!!!"@Ssszenz: It's a well known fact that black men don't use condoms with light skinned women. #FactsAreFacts"

— Nhlanhla Nhlapo (@NhlanhlaNhlapo) Jan 29, 2012

#SHM "@Anele: Recalling condoms ?!?! nidlala rough guys!"

— Nhlanhla Nhlapo (@NhlanhlaNhlapo) Jan 31, 2012



**ward kumapenzi**

@kumapenzi

Original saskam

📍 South africa

🔗 facebook.com/kumapenzi

TWEETS **19.2K** FOLLOWING **134** FOLLOWERS **182** LIKES **2**

ward kumapenzi  
@kumapenzi

Guys heres how to beat unwntd pregnancies due to condom bursts wen using a condom. Simply put on 2 condoms & apply... fb.me/1SGtuH8Jl

5:40 PM - 10 Sep 2012

ward kumapenzi  
@kumapenzi

The festive season is upon us, accidents take seconds to happen but suffering lasts a life time. Helmets and Condoms...

fb.me/BzCqYd6H

11:42 AM - 4 Dec 2012



**Matt de Lange**

@Matt\_Lungs

TWEETS **2,633** FOLLOWING **82** FOLLOWERS **108** LIKES **6**

Matt de Lange  
@Matt\_Lungs

\*Buying condoms\* Cashier: "Would you like a bag with that?" Me: "No thanks... She's not that ugly."

9:03 PM - 2 May 2012

Matt de Lange  
@Matt\_Lungs

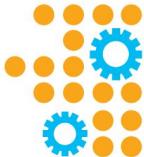
A couple of people get swine flu and everyone starts wearing masks. Millions of people have aids and no one wears condoms. The F\*ck bro?

4:16 PM - 2 May 2012

Matt de Lange  
@Matt\_Lungs

Use condoms today or buy nappies tomorrow.

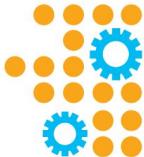
7:22 PM - 20 Apr 2012



## Overview and Insight

### Condom Negotiation - 2012

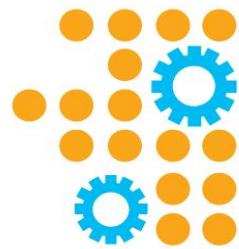
- At 155,181 posts the condom conversation represents 0.067% of the total, South African, online conversation in 2012.
- The most significant volume spike on the 2012 timeline was the 04th of May. This followed a Friends of the Youth League (ANC) gathering in Mthatha where Julius Malema said, addressing the gathering, "We are used like toilet paper that is flushed in the toilet. We are used like condoms - those who use condoms will know how condoms work, they use them and they throw them somewhere else."
- The condom conversation had a total 510 million potential impressions in 2012.
- From the posts which have an identifiable location, Ulundi produced the highest posts per capita during 2012, which mirrors the general RSA conversation. Alexander Bay has the second highest posts per million, at roughly 10,000 posts per million, and is the only city in the top 10 which is unique to the condom conversation.
- Proportional percentage contribution by province was in line with that of the general RSA conversation with the only major outlier being the Western Cape. Although this province was the second largest contributor to both conversations, it only constituted 20.5% of the condom conversation compared to 25.29% of general RSA conversation.
- The content source breakdown is an exact match to the total South African social media breakdown for 2012. This could indicate that there was very little stigma attached to using the word “condom” in conversation or talking about condoms as there was no significant effort made by the contributors to differentiate general conversation from that about condoms - they used the same platforms, in the same ratios for both condom and general conversation.



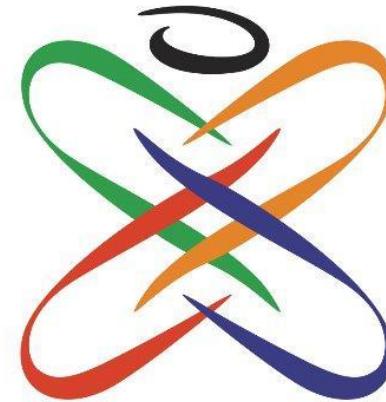
# Overview and Insight

## Condom Negotiation - 2012

- The condom conversation in 2012 is driven by the under 35 year olds. Although under 18's only contribute 16% of the general RSA conversation, they represent 20% of the condom conversation; 18 to 24 year olds contribute only 12% of general RSA conversation but contributed 16% of the condom conversation; and 25 to 34 year old contribute only 17% of general RSA conversation compared to their 22% contribution to the condom conversation.
- The condom conversation in 2012 was driven more by men than the general RSA conversation for the same period. 47% of the general RSA data this year was contributed by women whereas only 41% of the posts in the condom conversation had female authors.
- Within the top tier of influence in the condom conversation, two individuals regularly contribute to the conversation. These individuals are Trevor Noah (now HBO Daily Show host), at 2200+ engagements, and Khaya Dlanga (now author, activist and 2016 Alan Paton Prize Shortlist for literature) at over 1100 engagements (approximately 1% of the total 120 000+ South African engagements he received in the year). Over the year he became a central figure in defining and popularising the term “towning” (to have reckless sex without a condom). In both cases they are pro condom use and while Trevor tends to take a humour lead approach (to much response), Khaya is far more consistent on his messaging and is fiercely pro-Africa (and its problems). Collectively, these individuals have considerable pulling power in setting agendas within the broader population. Beyond them, a number of highly influential individuals engaged the conversation in 2012, all of whom can be engaged further to build an initial community of advocates.



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**SHOUT-IT-NOW**

*The Condom Conversation*

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*SA Social Media: 2013*



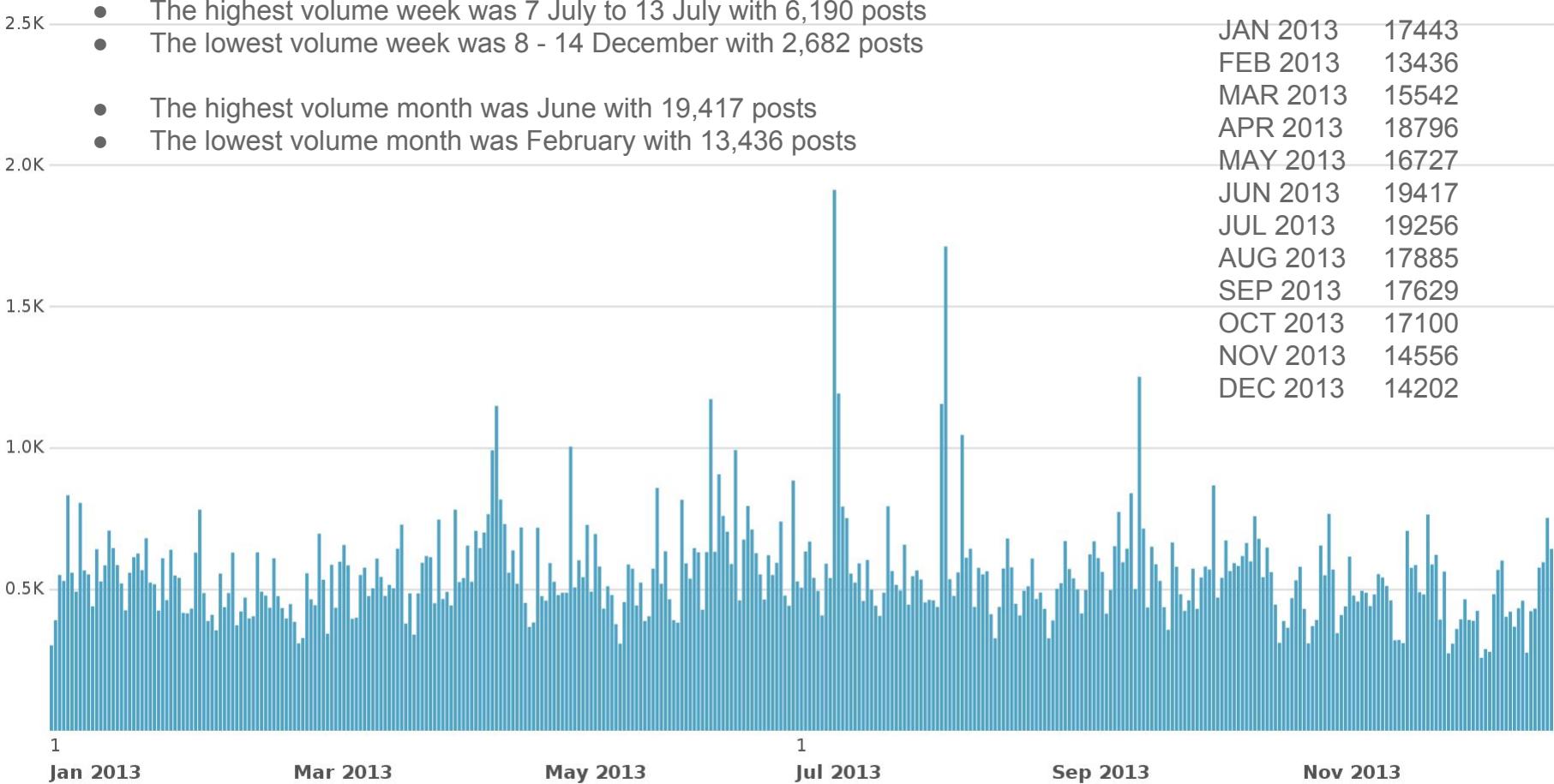
# Volume Timeline

- A total of 201,989 relevant posts were identified in 2013
- The highest volume day was the 10th of July with 1,913 posts
- The lowest volume day was 14 December with 258 posts
- The highest volume week was 7 July to 13 July with 6,190 posts
- The lowest volume week was 8 - 14 December with 2,682 posts
- The highest volume month was June with 19,417 posts
- The lowest volume month was February with 13,436 posts

## Condom Negotiation - 2013

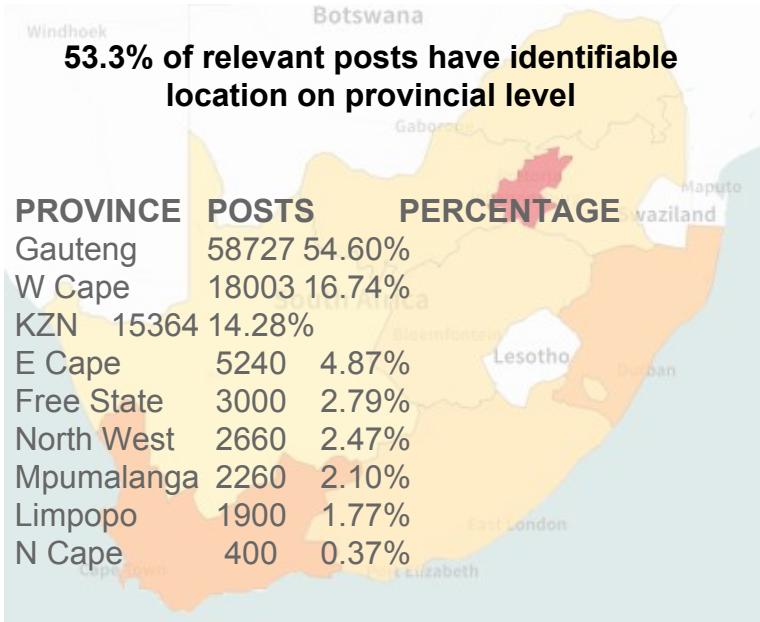
### MONTHLY POSTS

JAN 2013	17443
FEB 2013	13436
MAR 2013	15542
APR 2013	18796
MAY 2013	16727
JUN 2013	19417
JUL 2013	19256
AUG 2013	17885
SEP 2013	17629
OCT 2013	17100
NOV 2013	14556
DEC 2013	14202



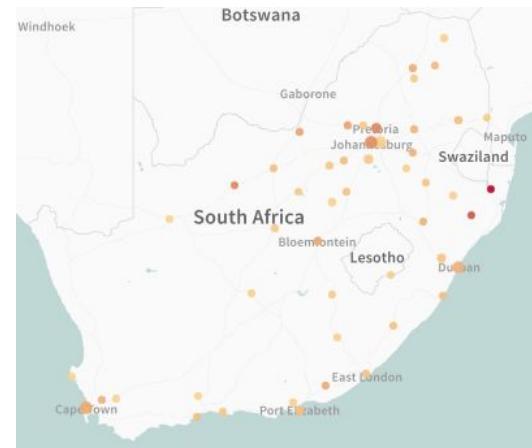


# Geography



- Of the posts with identifiable location on city level, 36.2% originated from Johannesburg.
- Cape Town (17%) and Pretoria (16%) came in a close second and third.
- Ubomba and Ulundi had the highest relevant posts per capita, of any South African city, at 35,460 and 23,129 post per million respectively, with Kuruman a close third at 11,992 posts per million.

## Condom Negotiation - 2013



**CITY POSTS PER CAPITA % OF TOTAL  
(per million)**

Ubomba	35461	0.02%
Ulundi	23129	0.48%
Kuruman	11992	0.12%
Pretoria	11683	15.68%
JHB	10518	36.24%
Mmabatho	6904	0.72%
Rustenburg	6868	1.14%
Grahamstown	5461	0.50%
Cape Town	5377	17.34%
Polokwane	5362	1.18%
Bloemfontein	5187	2.41%



# Content Sources

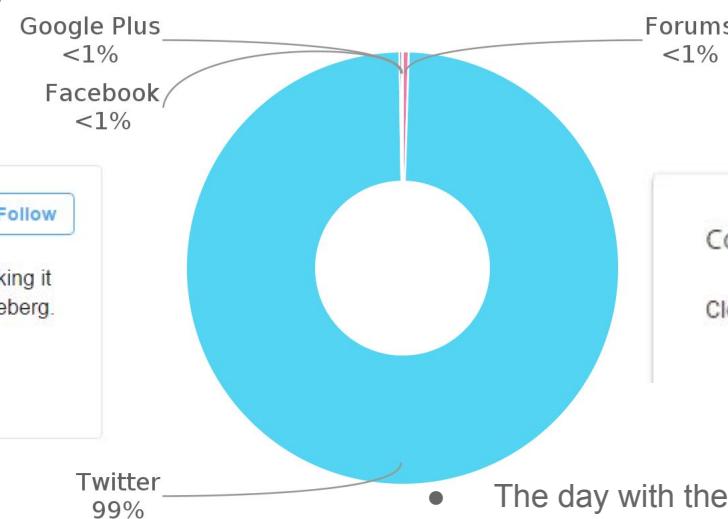


HuffPost › Public

Sep 19, 2013

"It all happened so fast. I didn't realize how unsafe it was until I saw the pictures ... You're on a whole other level when you're doing something so extreme."

Porn Performer With HIV Says Costar Was Bleeding During Shoot (GRAPHIC)



JHB People's Pride  
@JHPeoplesPride



How have many health/sex educators failed? By making it just about condoms. That's not even the tip of this iceberg.  
#ChallengingTheSystem

6:38 PM - 3 Sep 2013

1



Sisterhood wsu - bcc

27 June 2013

TODAY ikwayi HIV testing day so plzzzz do the right thing n know ur status  
owk i knw iyanidika le topic but suxabisa indoda kunobomi bakho the rule is  
NO CONDOM, NO SEX



Like



Comment



Share



## Condom Negotiation - 2013

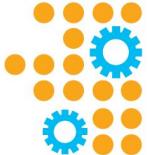
- 99% of relevant posts were identified on Twitter.
- Posts on Facebook, Forums and Google Plus cumulatively accounted for less than 1%

Condoms 'don't reduce pleasure'

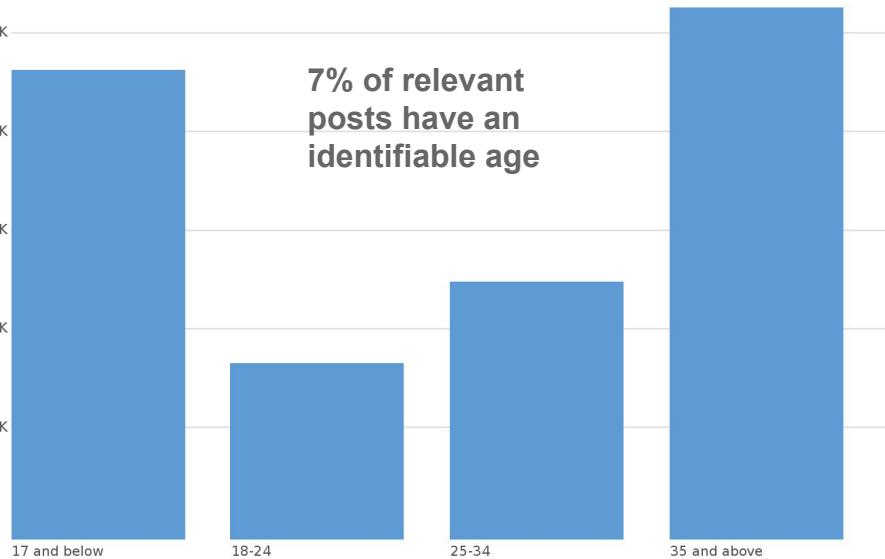
Clearly this "Dr" has never had sex without a condom....

- The day with the highest number of Forum posts was the 13th of January with 25 contributions.
- The day with the highest number of Facebook posts was the 7th of May with 12 contributions.
- The day with the highest number of Twitter contributions was the 7th of October with 1,901 tweets.
- The day with the highest number of Google Plus contributions was the 26th of April with 9 contributions.

# Demographics

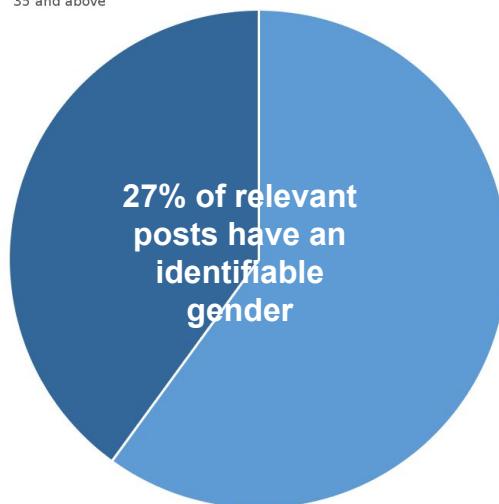


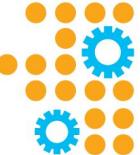
## Condom Negotiation - 2013



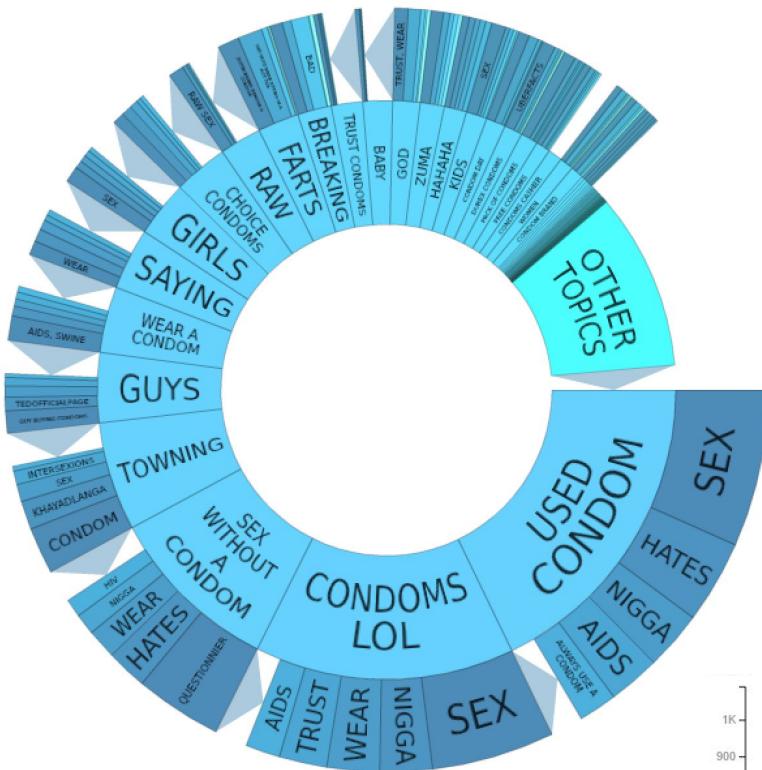
Of the relevant posts with where the age of the author can be determined:

- 33% were 17 and under
- 12% were between 18 and 24
- 18% were between 25 and 25
- 37% were 35 and above





# Topic Trends



 Xilu  
@Miss\_Abby39

RT @King\_Manut: "iMalini imorning after kambe?"  
RT" @Cyko\_Lasmore: we having a baby ! RT  
@Slender\_Abby: 4 words after the condom breaks???"  
11:44 PM - 3 Apr 2013

## Condom Negotiation - 2013

 **Sixolie** @sixo\_ashton [Follow](#)

Girls who don't even ask if you have a condom...  
#HayiKutheniLifebaSnaaks?

8:27 PM - 23 Sep 2013

---

 **Ancestral Child™** @\_Nchancha\_ [Follow](#)

No its not about that but about the fact that you put my life in danger by towing outside RT @Bra\_Luvu: So y'all ain't forgiving for ish

3:47 PM - 21 Apr 2013

Anytime is Sex time..a few days'nyana nje. RT  
@NyaopeBoySA\_: How long in a relationship before you start having raw sex?

— **|Paul Williams| (@\_Paul\_Williams)** [Dec 4, 2013](#)

 **Q** @uNgoza [Follow](#)

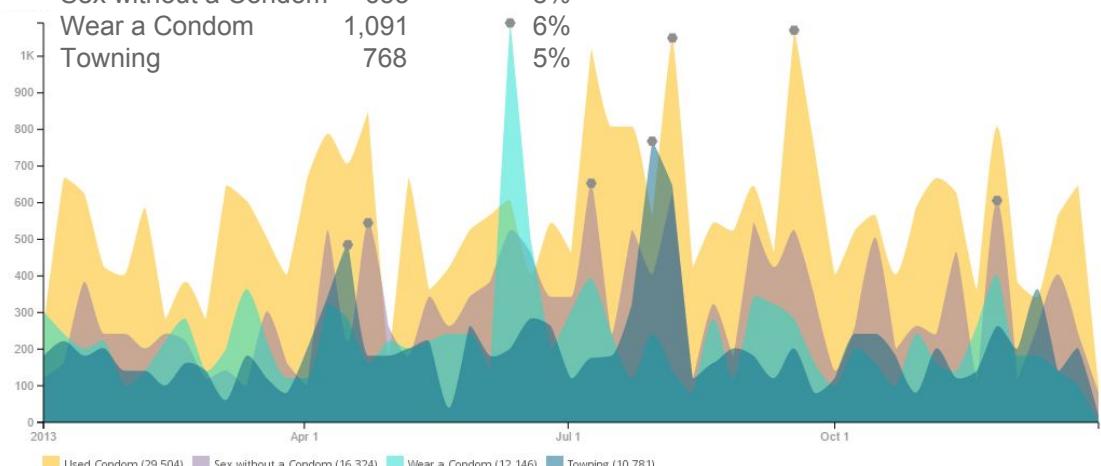
The relationship don't start until uve had raw sex

11:53 AM - 30 Dec 2013

## TOPIC WAVE TRENDS

TOPIC	PEAK	%OF TOTAL
Used Condom	1,071	15%
Sex without a Condom	653	8%
Wear a Condom	1,091	6%
Towning	768	5%



## MOST PROLIFIC

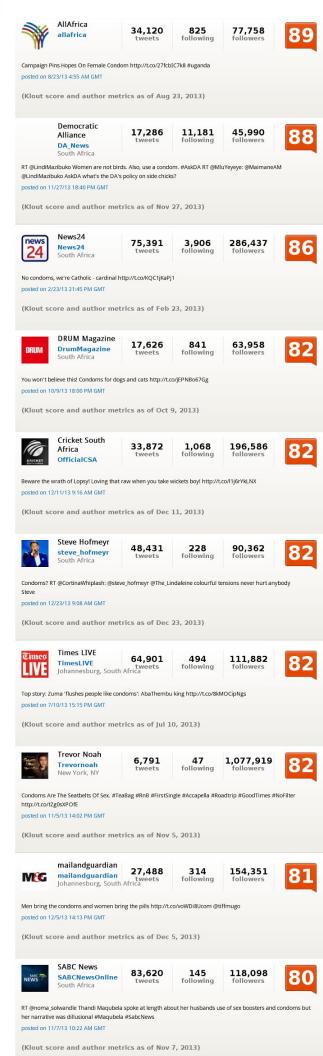


Most Prolific Account was @MzLee\_  
Ngoako Lerato Mannya

also tweets under the following handles:  
 @LeratoManny, @News24,  
 @Huffpostblog, @ThoughtCatalog & EIC  
 @MadisonJaye\_.

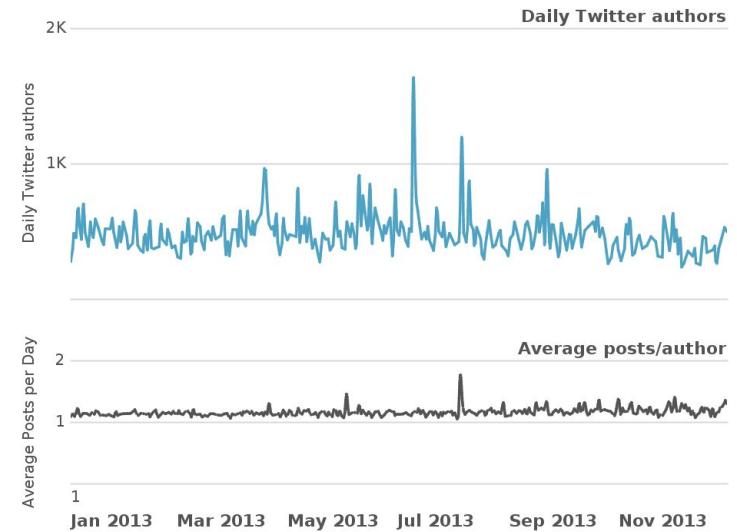
Instagram: leratomannya  
 Website: leratomannya.co.za

## MOST INFLUENTIAL



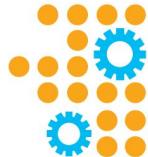
## Condom Negotiation - 2013

### DAILY AUTHORS & POSTS PER AUTHOR



The only human contributors with a top 10 General Influencer Score are:

Steve Hofmeyr @steve\_hofmeyr  
 Trevor Noah @Trevornoah



# Authors - Low General Influencer Score

## MOST PROLIFIC

@kumapenzi	49	
@_TheMaverick_	40	
@TeteMancube	26	
@zipho_dube	24	
@Byronmaphile	23	
@newguy489	23	
@splingkingtoyt	20	
@MGHDanielle	19	
@mathebzzz	19	
@Mkhabelajs	18	



TWEETS 19.2K FOLLOWING 134 FOLLOWERS 182 LIKES 2

ward kumapenzi  
@kumapenzi

[Follow](#)

Whats the first word you say when the condom burst?  
12:58 AM - 22 Jul 2013



## ward kumapenzi

@kumapenzi

Original saskam

📍 South africa

🔗 [facebook.com/kumapenzi](http://facebook.com/kumapenzi)

📅 Joined March 2012



## Tete MaNcube

@TeteMancube  
Redeemed Young Counsellor!  
📍 South Africa  
📅 Joined January 2012

## Condom Negotiation - 2013

TWEETS 17.2K FOLLOWING 13 FOLLOWERS 427 LIKES 3

Tete MaNcube  
@TeteMancube

[Follow](#)

Mufaro kunemi tete ne dare,,help me please ndakara nemukomana vangu 2 weeks ago, takashandisa condom akapfeka... [fb.me/2LmhsyJPS](http://fb.me/2LmhsyJPS)  
7:14 PM - 7 Feb 2013



Tete MaNcube  
@TeteMancube

[Follow](#)

Dambudziko rangue ndere murume wangu uyo anoshandisa makondomo patinosangana pabonde uye haadi kuti titie mwana.... [fb.me/2751VaGhj](http://fb.me/2751VaGhj)  
1:49 PM - 4 Apr 2013



TWEETS 101K FOLLOWING 488 FOLLOWERS 1,589 LIKES 321



Q  
@uNgoza  
📍 South Africa  
🔗 [View on Vine](#)  
📅 Joined June 2013

Q  
@uNgoza

[Follow](#)

Towning brings u closer as a couple  
10:11 PM - 19 Oct 2013



Q  
@uNgoza

[Follow](#)

I tweet for niggas who don't wear condoms  
7:36 PM - 21 Oct 2013

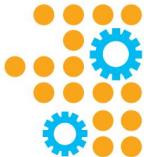




## Overview and Insight

### Condom Negotiation - 2013

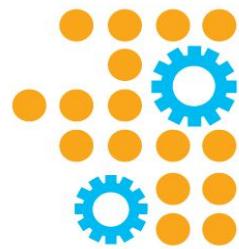
- 201,989 condom conversation posts in 2013 represents a 30.16% increase in volume from 2012. This is compared however to a 48.33% increase in total South African online conversation.
- The isolated peak in volume during the year were driven by: a conversation trend about using cooked sausage in a condom as a sex toy (10 June); Zuma's cabinet reshuffle being described as throwing ministers away like used condoms (9-10 July); a very well received Intersexions episode dealing with condom use and HIV (6-7 August); and a story with international reach about elderly women in Soweto using condoms to relieve arthritis pain (22 September).
- The condom conversation in 2013 had a total of 180 million potential impressions.
- From the posts which have an identifiable urban-centre location, Kuruman, Rustenberg & Grahamstown continue to stay in the top 10 per capita cities in the condom conversation for 2013, despite none of these cities featuring in the general RSA conversation top 10.
- When compared to the general RSA conversation, every province bar the Western Cape contributes a higher percentage to the condom conversation. When compared to the condom conversation proportions of 2012, both Gauteng and Western Cape contributed less - percentage wise - in 2014, with all other provinces contributing slightly more.
- The content source breakdown is, as in 2012, an exact match to the general RSA conversation.



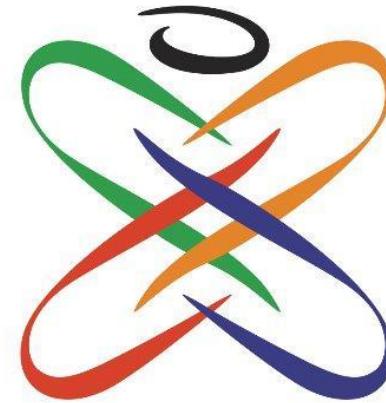
## Overview and Insight

### Condom Negotiation - 2013

- Women again played a smaller role in the condom conversation (40%) than in the general RSA conversation (48%). The significance is magnified when considering that the female contribution in the general RSA conversation, when compared to 2012, increased by 1% whereas it decreased by 1% in the condom conversation.
- The condom conversation in 2013 is driven by the under 35 year olds amounting to 63% of the total conversation. Within this group, under 18's contributed the most significant percentage at 33%. This is followed by 25-35 at 18%. When compared to the general RSA conversation, under 18's represent 29% of the condom conversation; 18 to 24 year olds contribute only 12% of general RSA conversation (vs 18% in the condom conversation); and 25 to 34 year old contribute only 17% of general RSA conversation.
- As with 2012, Khaya was the top contributor to the conversation with over 1100 contributions. That said, as a portion of the total engagement with him during this period, condom discussion fell to less than 1% (1100 of 170 000 total engagements with Khaya for the year). After Khaya, TahsawZG was the most engaged (610+ times) but represents a strong anti-condom sentiment with comments that state that if she wants to use a condom then she must be cheating on you or that sex with a condom isn't cheating as there isn't any "physical bond". This is followed by Thato\_Legend (430+ engagements) with a strong focus on towning and his resistance to condom use (both personally and for others). At 410 engagements for the year is Jack Devero who is on the fence regarding condom use. While he professes not to town, he does accept that in some instances (such as morning sex) it is acceptable.



CITIZEN  
RESEARCH  
CENTRE



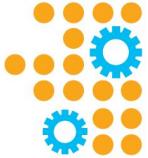
**SHOUT-IT-NOW**

*The Condom Conversation*

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*SA Social Media: 2014*

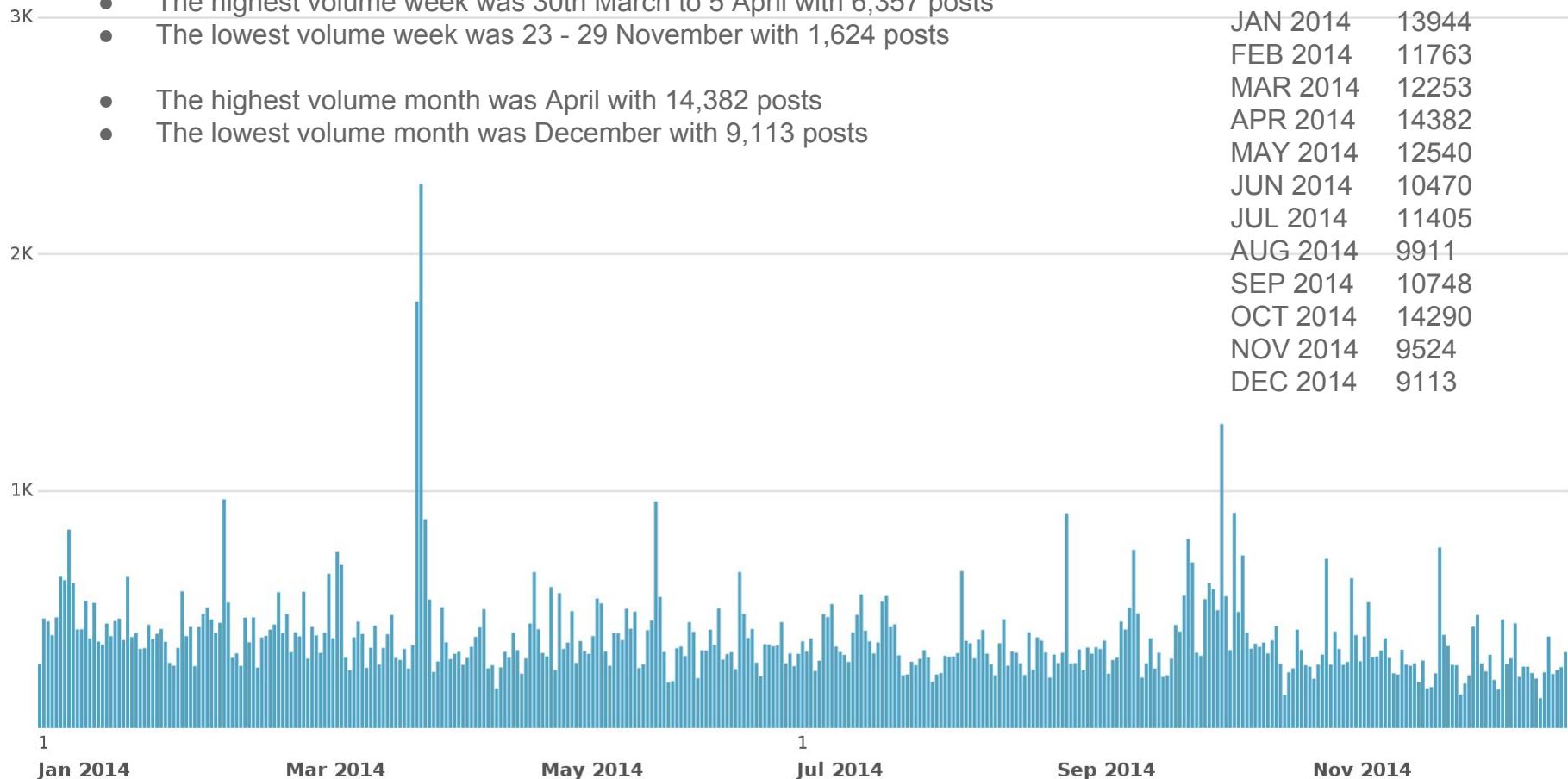
# Volume Timeline



- A total of 140,343 relevant posts were identified in 2014
- The highest volume day was the 2nd of April with 2,296 posts
- The lowest volume day was 25th of December with 126 posts

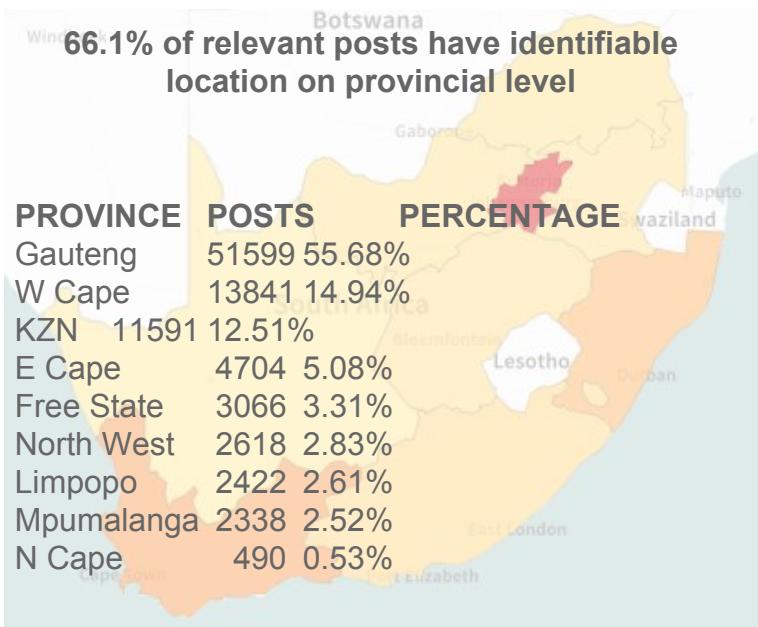
## Condom Negotiation - 2014

### MONTHLY POSTS





# Geography



- Of the posts with identifiable location on city level, 37.66% originated from Johannesburg.
- Cape Town (15.10%) and Pretoria (14.59%) came in a close second and third.
- Ulundi and Kuruman had the highest relevant posts per capita, of any South African city, at 27,658 and 11,193 post per million respectively.

## Condom Negotiation - 2014



**CITY POSTS PER CAPITA % OF TOTAL (per million)**

Ulundi	27658	0.66%
Kuruman	11193	0.13%
Johannesburg	9467	37.66%
Pretoria	9414	14.59%
Polokwane	7316	1.86%
Rustenburg	5904	1.13%
Bloemfontein	5532	2.97%
Mmabatho	5228	0.63%
Grahamstown	4434	0.47%
Bloemhof	4088	0.08%
Cape Town	4057	15.10%

# Content Sources



OJ  
@OJ\_seansmall

Follow

Never trust a nigga that don't wana use a condom, that nigga could have STD though.. #justsaying #Shitisrealouthere

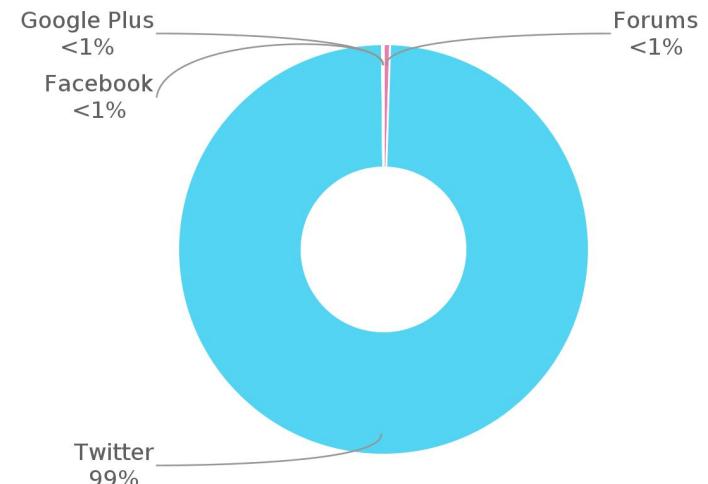
10:55 PM - 3 Sep 2014

Upworthy - If a dude complains that condoms dull his sensitivity, then said dude doesn't notice when the condom...

If a dude complains that condoms dull his sensitivity, then said dude doesn't notice when the condom breaks ... you figure that one out.  
<http://u.pw/VIPPr4>; —Alana Karsch

## Condom Negotiation - 2014

- 99% of relevant posts were identified on Twitter.
- Posts on Facebook, Forums and Google Plus accounted for the remaining 1%.



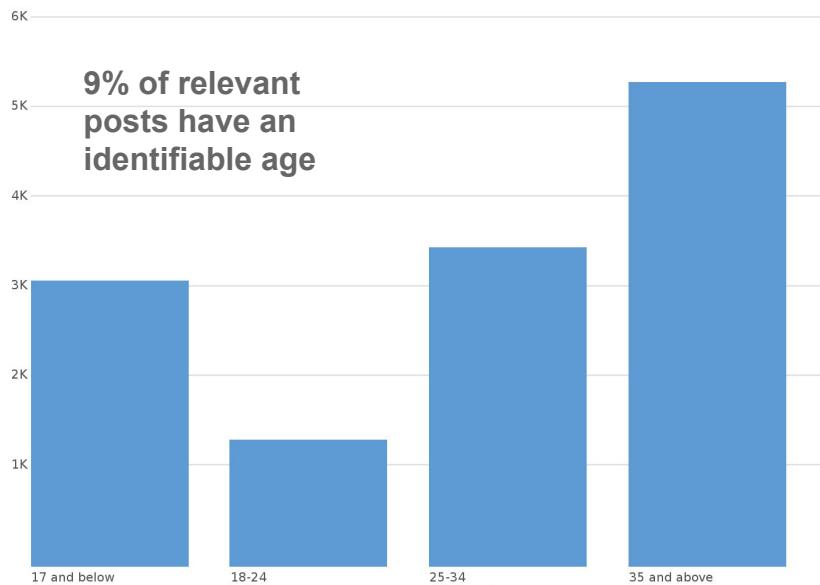
- The day with the highest number of Forum posts was the 11th of March with 32 contributions.
- The day with the highest number of Facebook posts was the 21st of July with 3 contributions.
- The day with the highest number of Google Plus posts was the 9th of June with 7 contributions.
- The day with the highest number of Twitter contributions was the 2nd of April with 2,294 tweets.

What brand of condoms do you use?

[...] them, which is about every 3 minutes of action. Hmm, I've noticed they have a nasty tendency to wrinkle up during the act. I'll probably just stick to Durex then. It's bad enough that the Assegai lube dries up every few minutes without having to change the condoms as well.



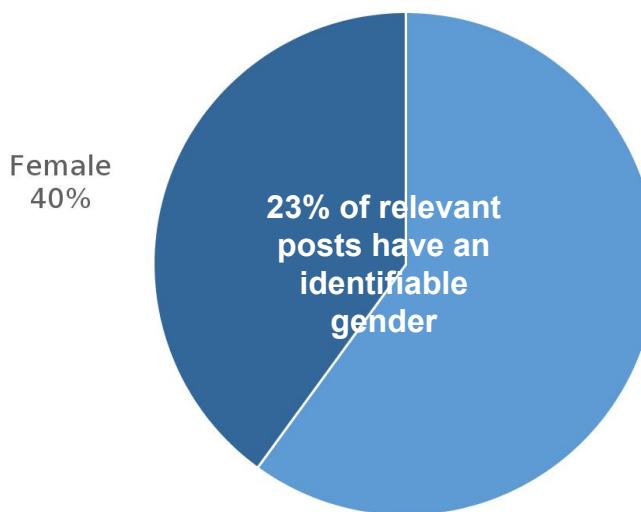
# Demographics



## Condom Negotiation - 2014

Of the relevant posts with where the age of the author can be determined:

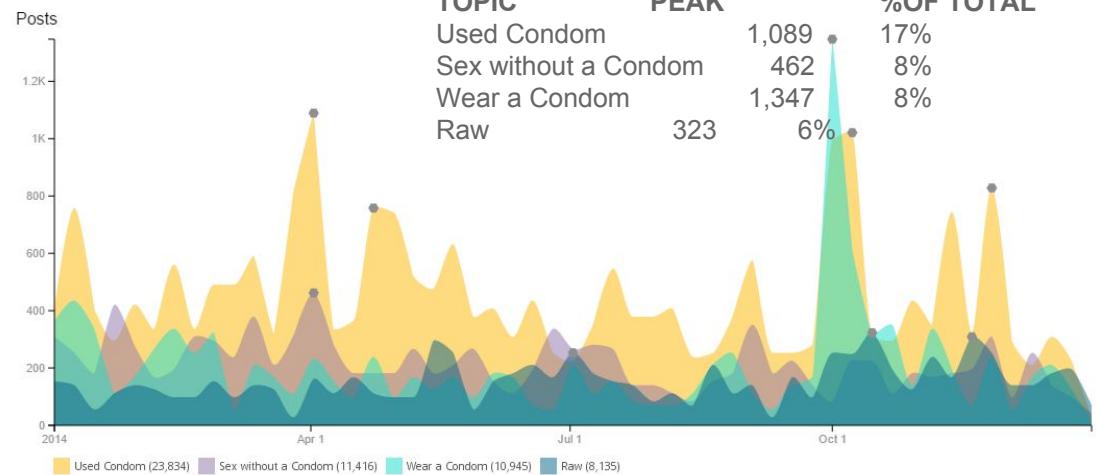
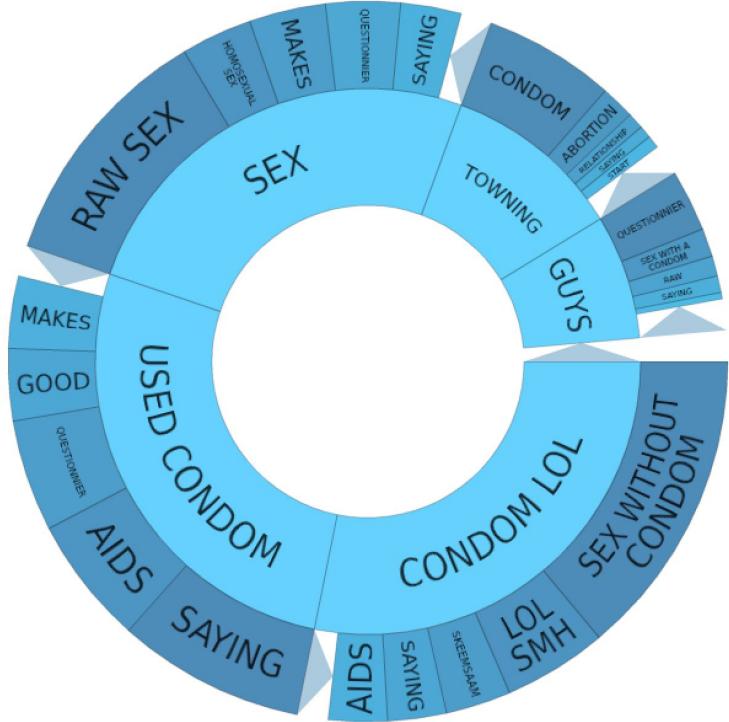
- 24% were 17 and under
- 10% were between 18 and 24
- 26% were between 25 and 25
- 40% were 35 and above





# Topic Trends

## Condom Negotiation - 2014



**aviwe.rxr**  
@AbstrvctA

Follow

How nice is Towning? 😊

6:03 AM - 25 Apr 2014



I'd rather not be "cool" 😊 @LexM: So many infected people also? @EL\_Marlo: Because Raw Sex is the best you'll ever have!!

— Sakhe Shomaele (@dungv\_) Jul 8, 2014

**@BossLeeLady**

Condom use has declined. SMH

10:15 AM - 1 Apr 2014



Follow

Tweet your reply

**Fozza Heart** @Love\_Foza · 25 Apr 2014  
Replying to @AbstrvctA  
@Thato\_Hloyi lol very nice!

**Shawky** @Lwando\_04 · 25 Apr 2014  
Replying to @AbstrvctA  
@Thato\_Hloyi its simply the BEST.

**thulsko skosana**  
@thulsko\_43361

Sex without condoms is really magical. A Baby Appears and the Father Disappears

6:45 AM - 12 Jul 2014



## MOST PROLIFIC

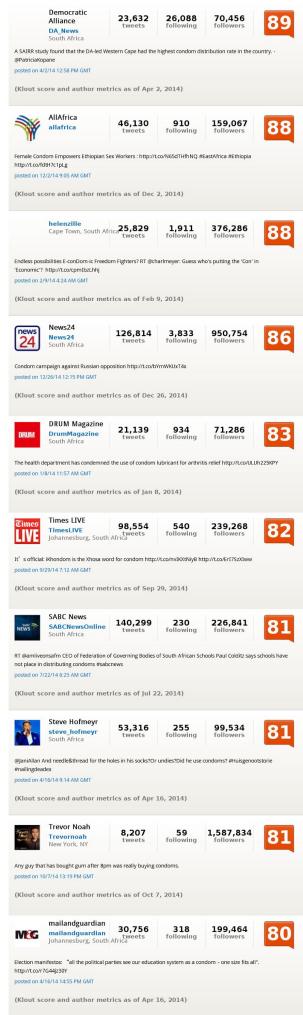


Most Prolific Account was @SoSoDeezy  
Xikwembu Deezus

also tweets under the following handles:  
@RAW\_x\_CREATIVEx

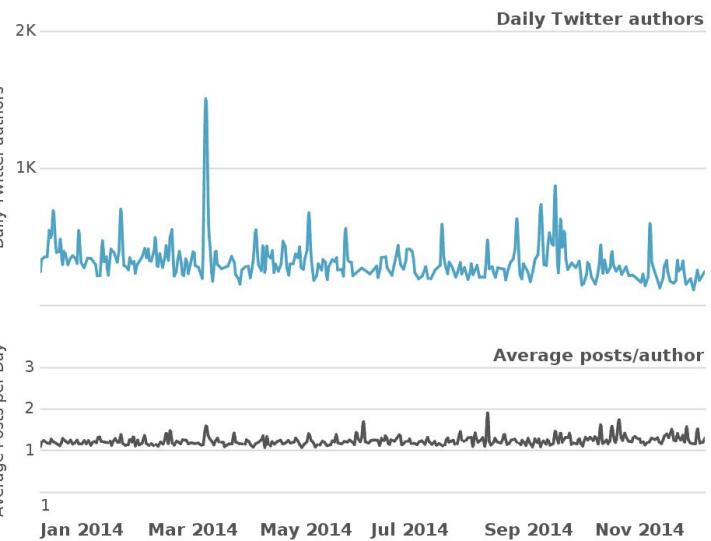
Facebook: <https://t.co/CYI6SvrlSL>

## MOST INFLUENTIAL



## Condom Negotiation - 2014

### DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score are:

Helen Zille  
Steve Hofmeyr  
Trevor Noah

@helenzille  
@steve\_hofmeyr  
@Trevornoah



# Authors - Low General Influencer Score

## MOST PROLIFIC

@_TheMaverick_	86
@Sex_Love_tips	31
@quantumed	29
@Eli_maeli_	27
@londananipty	25
@ReeBelle1	23
@percynet1	21
@BrolyTRD	20
@PercyNet	20
@wimothyjoseph	20



### I.G:ELIMAEILI

@Eli\_maeli\_

you dont wana know

📍 Tshwane

📅 Joined September 2013

TWEETS 2,936 FOLLOWING 103 FOLLOWERS 27 LIKES 226

I.G:ELIMAEILI  
@Eli\_maeli\_

Condom 99 percent effective Pull out method 97 percent... What's 2 percent to a nigga like me would u please remind me?

8:53 PM - 9 Aug 2014

I.G:ELIMAEILI  
@Eli\_maeli\_

RT @SeanTheTerrible Who ain't never sneak & took the condom off on some "fuck it" shit???

8:41 AM - 4 Feb 2014



Q  
@uNgoza  
📍 South Africa  
View on Vine  
Joined June 2013

## Condom Negotiation - 2014

TWEETS 101K FOLLOWING 488 FOLLOWERS 1,591 LIKES 321

Q  
@uNgoza

[Follow](#)

People who created condoms babesidakelwa u can't feel anything with that shit

11:16 AM - 10 May 2014

Q  
@uNgoza

[Follow](#)

Ya it is and its hard to quit it RT @SwiftInno: Apparently sex without a condom is addictive.

RETWEET 1



### Nancy Mulligan

@ReefilweSA

📍 Castle on the hill

📅 Joined November 2012

📍 Born on December 26

TWEETS 197K FOLLOWING 264 FOLLOWERS 1,424 LIKES 1,084

Nancy Mulligan  
@ReefilweSA

[Follow](#)

Once you start towning, you don't stop

2:18 AM - 13 Apr 2014

Nancy Mulligan  
@ReefilweSA

[Follow](#)

Sorry... Not gonna risk an HIV infection. I'd rather use that oily condom then to town or walk away wet AF

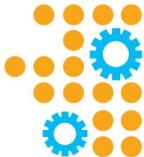
10:34 AM - 2 Apr 2014



# Overview and Insight

## Condom Negotiation - 2014

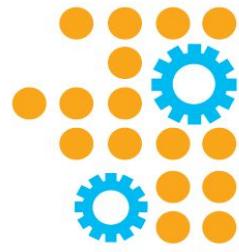
- 140,343 total posts represents a 30.52% decrease in overall volume from 2013. While this follows trend as the general RSA conversation decreased as well, it only did so by 13.22%.
- The single highest spike in relevant conversation was on the 1st and 2nd of April, fueled by a combination of the release of an HSRC survey claiming that 52.9% of survey participants said they had never used condoms; and an April fools ad by Durex announcing boerewors flavoured condoms.
- The condom conversation had a total of 241 million potential impressions. This represents a 33.89% increase in potential impressions when compared to the year before, despite a sharp decrease in actual content volume.
- The standout entry to the condom conversation top 10 posts per capita for 2014 is Bloemhof 4088.31 per million. Bloemhof ranks 25th in the general RSA conversation for the same time period. This is the only time in this study that this city features in the top 10. The only contributors from this city were: @xx\_mpho; @MokgopaSA; @LeparaLepara; @OwwwGeee; @tumi\_obotseng; @TheGeminisMind; @Lepompa with the majority of posts being positive towards condom use.
- As in 2013, every province bar the Western Cape contributes a higher percentage to the condom conversation 2014 when compared to the general RSA conversation. Relative to the condom conversation proportions of 2013, both Kwazulu-Natal and Western Cape contributed less - percentage wise - in 2014, with all other provinces contributing slightly more, with Gauteng recovering to 2012 levels.



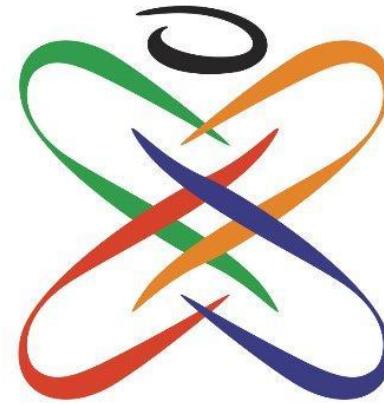
## Overview and Insight

### Condom Negotiation - 2014

- The content source breakdown for the condom conversation in 2014 was almost identical to that of the general RSA conversation. The only notable difference is that the condom conversation had 1% less Google+ contributions and 1% more Twitter contributions than the general RSA conversation. This indicates a slight leaning towards the short-form platforms as opposed to longer form such as blogs and comments.
- The number of female contributors to the condom conversation continues to shrink in 2014, losing another percentage point. The gender split for this year was 39% female to 61% male. Men contributed only 54% to the general RSA conversation over the same period.
- The condom conversation in 2014 is driven by the under 35 year olds amounting to 60% of the total conversation. Within this group, 25-35 year olds contributed the most significant percentage at 26%. This is followed by 18 year olds at 24%. When compared to the general RSA conversation, the most startling difference is between the proportion of 25-35s talking more in the condom conversation (26% vs 15%). Under 18s contributed to 23% of the general RSA conversation while 18-24s contributed 3% less in the general conversation than in the condom conversation (10% vs 7%).
- In 2014, Jack Devero was yet again a key component of the conversation with him being engaged 490+ times regarding condoms over the year - a sharp increase from 410 in 2013. Much of the Jack Devero conversation involved townning discussion and a large portion engaged Khaya Dlanga (who was also engaged 430+ times on the topic). Interestingly, Trevor Noah also re-appears with a single Tweet noting that anybody who buys gum after 8pm is actually buying condoms (receiving 410 engagements). Among this core conversation exists 430+ engagements with Tokyo\_Trev who frequently engages Charmaina\_Lala (a pro-townning advocate and possible partner). TaxiDriverSipho (370+ engagements), ThembaRadebeer (370+), Mo\_Odi\_ (350+) and @MrWorldWide\_SA (340+) on the other hand, are all highly vocal about condom usage (although not always consistent users), are frequently engaging others to increase condom dialogue and (mostly) use - all are ideal candidate for advocate engagement.



CITIZEN  
RESEARCH  
CENTRE



**SHOUT-IT-NOW**

*The Condom Conversation*

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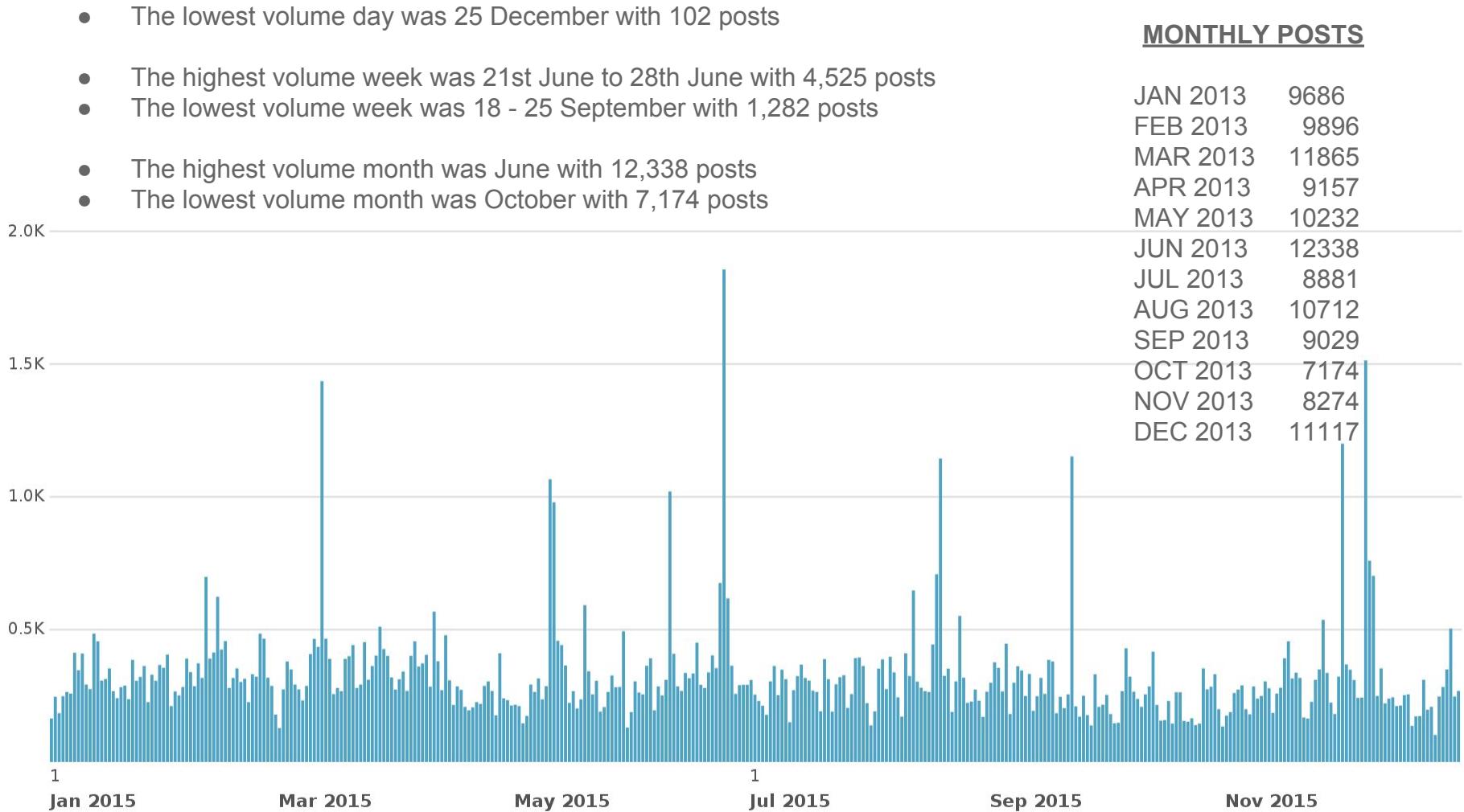
*SA Social Media: 2015*

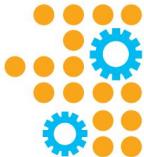


## Volume Timeline

- A total of 118,361 relevant posts were identified in 2012
- The highest volume day was the 24th of June with 1,857 posts
- The lowest volume day was 25 December with 102 posts
- The highest volume week was 21st June to 28th June with 4,525 posts
- The lowest volume week was 18 - 25 September with 1,282 posts
- The highest volume month was June with 12,338 posts
- The lowest volume month was October with 7,174 posts

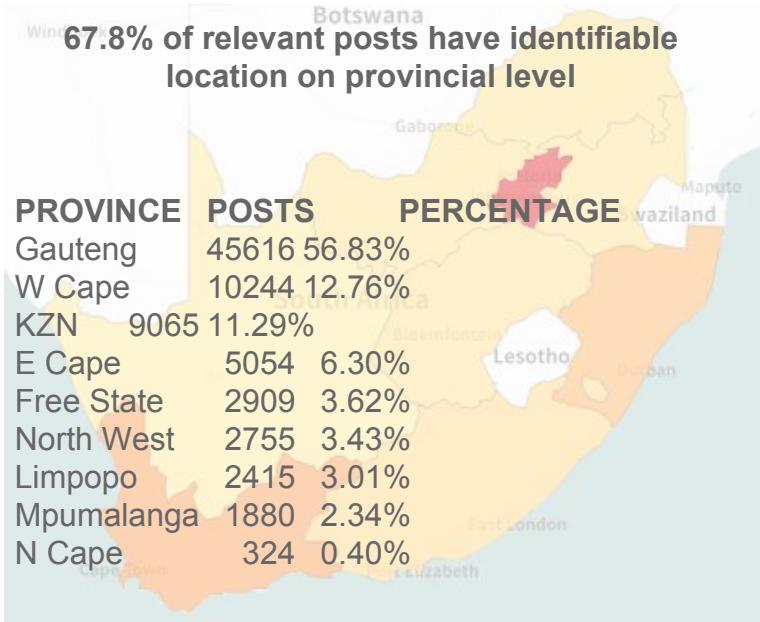
### Condom Negotiation - 2015



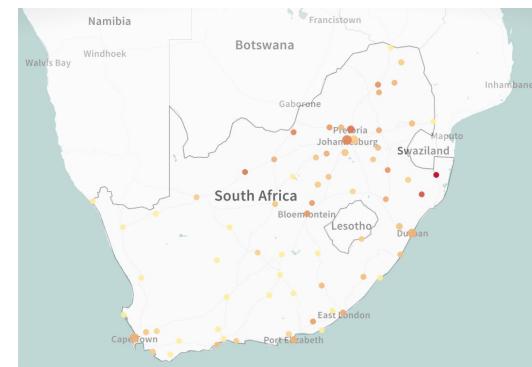


# Geography

## Condom Negotiation - 2015



- Of the posts with identifiable location on city level, 35.74% originated from Johannesburg.
- Pretoria (17.30%) each contributed almost 1 in 5 post and Cape Town (12.93%) more than 1 in ten.
- Ubomba and Ulundi had the highest relevant posts per capita, of any South African city, at 21,276 and 13,829 post per million respectively.



**61.7% of relevant posts have identifiable location on city level**

### CITY POSTS PER CAPITA % OF TOTAL (per million)

Ubomba	21276	0.02%
Ulundi	13829	0.39%
Kuruman	9594	0.13%
Pretoria	9449	17.30%
Johannesburg	7604	35.74%
Mmabatho	7344	1.05%
Polokwane	5985	1.80%
Volksrust	5256	0.31%
Bloemfontein	5027	3.19%
Brandfort	4962	0.08%
Rustenburg	4826	1.10%



# Content Sources

## The Cons of Teen Sex

9  
SEP 2015

by Tracy Engelbrecht | posted in: Advice, Young Mom Support | 0

Young Mom Support has extended our workshop offering to include a new presentation: ***The Con's of Teen Sex***.  
Catchy name, right? Gets all the parents thinking "Yes! This is \*exactly\* the theme we need!"

Except... that's not quite what we mean. Do read on...

\*\*\*

In our experience speaking to teens, we've found there is a great deal of focus on avoiding the consequences of sex – unplanned pregnancy, STI/HIV infection – but very little information is provided about healthy relationships.

Many young people are well-informed about the technicalities of sex in theory. They're aware of the need for contraception and condoms – but unsure how to voice their feelings in the context of their relationship. In other words, it's not the "rules" of sex they're struggling with – it's the people.

They also often struggle to understand what a healthy relationship looks like – whether sexual in nature or not, particularly if they've not had role models of strong, happy relationships in their lives. Sex is only one part of a relationship, and our guidance to teens about their sexual choices needs to be part of a much broader conversation.

We take the conversation back to basics – to the fact that sexual relationships are **all about people**. No question is taboo – we advocate for open and honest discussion so that teens feel we are trustworthy in our advice.

There are a bunch of questions that teens need to ask themselves, and their partners, before getting down to the nitty gritty. You'd be amazed – depressingly unsurprised – at how many adults have never even had these conversations in their own lives.



Cnglema

Dec 11, 2015 at 8:50 am

@Sifelani iyooh! I am condom-aholic after my oopsie ten years ago and I have never had such. Something aint right in this story. If she is as OCD as you say she would have detected the lightest smear of semen near her cookie. Semen-y sex is easy to detect for avid condomisers bekwenzenjani kuye?

@Nova I hope IceQueen is in Maritius angaboni ukusa kwam uyondithuka ndinye!

■ 08-11-2015 09:33 PM

Baxteen

Super Grandmaster



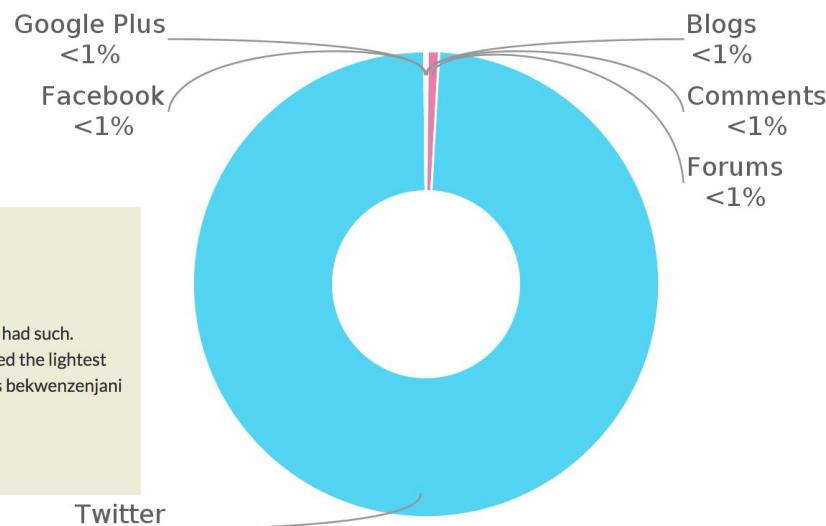
Join Date: Feb 2013  
Location: Pretoria  
Posts: 11,203



water based lube + Skyn condoms.

that way after she has cum enough you can remove the condom and still get a BJ

- 99% of relevant posts were identified on Twitter.
- Posts on Facebook and Forums accounted for less than 1% each.

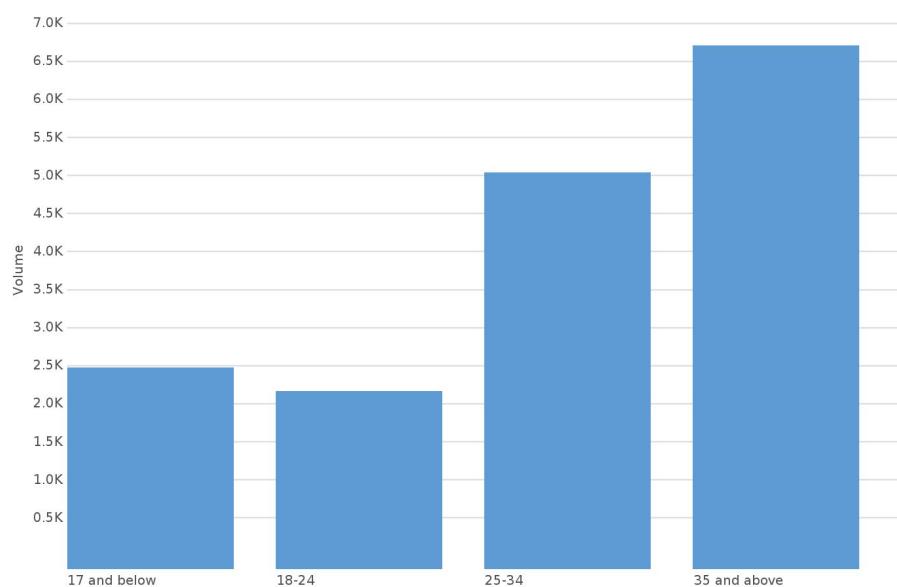
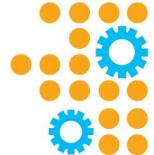


Economic Freedom Fighters Wall - de is a company named by andrew africa coating which der are using use blacks as a condom n...

Aug 31, 2015

- The day with the highest number of Forum posts was the 28th of December with 43 contributions.
- The day with the highest number of Twitter contributions was the 24th of June with 1,838 tweets.
- The day with the highest number of Comments contributions was the 11th of Dec with 5 comments.

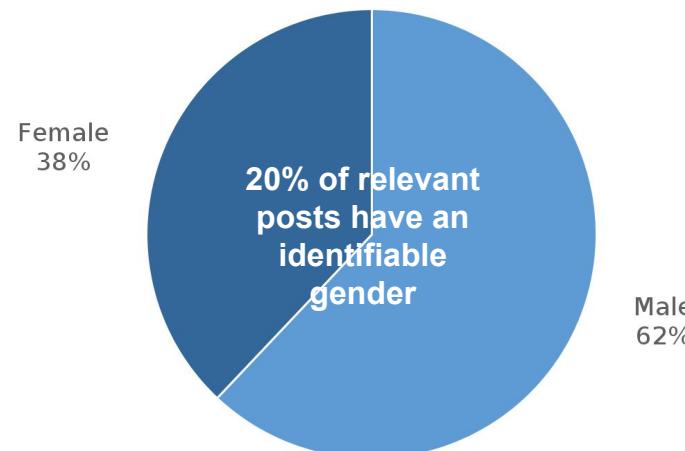
# Demographics



## Condom Negotiation - 2015

Of the relevant posts with where the age of the author can be determined:

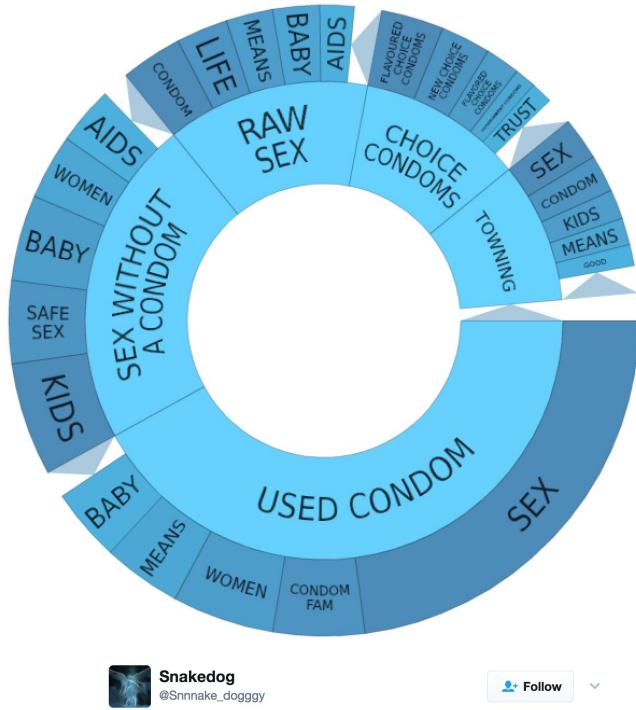
- 15% were 17 and under
  - 14% were between 18 and 24
  - 31% were between 25 and 29
  - 40% were 35 and above





# Topic Trends

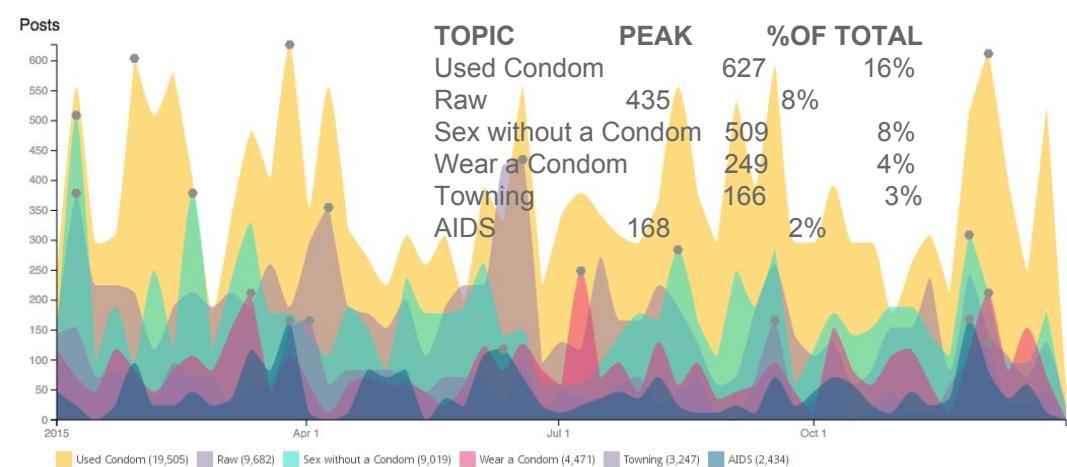
## Condom Negotiation - 2015



**CHILLY** @SiveSodinda

Ama penalty azokwanda straight. "@Maguzwana: Towning ngee big days has gotten safer tweeps, there's an HIV prevention pill!"

7:09 AM - 9 Dec 2015



**Tweet Analyst**  
@Katz\_ClassicMan



Lmao "@BridgeGumede: 😂😂😂 Lmfao! "@Sir\_Tyee: Venda girls will sell you condoms during sex"

1 RETWEET



8:56 AM - 24 Feb 2015 from Clayville, South Africa



**Mongezi**  
 @\_Maphutha\_



Lmao "@nathinyza: 😂😂😂😂" @\_Samkelo: CUT CUT!! "@I\_Nkunzi: #WhenJoinedTwitter raw sex was considered a scene"!!!!

7 RETWEETS

1 LIKE



1:24 PM - 22 Jun 2015



7



1



**Princess**  
@Max\_Mofa



Smh RT @SoSoDreezy: 17. Don't use Condoms with your sugar daddy, raw sex = a possible Bonus or 3K on top of the 10K you get

4 RETWEETS



8:48 PM - 14 Jan 2015



**The Landless Frog**  
@Tril\_Frog\_



She said she was so hot that no guy would ever pass an opportunity to have unsafe sex with her. All she has to say is "I don't like condoms"

59 RETWEETS

2 LIKES



2:31 PM - 22 Feb 2015

## MOST PROLIFIC



Most Prolific Account was  
@rawjamzRadio exclusively promoting  
female condom advertisements

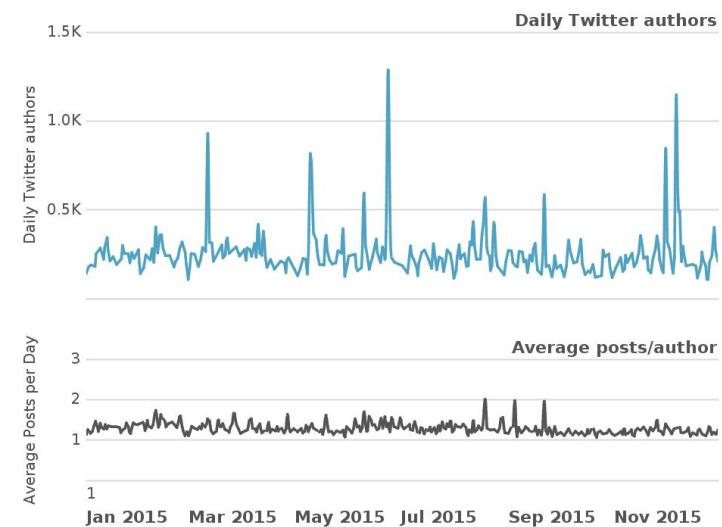
This is followed by LANDELAuSANDILE  
who contributed 406 times - largely  
commenting that he wil not (and does  
not) wear a condom.

## MOST INFLUENTIAL



## Condom Negotiation - 2015

### DAILY AUTHORS & POSTS PER AUTHOR



Of the next highest human contributors, Lord\_SteezKat featured highly and actively promoted condom usage to his community.



# Authors - Low General Influencer Score

## MOST PROLIFIC

@CondomsCoZa	124	
@katz_dj	36	
@RomarioAbdula	31	
@gefoundsation_	27	
@bafanashanduur	27	
@Double_Dii	24	
@NyokaKb	23	
@PairsonnalitesU	21	
@BeautifulMeBeMe	21	
@UnathiMbube	21	



**Kb.Mike**

@NyokaKb  
Simply a crazy awesome guy! UNISA Student. Employee at Diesel Electric

📍 Vosloorus

📅 Joined October 2011



Hes lying if he tells u that u got good pussy mean while he wore a condom when he was fucking, How the fuck does he know you got good pussy?

7:48 PM - 16 Mar 2015



The real walking dead are the niggas who smash without condoms all year long and never get tested...

8:18 PM - 5 Apr 2015



## Condom Negotiation - 2015

TWEETS **40.8K** FOLLOWING **630** FOLLOWERS **1,169** LIKES **497** LISTS **2**

**Tweet Analyst** @Katz\_ClassicMan

I have a female condom I'm gonna give it to oomf's wen she comes I've never seen it in use

11:37 AM - 28 Mar 2015

**Tweet Analyst** @Katz\_ClassicMan

Yeah condoms cheaper than an abortion but changing my number is cheaper than condoms

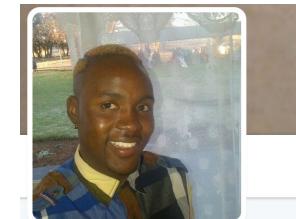
5:12 PM - 18 Mar 2015

**Tweet Analyst**

@Katz\_ClassicMan

Prove yourself to yourself not others| èst 90| IG:katlego0117

📍 Midrand, South Africa



TWEETS **15.2K** FOLLOWING **243** FOLLOWERS **353** LIKES **324**

**MOKOKO WA JAPAN** @RomarioAbdula

I prefer buying condoms at a indian shop Coz black tuckshop owners ask too many questions

4:35 PM - 17 Jun 2015

@RomarioAbdula

Girls who forces you to wear condoms then ask "how was the puxxy"? I'll be like' i dont know Fam ask the condom.

10:10 AM - 21 Jun 2015

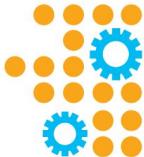
**MOKOKO WA JAPAN**

@RomarioAbdula

I'm SHY, but I try my best not to show it. I love meeting new people who are Crazy, Cool and Fun as I Am.

📍 Ventersdorp SA

🔗 abdularomario.mogorosikhamb.com



# Overview and Insight

## Condom Negotiation - 2015

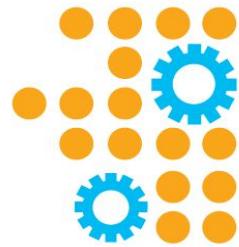
- 118,361 total posts represents a 15.67% decrease in overall volume from 2014. While this follows trend with the general RSA conversation decreasing as well, it only did so by 4.56%.
- The highest spikes in relevant conversation for 2015 were driven by: government releasing a new line of flavoured Choice condoms (12 March); government's plans to distribute condoms to children as young as 10 (10-11 May); students in Essex, UK developed a condom that changes colour when exposed to an STD (24 June); the #BagItUseIt condom campaign started by Zazi (19 August); reports of a condom being found inside a Woolworths' sandwich (7 December)
- The condom conversation had a total of 461 million potential impressions. This represents a 91.29% increase in potential impressions when compared to the year before, despite a sharp decrease in actual content volume.
- Volksrust appears on the top 10 posts per capita list for the first time but does so in both the general RSA as well as the condom conversations. The only city in the top 10 which is unique to the condom conversation is Brandford. On the other side of the spectrum, Paarl and Hermanus regularly feature in the top 10 in general RSA conversation and are 15th and 18th in 2015, however they are ranked 34th and 42nd respectively in the condom conversation.
- Contributions to the condom conversation from Gauteng and the North West were higher by percentage than 2016 than the same provinces in the general RSA conversation. Compared to the condom conversation in 2014, the Western Cape and Kwazulu Natal continues to lose representation.



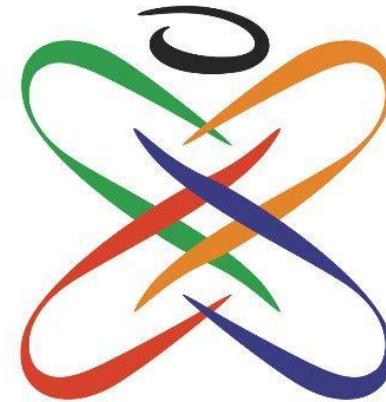
## Overview and Insight

### Condom Negotiation - 2015

- The content source breakdown for 2015 is identical to that of the general RSA conversation.
- The gender gap, as it pertains to participation in the condom conversation, continues to widen in 2015 with only 38% of contributions coming from women. This incremental shift towards a more male driven conversation could be both a symptom of societal bravado linked to unsafe sex, as well as serve to further alienate women who from the power to negotiate for safe sex.
- The condom conversation in 2015 is driven by the under 35 year olds amounting to 60% of the total conversation. Within this group, 25-35 year olds, yet again, contributed the most significant percentage at 31%. For this year, the 25-35 year old contribution came close to the 35+ year old contribution (31% vs 40%). Under 18s contributed 15% while 18 to 24s contributed 14%. When contrasting this against the general RSA conversation the two age groups that stand out are the 35+ category who are under-represented in the condom conversation by 17% (40% vs 57%) and the 25-35 year old contribution in the condom conversation vastly exceeds that of the general RSA conversation at 31% (vs 19% in the general conversation). Across the remainder of the age groups, in the general RSA conversation, 18-24 contributed 9% and under 18s contributed 16%.
- 2015 sees a distinct change in authors contributing to the conversation and many of those that were highly vocal in 2012-2014 have fallen to the side and replaced. Leading the 2015 charge is LANDELAuSANDILE (443+ engagements) who insists on not wearing a condom (unless the partner is unattractive, in which case a condom is considered necessary to ensure no long-term commitment). Mel\_Mzansi (333 engagements), a anti-condom contributor, became highly engaged in the broader conversation after responding that they do not wear condoms to the AIDS Twitter account (@Aids, an RSA held account with 432 followers at present - possibly worth engaging to gain control of the handle). She is followed by TomiRecords (280), Sir\_Tyee (290) who are both anti-condom use. CyberGuarana (264) and just\_snorah (235) are, on the other hand, highly involved in the broader discussion and appear to be consistent condom users.



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**SHOUT-IT-NOW**

*The Condom Conversation*

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*SA Social Media: 2016*



# Volume Timeline

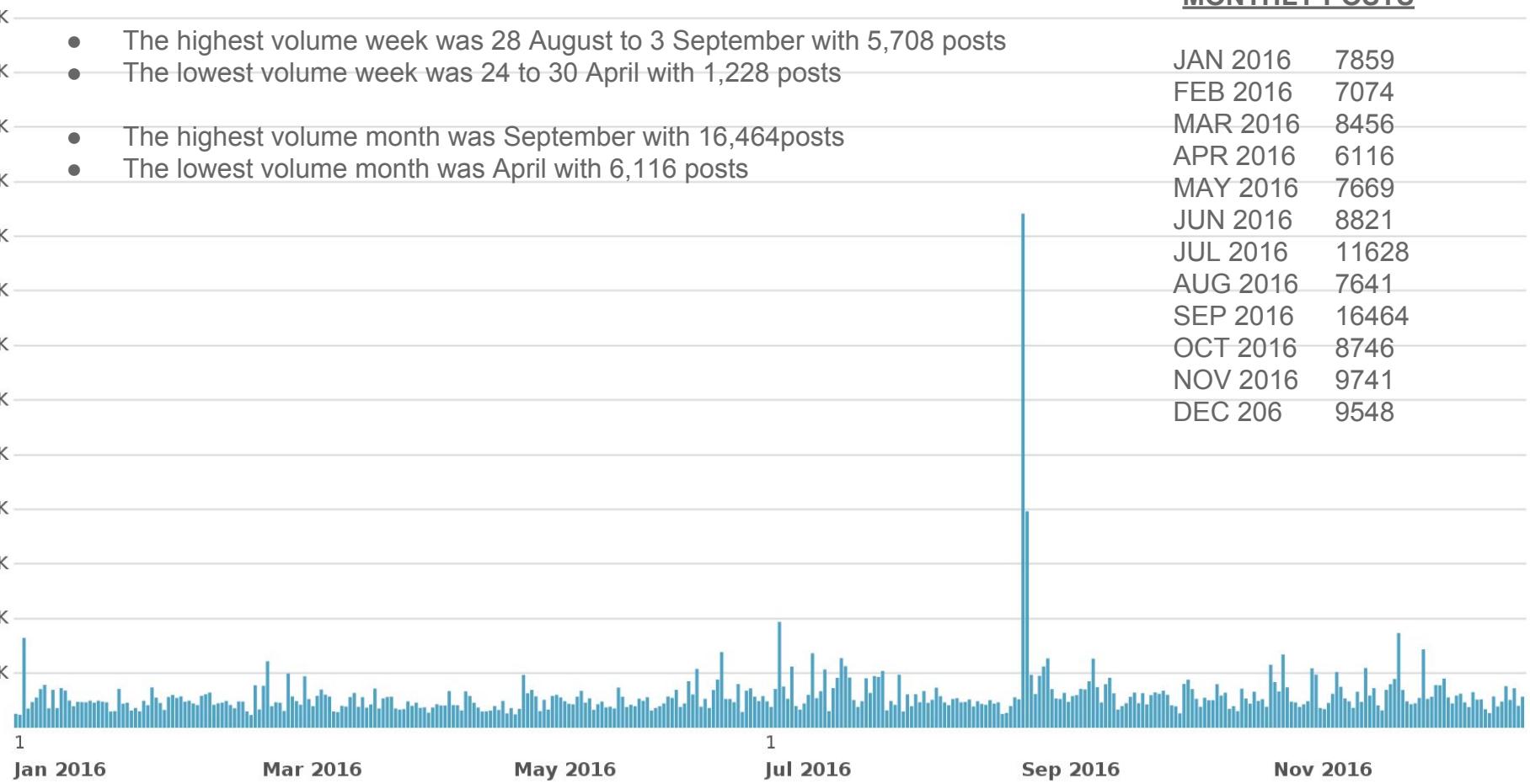
- A total of 109,763 relevant posts were identified in 2016
- The highest volume day was the 1st of September with 4,707 posts
- The lowest volume day was 27 February with 117 posts

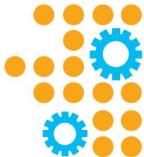
## Condom Negotiation - 2016

### MONTHLY POSTS

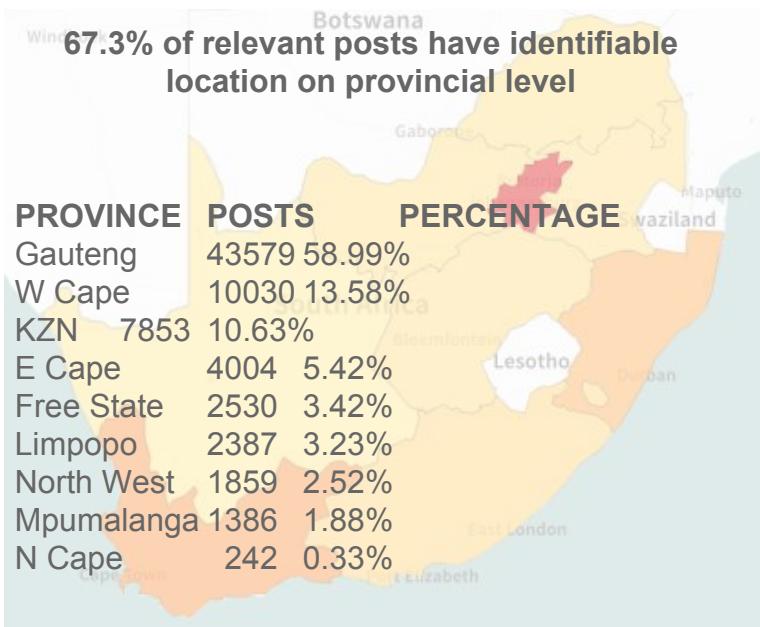
- The highest volume week was 28 August to 3 September with 5,708 posts
- The lowest volume week was 24 to 30 April with 1,228 posts
- The highest volume month was September with 16,464 posts
- The lowest volume month was April with 6,116 posts

JAN 2016	7859
FEB 2016	7074
MAR 2016	8456
APR 2016	6116
MAY 2016	7669
JUN 2016	8821
JUL 2016	11628
AUG 2016	7641
SEP 2016	16464
OCT 2016	8746
NOV 2016	9741
DEC 2016	9548





# Geography



- Of the posts with identifiable location on city level, 39.51% originated from Johannesburg.
- Cape Town (13.89%) and Pretoria (16.82%) each contributed more than 1 in ten.
- Ubomba and Pretoria have the highest relevant posts per capita, of any South African city, at 39,008 and 8,434 post per million respectively.

## Condom Negotiation - 2016



**CITY POSTS PER CAPITA % OF TOTAL  
(per million)**

Ubomba	39007	0.03%
Pretoria	8434	16.82%
Johannesburg	7714	39.51%
Polokwane	6648	2.18%
Kuruman	5496	0.08%
Bloemfontein	4323	2.98%
Rustenburg	3910	0.97%
Grahamstown	3364	0.46%
Mmabatho	3160	0.49%
Cape Town	2897	13.89%
Durban	2301	9.36%



# Content Sources

## Condom Negotiation - 2016

### Buzz SouthAfrica

Gay Sex Worker And HIV Activist Bele Shares Condoms To Colleagues

Post by Buzz



HOW TO BE  
SUCCESSFUL:  
FOCUS ON YOUR  
OWN SHIT

MaSga

May 26, 2016 at 12:15 pm

Yazi Nelly mina I always have a condom in my purse. Angazi zlyongifica nini izinkanuko,ocabanga ukuthi ngilihule at least ngihula with protection.



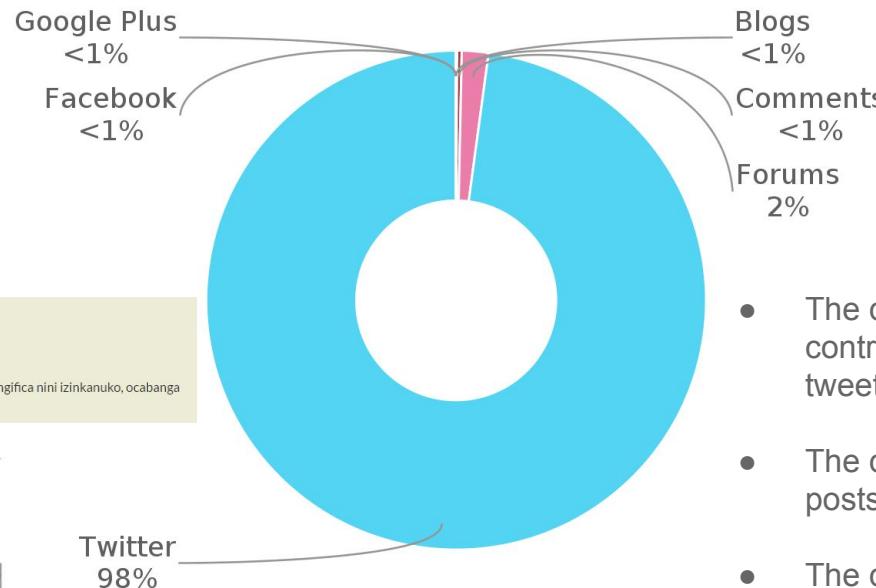
9GAG

7 July 2016 · 0

"It's just a pill please take it."  
Well, it's just a condom, why don't you wear it?  
<http://9gag.com/gag/a84pLD3?ref=fbp>



Bros Teach Guy A Lesson For Not Wearing A Condom



- Almost 98% of relevant posts were identified on Twitter.
- 2% of the relevant content was Blog posts
- Posts on Facebook and Forums accounted for less than 1% each.

Me this morning @victorfreeze: Me too @mbusolow I can't remember when last I had sex without a condom"

9:52 AM - 20 Jan 2016 · Pretoria, South Africa

1 1 1 1

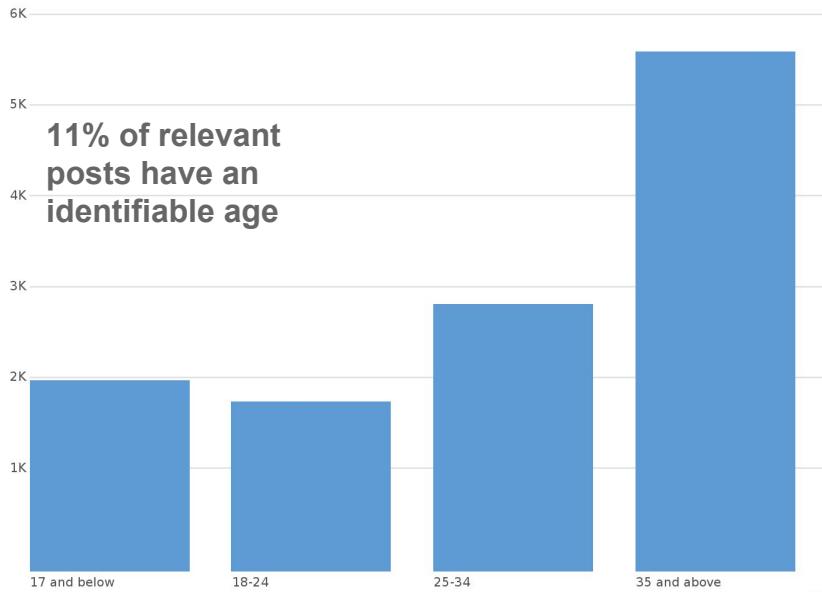
- The day with the highest number of Twitter contributions was the 04th of May with 4,684 tweets.
- The day with the highest number of Forum posts was 26 May with 64 contributions.
- The day with the highest number of Facebook posts was the 1st of September with 2 contributions.
- The day with the highest number of Comments was the 12th of May with 20 posts.

This Topix forum has been discontinued.

You will be redirected shortly or click here to go directly to discuss this topic on Reddit.



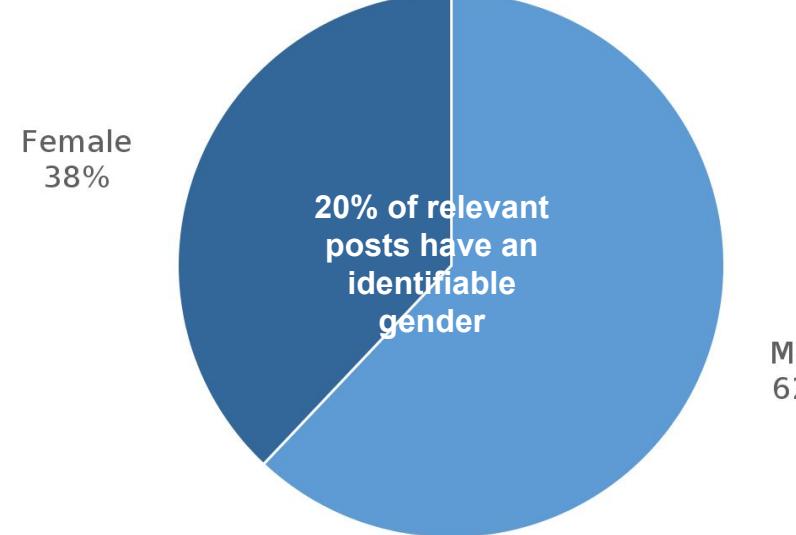
# Demographics



## Condom Negotiation - 2016

Of the relevant posts with where the age of the author can be determined:

- 17% were 17 and under
- 15% were between 18 and 24
- 23% were between 25 and 25
- 45% were 35 and above





# Topic Trends

## Condom Negotiation - 2016

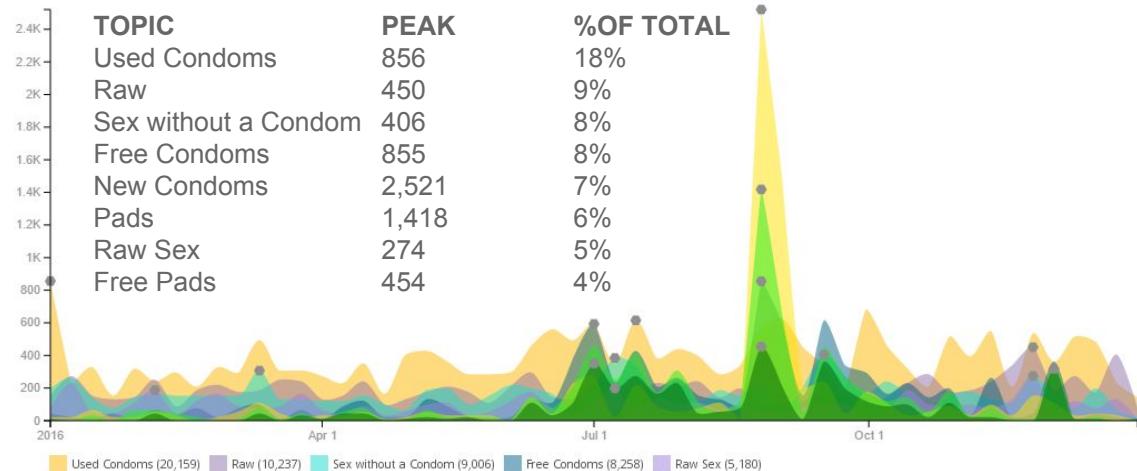


I remember I couldn't afford to do my 3rd year, he agreed to pay for it ONLY if we would stop having sex using condoms. Guess what, I agreed

— SexFreak\_Jozi (@SexFreak\_Jozi) Mar 22, 2016



### TOPIC WAVE TRENDS

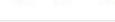


**SURFIN**  
@\_\_Aller

[Follow](#)

Ever had sex raw kodwa condom its just a hand away?  
Phantsi komqamelo. Ukhuze sewuchithile pah.

11:44 PM - 30 Dec 2016



**The Sensei** 🇿🇼 @Mosensei  
Safer raw sex in 2017

29 Dec

**Khauhelo**  
 @\_Khauhelo\_

[Follow](#)

@Mosensei how is that possible? "safer raw sex" safe = condoms raw sex = you die

1:08 PM - 29 Dec 2016



**Kolekile Ncula**  
@KolekileNcula

[Follow](#)

African arise, don't believe the hype, condoms do not reduce anything! Sex is ONLY safe within the boundaries of marriage. NOT 'fat n sat'

3:25 PM - 15 Mar 2016



## MOST PROLIFIC

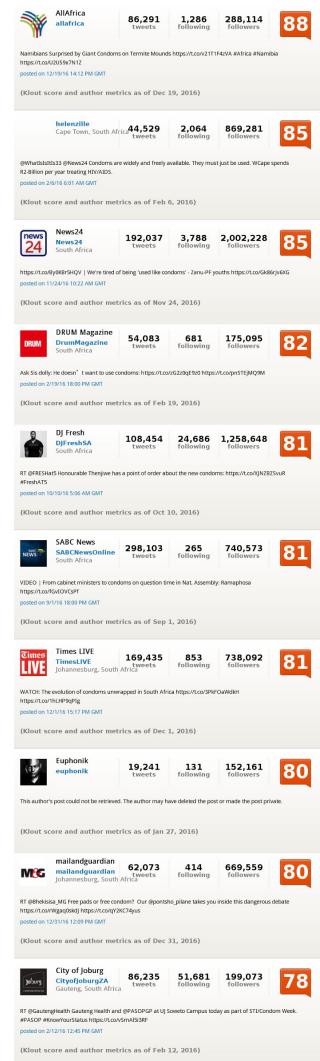


Most Prolific Account was @DjSthenjwa  
Kwanele Nkosenlle Nene

This account has been suspended by Twitter however we have found this individual active on other platforms:

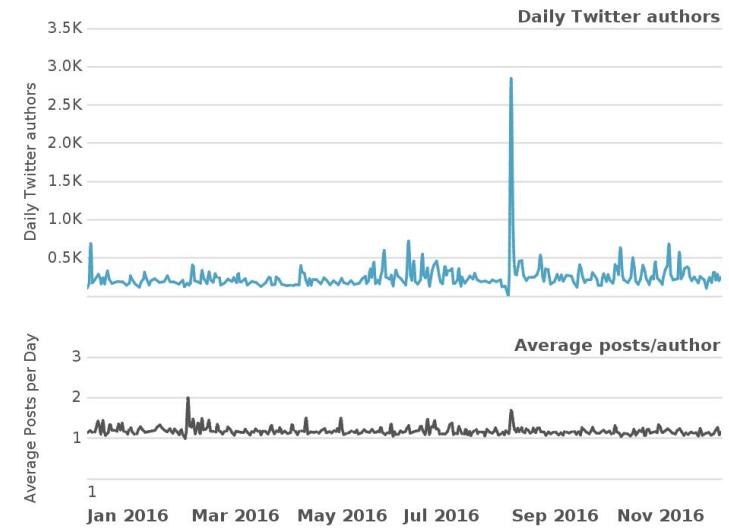
Instagram: djsthenjwa  
Facebook: Kwanele N DjSthenjwa Nene

## MOST INFLUENTIAL



## Condom Negotiation - 2016

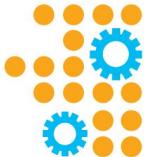
### DAILY AUTHORS & POSTS PER AUTHOR



The human contributors with the highest General Influencer Score are:

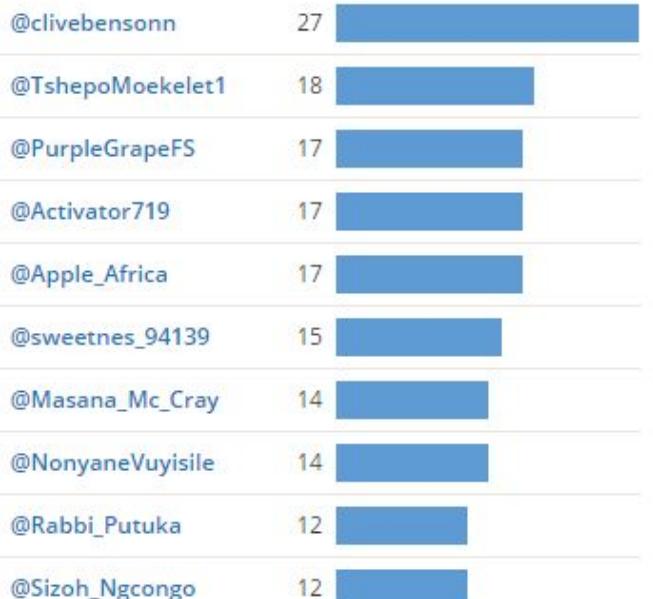
Helen Zille  
DJ Fresh  
Euphonik

@helenzille  
@DJFreshSA  
@euphonik



# Authors - Low General Influencer Score

## MOST PROLIFIC



**Clive Benson**

@clivebennonn

Real Gunners

Pretoria

[facebook.com/clive505](http://facebook.com/clive505)

Joined August 2012

Born on March 12

TWEETS 6,564 FOLLOWING 316 FOLLOWERS 438 LIKES 22

Clive Benson  
14 July 2016 - 6

She Posted  
"I'm Home Alone Anyone Who Want To Visit"?  
I Commented "Kettle Ka Condom Tsefe"?  
Now She Blocked Me  
I Can't Drive 20Km Just For A Chat, And Mbaaa

Clive Benson  
@clivebennonn

[Follow](#)

Black people like acting as if they don't like freebies mara under mattress there's boxes of ChOice Condoms...  
Kwaaaaaaaxxx

11:05 AM - 5 Feb 2016

[Reply](#) [Retweet](#) [Like](#)



**Tshepo\_Moekeletsi**

@TshepoMoekelet1

do not study me, cos you won't graduate.

Pretoria

Joined November 2015

## Condom Negotiation - 2016

TWEETS 1,735 FOLLOWING 571 FOLLOWERS 126 LIKES 2

Tshepo\_Moekeletsi Retweeted  
Omophile Ntakhwana @NtakhwanaOPP - Apr 24  
Go bata motho a robala a tsentse condom hela these days..its not safe

Tshepo\_Moekeletsi Retweeted  
Sibs Macd @SibsMacd - 4 Dec 2016  
Gents; Always Use Condoms! You Don't Know What Your Main Might Be Doing!

Abuti wa gap @imramushu  
Condoms are for side Chicks

[Reply](#) 1 [Retweet](#) 26 [Like](#) 12

TWEETS 10.9K FOLLOWING 915 FOLLOWERS 475 LIKES 87



**Active Mkhize**

@Activator719

Goals,goals and achievement

Pretoria, South Africa

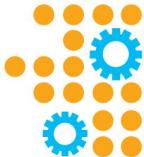
Joined January 2012

Active Mkhize Retweeted  
IGGY 🇿🇼 @ItsTheRealBizZ - May 9  
Please guys Condoms are scented not flavoured  
Unless you eating yours then Idk

[Reply](#) 7 [Retweet](#) 73 [Like](#) 46

Active Mkhize Retweeted  
IG'ANG'A THE BLOGGER @ItsNjokiKelvin - May 2  
Condoms are for the weak. Real niggers fuck fast and pull out before AIDS even  
notices you were in.

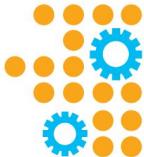
[Reply](#) 48 [Retweet](#) 576 [Like](#) 225



## Overview and Insight

### Condom Negotiation - 2016

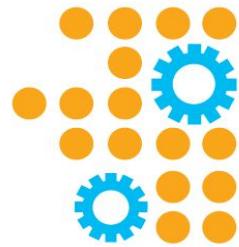
- 109,763 total posts represents a 7.27% decrease in overall volume from 2015. This does not follow the general RSA conversation trend, which increased volume by 5.14% in the same year.
- The highest spike in relevant conversation for 2016 was driven by the announcement of new government condoms by Cyril Ramaphosa (1-2 September) with the biggest trend being jokes about “silent” condoms. The total number of posts on World Aids Day was only 18% of the volume compared to the 1st of September alone.
- The condom conversation had a total of 491 million potential impressions. This represents a 6.5% increase in potential impressions when compared to the year before.
- Despite Kuruman dropping out of the top 10 posts per capita cities in the 2016 general RSA conversation, it still features strongly in the condom conversation at number 5 with 5496.7 posts per million.
- Representation in the condom conversation for Gauteng, Orange Freestate and Limpopo are higher than that in the general RSA conversation whereas the Western Cape is the only province lag behind significantly in this comparison. That said, the Western Cape has gained around 1% in the condom conversation when compared to 2015.
- The content source breakdown in the condom conversation for 2016 shows a slight inclination towards Forum posts (2%) when compared to the general RSA conversation with 1%.



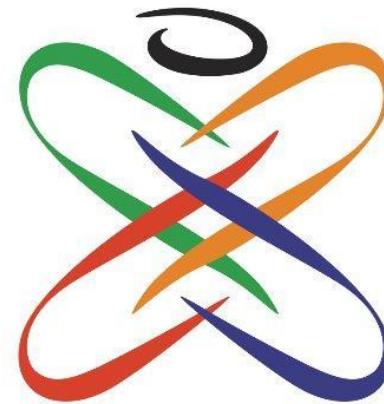
## Overview and Insight

### Condom Negotiation - 2016

- The gender split in the condom conversation mirrored that of 2015 with 62% of posts being contributed by men. Although this is above the general RSA conversation at 57%, we observe some stability when compared to the upward trend between 2012 and 2015.
- The condom conversation in 2016 is slightly biased to under 35s at 55% of the conversation being driven by them, this is compared to the general RSA conversation which sees only 42% of the conversation being driven by under-35s. Within this under-35 year old age category, 25-35 year olds drive the largest portion of the conversation, at 23% (vs 18% in the general RSA conversation). Under 18s contribute 17% (vs 15%) followed up by 18-24 year olds at 15% (10%).
- The Department of Health was in the spotlight in 2016 (380 condom related engagements) as a result of them launching a new condom at a women/girls event (to which the market responded asking for free sanitary pads). Not to be outdone, Julius Malema (156, leader of the EFF), joined in support of free pads. Of the individual contributors Mbusolow (230+) was engaged the most and generally holds the view that “REAL Niggas don’t use condoms” (receiving a mixed response). Peekeers put themselves into the middle of the conversation by asking what the difference, in sensation, between protected and unprotected sex. Lupinion (157) is seemingly unclear on the use of condoms and asked the broader community for information. Bonang\_m (150), a highly influential Twitter, TV and radio personality (>2m followers) lead the “AskMen” campaign and voiced various anonymous question to the community (largely via radio) regarding condom use.



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**SHOUT-IT-NOW**

## *The Condom Conversation*

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SA Social Media: 2017 (01/01-30/04)



## Volume Timeline

- A total of 41,887 relevant posts were identified up until the 30th of April 2017
- The highest volume day was the 22nd of February with 1,220 posts
- The lowest volume day was 26th of February with 136 posts

### Condom Negotiation - 2017

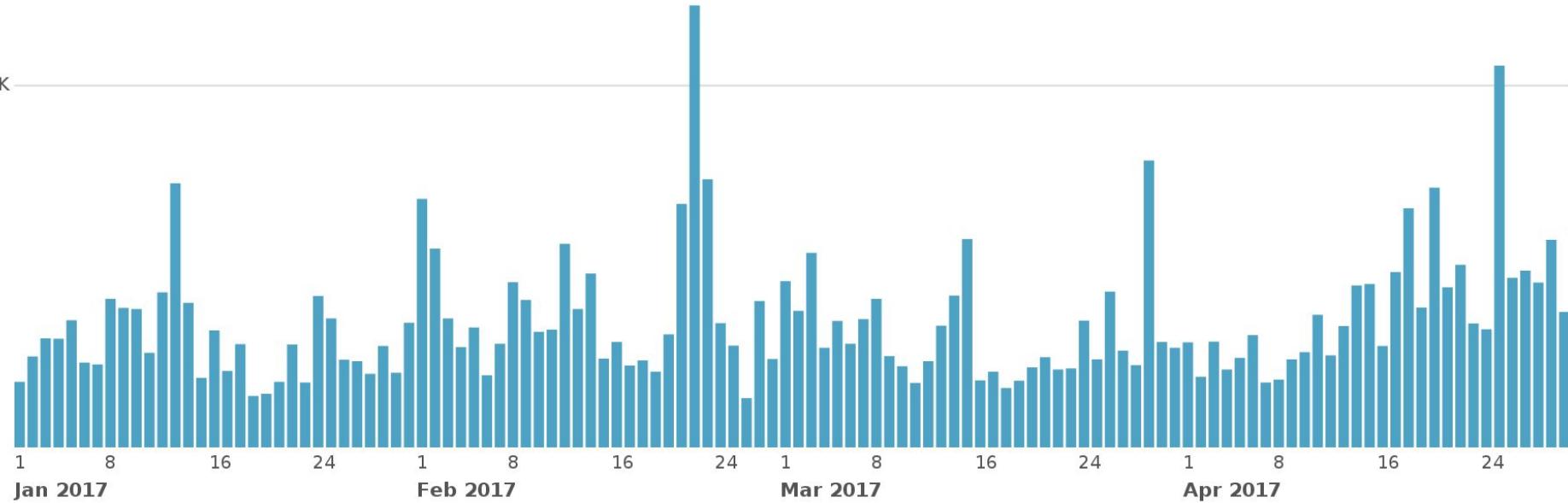
#### MONTHLY POSTS

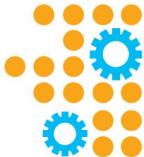
JAN 2017	9073
FEB 2017	11178
MAR 2017	9789
APR 2017	11827

- The highest volume week was 19 February to 25 February with 3,777 posts
- The lowest volume week was 15 - 21 January with 1,482 posts
- The highest volume month was April with 11,827 posts
- The lowest volume month was January with 9,073 posts

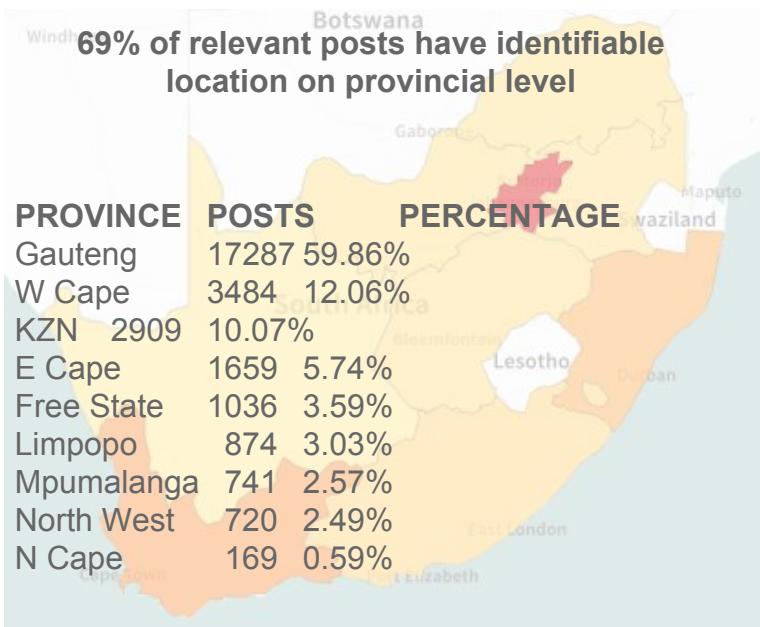
2K

1K

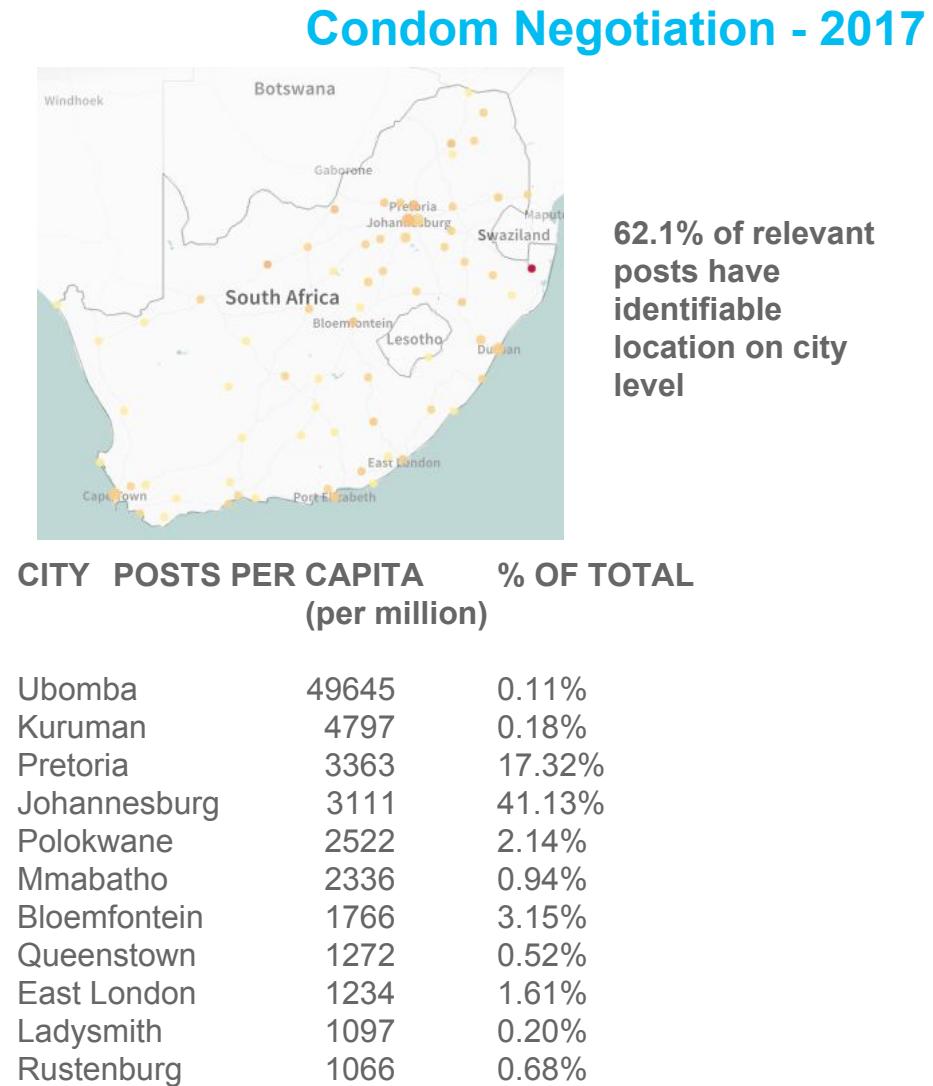




# Geography



- Of the posts with identifiable location on city level, 41.13% originated from Johannesburg.
- Pretoria (17.32%) came in second. Of the remaining locations, the highest % of total was 3.15%.
- Ubomba and Kuruman had the highest relevant posts per capita, of any South African city, at 49,645 and 4,797 posts per million respectively.





# Content Sources

## Condom Negotiation - 2017

Tumelo Ceba  
@TheSaucyPapi

Having sex with a condom doesn't necessarily mean you don't trust the person sometimes you just don't want a baby.

LIKES 12

8:57 AM - 9 Feb 2017

1 12

Re: Help - Daughter wants to go on matric rave in Pi accommodation needed for a gro

Sorry. No contacts. Just a comment. 16th birthday I gave my c things: packet of condoms, pepper spray and recommendation the one she thinks is better. If the kids do not know at that age then blame the parents. PS. [...]

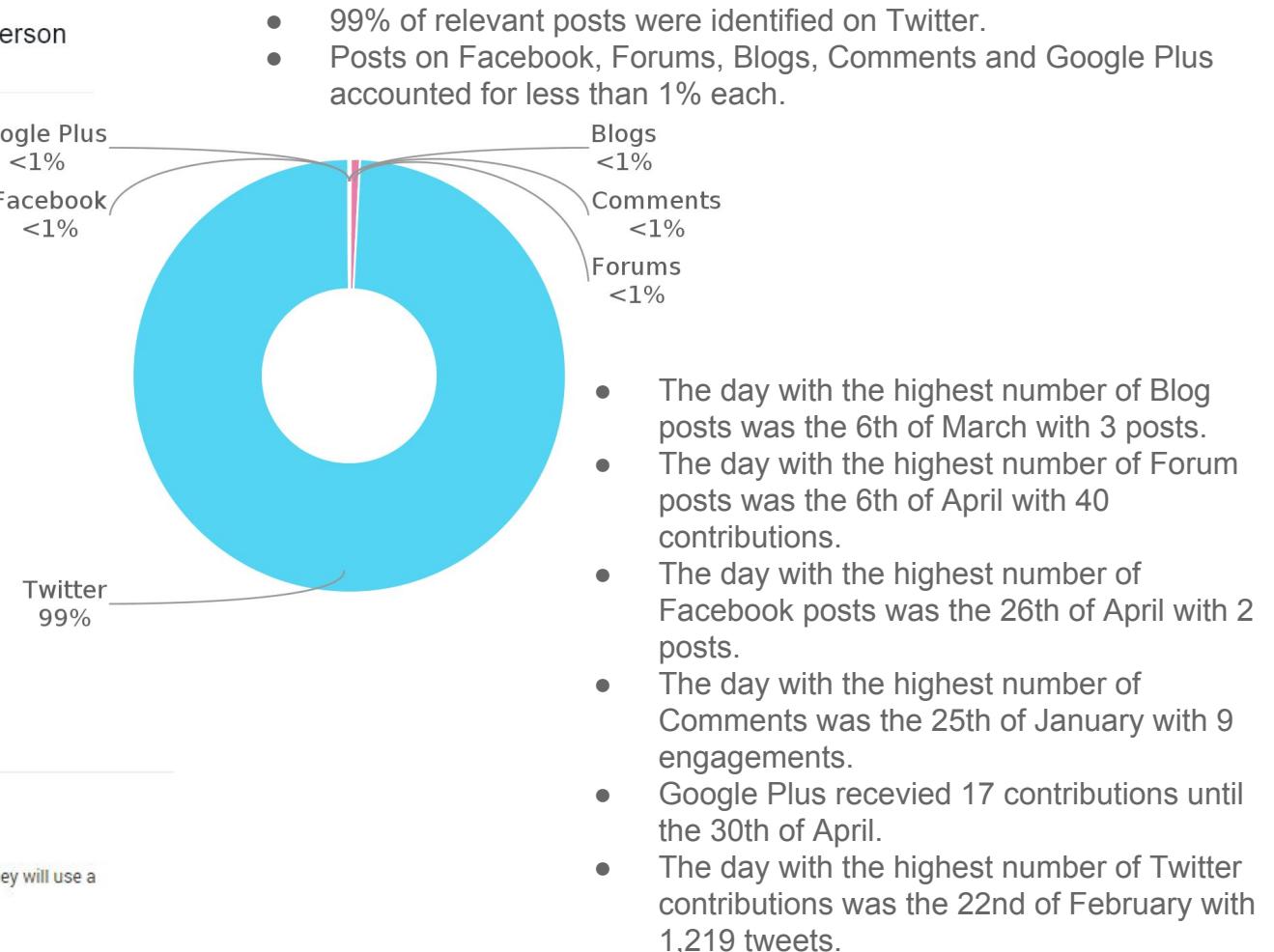
Yfm April 26 at 10:45am · €

Have you had sex with someone who then removed the condom without you knowing? What did you do? #MeloOn10th w/ @MeloMaoka

Like Comment Share

36 Top Comments

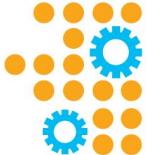
1 share 17 Comments



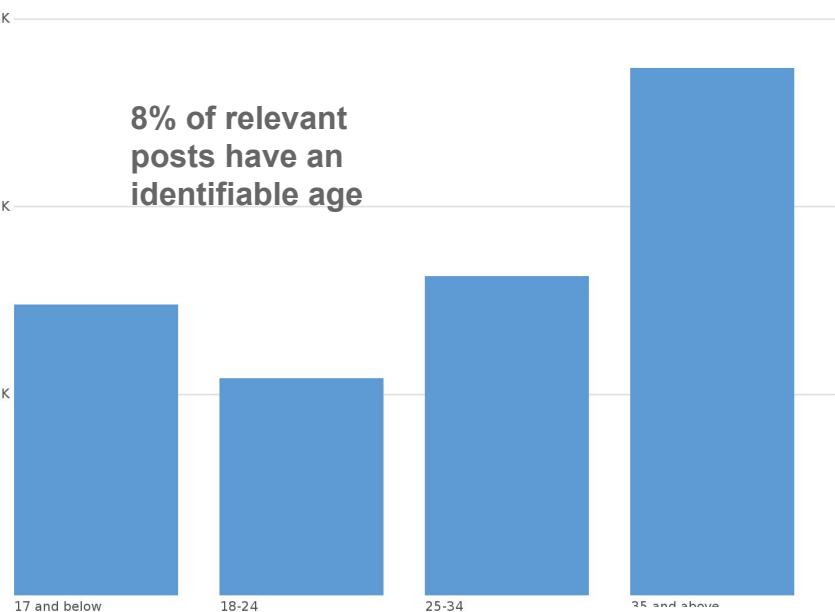
Re: SA teen pregnancy rate raises alarm

If they go to the bush to get circumcised do you think they will use a condom when having sex?

# Demographics



## Condom Negotiation - 2017

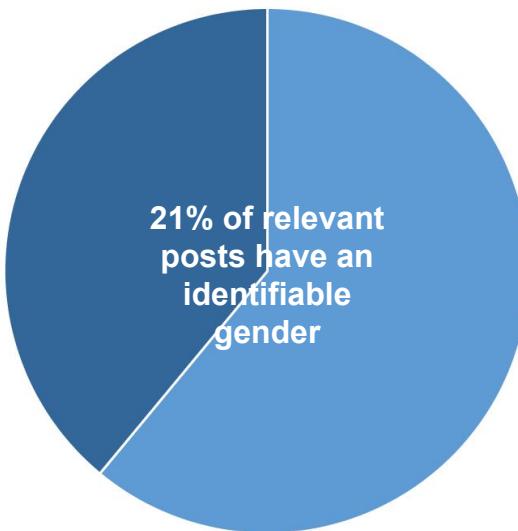


Of the relevant posts with where the age of the author can be determined:

- 21% were 17 and under
- 16% were between 18 and 24
- 24% were between 25 and 25
- 39% were 35 and above



Female  
39%

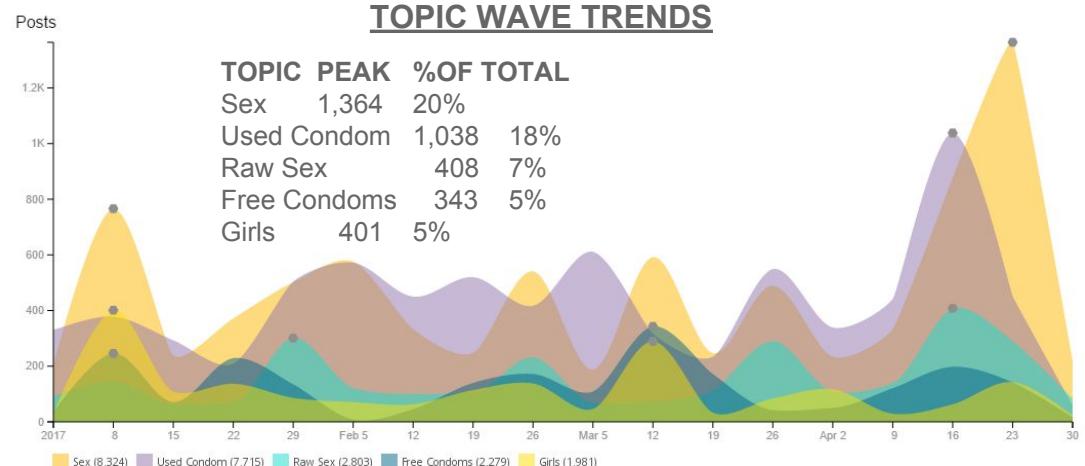
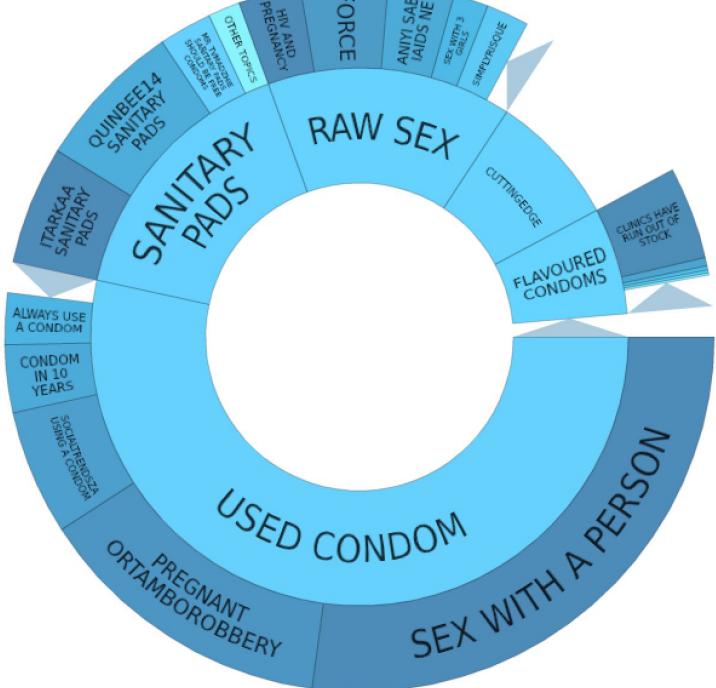


Male  
61%



# Topic Trends

## Condom Negotiation - 2017



IG:laphilimari 🇿🇼🇹🇿🇹🇼  
@Colourphuza

[Follow](#)

A baby is never a mistake or a surprise.

You had sex without condom!!What we're you expecting?? Iphone

2:38 PM - 21 Mar 2017

Deep Forlan  
@Forlan\_Nthane

[Follow](#)

Removing a condom during sex while your sex partner isn't aware is rape!!

12:01 AM - 29 Apr 2017

uThato  
@KeThatoMashego

[Follow](#)

Good raw sex is the reason why we catch feelings fast.

7:43 AM - 22 Mar 2017

MisFab  
@QueenieNkosi

[Follow](#)

If I'm HIV positive n I tell u to use a condom n u refuse, that's your funeral!! I can't disclose to everyone I meet! @bonang\_m #AskAMan

RETWEET  
1

LIKES  
4



Mpilo Nene  
@MpiloNene2

[Follow](#)

#JesusDidntDieForYouTo Use Condoms when having sex he will protect you

LIKE  
1

6:21 AM - 14 Apr 2017



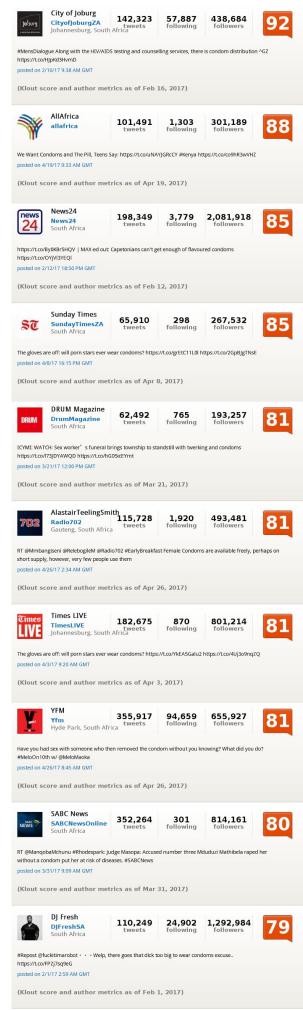
## MOST PROLIFIC



Most Prolific Account was  
**@BantuMthabela**  
#MubiGang

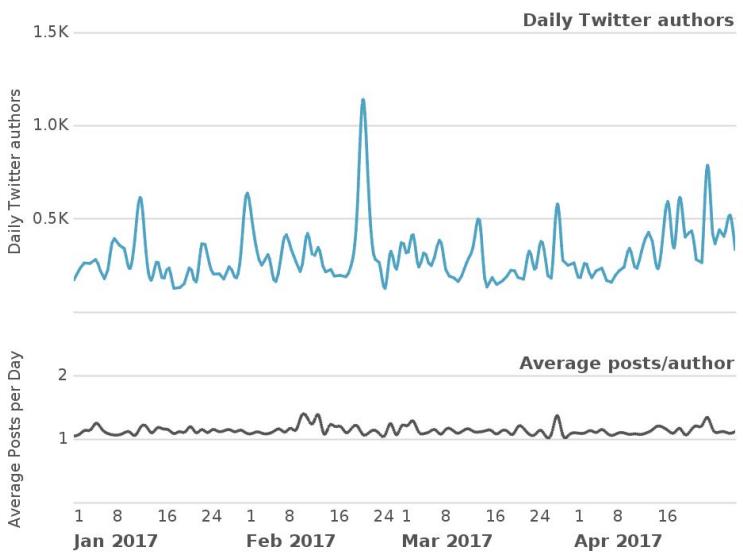
Instagram: BantuMthabela

## MOST INFLUENTIAL



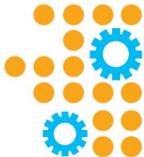
## Condom Negotiation - 2017

### DAILY AUTHORS & POSTS PER AUTHOR



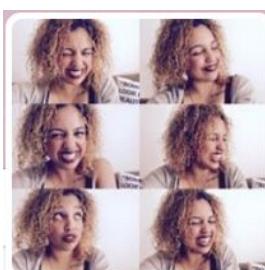
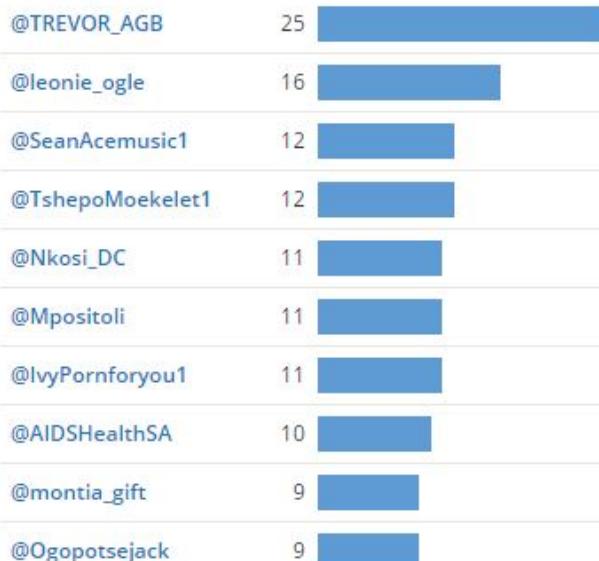
The human contributors with the highest General Influencer Score are:

DJ Fresh @DJFreshSA  
Merentia v d Vent @Merentia



# Authors - Low General Influencer Score

## MOST PROLIFIC



**Leonie ogle**

@leonie\_ogle

📍 South Africa

📅 Joined September 2015

TWEETS **71** FOLLOWING **94** FOLLOWERS **35** LIKES **6**

**Leonie ogle**  
@leonie\_ogle

"Always in Fashion" is the slogan chosen by [@AIDSHealthSA](#) for the International #Condomday2017. Its time condoms become fashionable

**Leonie ogle**  
@leonie\_ogle

Here goes:

1. Always check the expiry date on condoms
  2. Never use two condoms together
  3. Always use a new condom every time
- #Condomday2017



**Nkosi DC**

@Nkosi\_DC

Rapper, Poet, Comedian, Cartoonist, Producer, Organizer, Actor, etc... Contact 0781534400



ÜT: -24.0608852,28.926821200000003

🔗 [fb.com/nkosidc](http://fb.com/nkosidc)

📅 Joined January 2011

TWEETS **14.5K** FOLLOWING **790** FOLLOWERS **442** LIKES **14**

**Nkosi DC**  
@Nkosi\_DC

Niggas...

That moment o bona authi ye bare e go jela mosadi e reka di condom...

Ka mo mosadi o ganne go go bona...

O ka dirang?

11:18 AM - 19 Apr 2017

1 23 1

TWEETS **1,829** FOLLOWING **470** FOLLOWERS **186** LIKES **6**

**Emmanuel Lushaba**  
@Mpositoli

U know ur ugly when u go the #Clinic to ask for condoms and A Sister giving em be like "wena naaa"

7:50 AM - 22 Feb 2017

1 23 1

**Emmanuel Lushaba**  
@Mpositoli

Niggas who don't put on their seatbelts Don't wear condoms #GoodDay

5:16 AM - 3 Mar 2017

1 23 1

## Condom Negotiation - 2017



**Emmanuel Lushaba**

@Mpositoli

I love people who are open-minded. People who just vibe with whatever you talk about.

📍 South Africa

🔗 [mcaf.ee/9mpz1e](http://mcaf.ee/9mpz1e)

📅 Joined October 2016

⌚ Born in 1986



## Overview and Insight

### Condom Negotiation - 2017

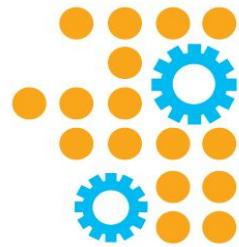
- 41,867 total posts from 1 Jan 2017 to 30 April 2017 represents a significant 41.9% increase in overall volume when compared to the same time period in 2016. The general RSA conversation increased in volume by only 16.2% when compared to the same period the year before.
- By far the largest contributing topic of discussion in the first four months of 2017 has been about the legality and morality of stealthing and or others forms of willful condom damage without consent.
- The condom conversation had a total of 161 million potential impressions. This represents a 23.85% increase in potential impressions when compared to the same period in 2016.
- Due to the increase in social media contributions to the general RSA conversation by East London, this city makes its first appearance on the condom conversation top 10 posts per capita cities. Queenstown and Ladysmith also feature on the top 10 list for the condom conversation for the first time since the start of the study period.
- The only significant discrepancy between the provincial representation in the condom conversation to that of the general RSA conversation is, yet again, a significantly lower contribution by the Western Cape to the condom conversation. All other provinces have a slightly higher contribution with Gauteng having the largest positive discrepancy. The Western Cape has the lowest representation in 2017 since the start of the study.
- The content source breakdown is practically identical to the of the general RSA conversation with only a few more Forum posts and a few less Google+ contributions.



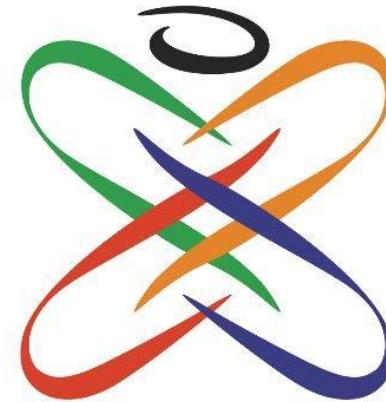
# Overview and Insight

## Condom Negotiation - 2017

- For the first time in this study period (2012 to 2017) we can see an upward trend in the percentage of women participating in the condom conversation with a 39% contribution. Although this is still below the 2012, 2013 and 2014 figures, it bucks the general RSA conversation trend for the same period, which showed a decrease in female participation. This increase can largely be attributed to nature of the condom conversation which was dominated by the discussion of men removing condoms without their partner's consent or knowledge - a practice dubbed stealthing - and how this relates to sexual rights and rape.
- The condom conversation in 2017 is heavily weighted to under 35s who occupy 69% of the total conversation - compared to just 44% in the general RSA conversation. Within this group 25-34s are the largest contributors at 24% (18% in the general RSA conversation) followed by under 18s at 21% (vs 16%) then 18-24 year olds at 16% (vs 10%).
- While a minor contributor in 2016, 2017 saw Bonang\_m is the most engaged for 2017 (104 engagements of the 87 000+ engagements she has received this year), she was joined by co-hosts Naked\_DJ (60 engagements) and JjSesing (50). Drtlaleng (40) is a vocal reproductive health doctor and has been involved in supporting various HIV/AIDS campaigns in the past.



CITIZEN  
RESEARCH  
CENTRE

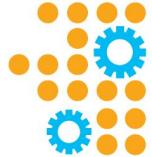


**SHOUT-IT-NOW**

*Condom Negotiation*

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*Focus Areas for Categorisation*



## Focus Areas for Categorisation

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From the social media data we have analysed, from 2012 to 2017, we have identified three focus areas to address if we wish to influence the condom negotiation issue in South Africa.

These areas will form the basis for categorisation of the total condom conversation. Once the categorisation is complete we will have all the information required to write and execute a tailored, responsive and in-depth engagement strategy with measurable outcomes.

The three focus areas are:

- Factors leading to disempowerment to negotiate
  - General stigma around condom use
- Factors contributing to refusal by men to use condoms



# Focus Areas for Categorisation

## Factors leading to disempowerment to negotiate

“Disempowerment to negotiate condom use” refers to those factors that are seen to directly impede the ability of a partner to negotiate for safe sex. All effectively involve power dynamics, though we have included this as a separate factor as well.

### Transactional Sex

- Transactional sex could be paid prostitution or transactional relationships such as blessers. In these situations, the power dynamics are skewed heavily in favour of the male - who could just go elsewhere if they push the issue too much.

### Power dynamics

- Age and income disparity are both power dynamics which disempower the minority partner from insisting on condom use. Individuals who are completely financially reliant on their partners may feel like they have too much to lose by insisting on condom use. On the other hand, minors who are dating adults rarely have the ability to negotiate for condom use due mainly to their inexperience and lack of social norming. They are vulnerable to manipulation by their partners.

### Abusive relationships

- There are very real and potentially lethal consequences, for a person in an abusive relationship, to insist or even ask for condom usage. This issue is well documented and discussed on South African social media

### Skills

- There is an expression on social media of women who do not know how to negotiate condom use. They feel that either they themselves, or other women around them, do not have the skills and/or knowledge to negotiate effectively - even if they want to.



# Focus Areas for Categorisation

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## General stigma around condom use

There are many stigmas and circulated misinformation when it comes to condom use, and although all of these are harmful, we have isolated those which are most prevalent on South African social media.

### Admitting to cheating

- There is a perception that if you use a condom, or insist on using condoms, you must have other sexual partners. This is not exclusive to men or women but is repeatedly expressed by both genders as it pertains to their intimate partners.

### Admitting to having an STD / HIV

- Much like the perception that condom use means you are cheating, there is a trend of individuals expressing the opinion that suggesting condom use is tantamount to admitting you have an STD.

### Carry / Don't carry

- There is a confusing discussion - often by the same participants - around whether women should or shouldn't carry their own condoms. If a woman does carry her own condoms, this is either seen as having low morals or a way to trap men by using damaged condoms and getting pregnant. If they do not carry condoms then they are seen as selfish and irresponsible.



## Focus Areas for Categorisation

---

### General stigma around condom use

#### Woman's responsibility

- This notion is predicated on the idea that men should always aim for raw sex. It is a woman's responsibility to insist on a condom, if she doesn't it is her fault for letting a man have sex with her unprotected. If a woman does not mention a condom she could be accused of trying to trap men by getting herself pregnant.

#### You're ugly

- This double edged stigma states that if a man uses a condom with you, you must assume that he thinks you are ugly, have a transmittable disease or are unsuitable to be a mother. The flip side of this is that if you therefore insist on using a condom, you agree with that sentiment and therefore only ugly/infected/bad mothers insist on using condoms.



# Focus Areas for Categorisation

## Factors contributing to refusal by men to use condoms

The factors which contribute to refusal by men to use condoms are more difficult to address owing to their roots in perceived expectations of what it means to be a man – and in particular a black African man. This is stepping into the broad and disturbing territory of toxic masculinity in South Africa, which we would love to address as a stand alone intervention –ranging from HIV/AIDS to Gender Based Violence.

There are, though, three basic trends in posts by men who justify and are proud of their unsafe sexual practices.

### Social Norm

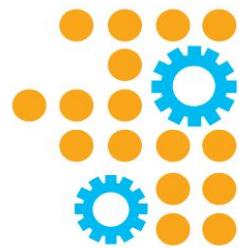
- The largest of the trends is the basic premise that uncondomised sex is the norm for “real” men. The reverence with which raw sex is discussed, coupled with the negative sentiment online towards condom use, creates a false social norm which dictates that sex without a condom should be the goal of every man.

### Not real sex

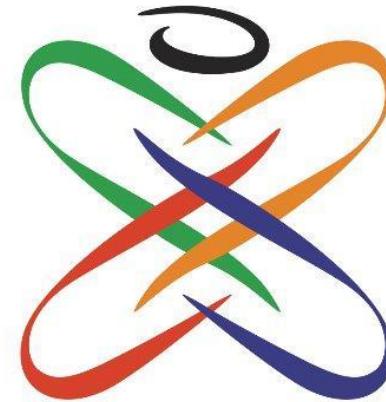
- The second trend is the demotion in status of sex with a condom, to well below that of unprotected sex. The idea that sex with a condom is not real sex opens the door to other assumptions - for example, sex with a condom does not constitute cheating on your partner, it does not count towards your total number of partners (conquests) and doesn't get you the credibility that you may have gotten by sleeping with a certain person or number of people. “You had sex with a condom, not with person X”

### Doesn't feel right

- The last of these trends has some merit in that it is a personal preference and opinion regarding the sexual experience. The noteworthy point here is that the online expressions of displeasure with how wearing a condom feels, is often done in a brutish and derogatory way: “I don’t know how it felt, why don’t you ask the condom?”



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RESEARCH  
CENTRE



**SHOUT-IT-NOW**

*Condom Negotiation*

---

*Sample Posts*



# Condom Negotiation Sample Posts

 **Siphokazi**  
@Cpaw2

@Litchie6 @AttiSopitshi not that simple there are women who can't negotiate when to have sex/not,condoms never mind who else their partner

12:59 PM - 6 Jan 2014

 **Ntombenile Mhlongo** @thebommmy

1 Dec 15

Some of us were lucky that in our married life it was easy to demand using a condom. I wouldn't want to get to the reasons why.

 **Ntombenile Mhlongo**  
@thebommmy

#WorldAIDSday most women cannot negotiate using a condom. I would be interested in knowing AIDS prevalence amongst wives mining husband

7:26 PM - 1 Dec 2015

 **Joe Public United**  
@joepublicunited

Negotiating condoms was dangerous. Empowerment was deadly. Jillian Riley #DigitalEdge2014

4:15 PM - 30 Sep 2014

@MizMandy21 ...the cops she was told it was then consensual coz she asked for a condom. Basically she negotiated n came to an agreement

Zani - N (@ZaniBun) Oct 23, 2012

 **Musa**  
@dlakza



I think women are having multiple abortions because  
a)rape/incest  
b) they cannot negotiate condom use/contraceptives with  
their partners

2:58 PM - 29 Mar 2017

  52 

 **Nokhanyo Yolwa** @fubilicious

25 Jul 14

@LeviSingh6 @LEBZA\_MABRR @Y4CARMMA Having sugar daddies makes teenagers vulnerable and in a situation where they can't voice out. #SexEdSA

 **Levi Singh**  
@LeviSingh6



@fubilicious @LEBZA\_MABRR @Y4CARMMA negotiating #condom use is also a very worrying factor in these sort of risky sexual behavior

5:55 PM - 25 Jul 2014

  1 

@BrownProducer @brownproducer  
@sakinakamwendo teenage girls are also being highly exploited by adults (sugar daddies), can they negotiate condom use

- Thando MN (@thando\_sa) Jul 22, 2014

 **Mamokgethi Molopyane** @Reagoikanya

28 Aug 13

@RamsGfele @nthatominyuku When she came to the stats and rising % of married women infection.....😊😊, I was truly horrified.

 **♥#NnaKaSebele♥**  
@Rams\_Gfele



@Reagoikanya What I think is sad is most of them being unable to negotiate condom use &/or VTC (testing for HIV) in marriage. @nthatominyuku

5:56 AM - 28 Aug 2013

  2 

 **Venus HottenTHOT**  
@lebomashile



@Atterklein Then we blame these girls when they get HIV or fall pregnant. Like it's easy to even negotiate condoms in such situations?!

10:09 AM - 1 Oct 2014

You can't negotiate condom use with a physically abusive man. Ask meh @Dineo\_T @Dee1103

— AwkwardlyHuman (@AwkwardlyH) Dec 8, 2012

 **Missandei**  
@CharmaineMogari



A lot of women are still not in a secure socio-economic position to negotiate condom use with their partners. They have 1 partner, he doesn't.

6:35 PM - 21 Jul 2016



# Condom Negotiation Sample Posts



**MoClasssy**  
@MoClasssy

Non negotiable- "@drtlaleng: When do you negotiate use of a condom?! In the heat of the moment or do you have a formal discussion first?!"

5:29 PM - 10 Feb 2014

1 1

[Follow](#)



**Soso**  
@SoyisoSOS

[Follow](#)

Sex you raw or no condom RT @MorieNomonde  
@SoyisoSOS thetha ukuthin nah townna?????

3:23 PM - 15 Jun 2013

1 1 1



**Musa**  
@dlakza

Women - strong, smart, educated women struggle to negotiate condom use in relationships even contraceptives are often taken in secret.

11:02 AM - 5 Jan 2017

14 6

[Follow](#)



**Linda Moeketsi**  
@LindaMoeketsi

How about negotiating that they take a rain check? RT  
@Tkmakhene: if you get raped (touches wood) at least negotiate a condom!

11:22 PM - 23 Apr 2012

1 1 1

[Follow](#)



**Maqhawe** @MaqPaulM  
6 Nov 15  
Married men too. These women have Ben 10s as hubbies cannot get it up frequently. [twitter.com/thebommy/status/631810000000000000](http://twitter.com/thebommy/status/631810000000000000)



**Ntombenhlle Mhlongo**  
@thebommy

[Follow](#)

@MaqPaulM that too.  
The worst is that these cougars are too desperate. Too scared to negotiate condom usage

9:44 AM - 6 Nov 2015

1 1 1



**cee-jay**  
@jamesgsi

[Follow](#)

No Fuel, No Riding. No Condom, No Pussy. But you can still negotiate...@Zach\_Mameita. This life.....

3:58 PM - 23 Sep 2012

1 1 1



**Duduzile Kunene**  
@duduzilekunene

Patriarchy is a problem. Women are still in a position when they can't negotiate condoms with their partners.

#HouseCall

10:00 AM - 18 Feb 2012

1 1 1

[Follow](#)



**Mosotho Queen**   
@Deekay\_katso

[Follow](#)

Even the smartest fail to negotiate that RT @blackhunny:  
But why don't they use condoms.

8:45 PM - 2 Apr 2013

1 1 1



**Rothrock** @\_filee  
29 Sep 14  
Aaaaah thank you :) "@RickyEMarima: "@\_filee: What's #CAD?" It's @CurateZim's Curator After Dark"

[Follow](#)



**ArmyOfOne**  
@Ricky27\_263

@\_filee She's talking about negotiating condom use.

10:26 PM - 29 Sep 2014

1 1 1



**freedoctor.co.za**  
@freedoctorcoza

@WHO Women who are in abusive relationships are less likely to negotiate condom use and practice safer sex- I see this in practice everyday.

12:33 PM - 26 Nov 2013

1 1 1

[Follow](#)

RT @thebommy Black guys negotiate with white girls but demand towning with black girls. Understand?  
RT\$"@hloniologist1: @thebommy huh???"

— FictionWriter (@AwkwardlyH) Apr 23, 2013

@SZondi I worry about these sugar daddies,mostly cause the age factor disempowers these young women. Eg refusing sex/ negotiating condom use

— AwkwardlyHuman (@AwkwardlyH) Feb 4, 2013



# Condom Negotiation Sample Posts



**Vanilla SoBae** @justinnross 10 Jan  
I just scheme a Prostitute wouldn't let someone hit raw and jeopardise her income. Moreover her life. 😊



**Opinionated Coloured** @koren\_devereux  
@justinnross depends....if you in no position to negotiate condom usage (he says no condom or he goes elsewhere) well it becomes difficult  
6:40 PM - 10 Jan 2017



RT @lebomashile It's very hard to negotiate condom usage when you don't hold the power in the relationship. This is why #sugardaddiesmustfall #bagituseit

— Laone (@\_Laone\_) Aug 19, 2015



**Girls Not Brides** @GirlsNotBrides  
Teaching #childbrides how to negotiate condom use & refuse unwanted sex is key to reduce #HIV infections  
[@IntlWomen](http://bit.ly/V4DMhh)

3:37 PM - 20 Feb 2013



"You young and don't pay the bills at home, and you're dating an adult? What power do you have to negotiate? To say, please wear a condom?"

— height Vilakazi (@Phak\_Vila) May 11, 2013



**uMnkaMchenge** @TammyChadley  
Follow  
Its sad that women have to negotiate condom use, it translates to women have to negotiate their safety 😢😢😢  
[twitter.com/dlakza/status/...](http://twitter.com/dlakza/status/)  
9:19 PM - 1 Mar 2017 · Midrand, South Africa



**Thabiso Bhengu** @fistvoices  
Follow  
Abusive relationships even make it hard to negotiate condom usage even kuhlekwa.  
12:37 PM - 12 Oct 2015



**Michelo Simuyandi** @bwantu  
Follow  
"I can't negotiate a condom with my husband. I'm either saying he has AIDS or I have AIDS"  
#WhyCondomsFailInAfrica  
11:53 AM - 20 Mar 2014



**Siphiwe Kheswa** @Siphiwe\_kheswa  
Follow  
@SakinaKamwendo the MEC is crazy to expect a kid to negotiate a condom with a sugar-daddy. It will never happen, NEVER  
8:51 AM - 23 Sep 2015



**mlungisi\_prince** @mlungisi\_prince  
Follow

Why are you people even negotiating the use of a condom? Its mandatory no condom no sex simple  
7:58 AM - 9 Jun 2016

8 4



@thebommy Yes cause younger women are unable to negotiate condom use. Hence older men go for them+ not their age groups

— Thing Of Magic (@AwkwardlyH) Jul 25, 2013



**Trish** @Patty\_Grace  
Follow

If women couldn't negotiate condom use to prevent pregnancy, they still won't be able to negotiate it to prevent HIV.  
7:51 PM - 27 Feb 2014

5



Condoms are free however we are not in a place where women can negotiate condom use all the time. Its hard to @todimugivhi @Zakhele  
— AwkwardlyHuman (@AwkwardlyH) Jan 15, 2013

@abbijacobson. Come prepared to negotiate a condom, oh! TD does not negotiate with a woman.  
— christelle langenau (@christellelang2) Mar 29, 2016



# Condom Negotiation Sample Posts

 Dr. Eve  
@Dr\_Eve

[Follow](#)

#WAD 1st q today : 19 yrs , boyfriend cheating, I've missed period, what to do? And so we become infected cos we can't negotiate condoms

7:35 AM - 1 Dec 2013 · Cape Town, South Africa

4 3 3

 Musa  
@dlakza

[Follow](#)

I wonder how many women struggle to successfully negotiate condom use with their intimate partners. I know I have struggled in the past.

5:49 PM - 1 Mar 2017

4 22 10

 Ndabvei  
@CharlotteYGBlat

[Follow](#)

@CurateZAR @CurateZim @CurateMW How easy is it for married women to negotiate for condom use when their husband is promiscuous?

8:51 PM - 5 Sep 2015

4

 Naderia  
@yovnemoyo

[Follow](#)

Audiences may perceive porn as part of their sex lives, but for performers, condoms are a workplace issue, and theirs to negotiate.

4:32 PM - 1 Nov 2016

4 2 1

 Dr T  
@drtlaleng

[Follow](#)

While boys have flavoured condoms and free medical circumcision.

Still no female condoms.

Still the girls must negotiate condom use

8:57 AM - 11 May 2016

4 118 25

 Sindisiwe  
@sindivanzyl

[Follow](#)

@NVMcKenzie @asandamagaqa @SueFay1

@andiMakinana negotiating safe sex. How many women are able to demand the use of condoms during sex?

5:56 PM - 27 Sep 2014

4 1 1

By: Asia

I am saying there is a need for a more critical analysis when we write and discuss HIV because we risk perpetuating individualistic solutions like more condoms and more ARVs. I don't think that will help us really. When there are young women in situations where they cannot even negotiate condom use with their intimate partners because #GenderPolitics. Where women engage in transactional sex with their #blessers because they can't afford to feed themselves.

Read post on justcurious.co.za

 Musawenkosi  
@MusaMousse

[Follow](#)

2/2 So when its time to negotiate, the young female is then caught between a rock and a hard place especially when it's about condom usage.

7:06 PM - 22 Jul 2014 · Johannesburg, South Africa

4

 Venus Hotten THOT  
@lebomashile

[Follow](#)

@ztsamudzi Yebo. If your sugar daddy pays your bills, and even buys groceries at home, how do you negotiate condoms? #bagituseit

3:48 PM - 19 Aug 2015

4 6 1

 tlostyln  
@tlostyln

Thetha mfana! RT @Siya\_THATguy: There's absolutely nothing wrong with a woman carrying condoms. She's making the conscious decision to ensure safety should she want sex

2012-12-13

 Danielle..♡  
@DeeRae\_01

[Follow](#)

OmF (-) RT @ThatGirlYaya: Wait so nw as a girl I mst carry a condom in my bag to negotiate wid a rapist to wear a condom #Disgusting

12:52 PM - 18 Nov 2012

4 2 1



# Condom Negotiation Sample Posts

 **Helen of Troy**  
@kendrahunsley

RT"@MvuyoSD: +... teach her how to negotiate condom use even in a rape situation... This i wish"

10:01 AM - 11 Oct 2012

[Follow](#)

RT @SerakwanaSibeko In the meantime our mothers and sisters are exposed to infections because they can't negotiate condom use. <https://t.co/Kqr5IDC9UY>  
- mario stevens (@marionwish) July 15, 2016



 **CurateZIM | Nalenhle**  
@CurateZim

I said that we were going to discuss negotiating condom use.

9:45 PM - 29 Sep 2014

[Follow](#)

 **#RememberMarikana**  
@LiberalsAreNaiv

[Follow](#)

@RediTlhabi If pupils are impregnated by older men/boyfriends, how are they going to negotiate condom use? This idea is ill-conceived!!

9:15 AM - 18 May 2015



 **Louh**  
@LungaNgiba

So this dud tells me if he has sex with a girl with a condom 6 times the 7th time they must negotiate brown

11:35 AM - 27 Mar 2017

[Follow](#)

 **strictly top**  
@Melusi\_MD

[Follow](#)

One of the biggest drivers of sexually transmitted infections in women is power imbalance in negotiating condom use [twitter.com/MzLee\\_/status/...](http://twitter.com/MzLee_/status/)

7:02 PM - 7 Mar 2016 · Port Shepstone, South Africa



 **Simon Shear**  
@axaxaxasimon

Yes, behaviour needs to change to reduce HIV. For example, men need to stop trying to deny women the right to negotiate condom use.

2:25 PM - 19 Jul 2016

[Follow](#)

 **Zoé Samudzi**  
@ztsamudzi

[Follow](#)

...address wider social conditions where women can't negotiate condom use, where poverty compels folks to have sex without for more money.

3:44 PM - 22 Jul 2016



 **Jen Thorpe** @Jen\_Thorpe  
. @laurenh\_za Actually, the problem is that young girls and boys are having sex.

12 Jun 12

 **faranaaz**   
@faranaaz

[Follow](#)

@Jen\_Thorpe @laurenh\_za That story doesn't ask how a 12yo is supposed to negotiate condom use with her sugar-daddy.

11:09 AM - 12 Jun 2012



 **Brothers For Life**  
@BrothersSA

[Follow](#)

Having sex in exchange for cash increases ur chances of getting infected with HIV bcos it makes it harder 2 negotiate condom use. @HealthZA

1:58 PM - 17 Dec 2015 · Pretoria, South Africa



 **hgk** @Attergklein  
@lebomashile i guess it all boils down to self-worth then,its a learning curve to love and respect yourself regardless of any background

1 Oct 14

 **Venus HottenTHOT**  
@lebomashile

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@Attergklein I am educated & empowered but negotiating condoms was hard for most of my adult life. This ish is emotional & psychological.

10:23 AM - 1 Oct 2014





# Condom Negotiation Sample Posts

 Coolaid 🍺  
@RaySemela

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Rapists are like bloodsuckers so trying to negotiate with him to use a condom so he can "rape you safely" ain't gone work you need a gun boo  
7:17 AM - 9 Sep 2015

4 3 1

 #myblackisbeautiful  
@mrs\_heiney

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Woman always insist on using a condom man negotiate on not using it. Then there's a baby and BOOM! Dude will be asking u what happened  
10:12 AM - 23 Aug 2014

1 1

 Opinionated Coloured  
@koren\_devereux

[Follow](#)

Now your R150 full house kind of street prostitute is not that lucky I'm afraid. She cant even negotiate price fam much less condom usage. 😞

6:43 PM - 10 Jan 2017

1 1

 Matsobane Kubuzie  
@Madzoo

[Follow](#)

And if she gets me to bust a nut while i'm wearing a condom...we might wanna negotiate marriage ma'l'ove  
7:36 AM - 11 Aug 2015

1

 Zoé Samudzi  
@ztsamudzi

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@NovaTruly The next next step needs to be socialization and education about social structures that prevent women from negotiating condom use  
7:28 PM - 1 Sep 2016

4 3 1

RT @okuhle\_m Do you think a 15 year old can negotiate condom-use? Isn't this placing a risk on her life?

— AwkwardlyHuman (@AwkwardlyH) Dec 13, 2012



Kaya FM 95.9 🎙️ @kayafm95dot9 1 Dec  
@feminist\_rogue stands in for John Perlman. She asks: What is behind the high rate of HIV infection among young women? #WorldAIDSDay pic.twitter.com/nJpYe9lFU

 Mpumi\_Sky  
@Mpumstar

[Follow](#)

@kayafm95dot9 @feminist\_rogue 2. Men refuse for their partners to negotiate the use of condoms cos if u do then it must mean "ur cheating"

6:51 PM - 1 Dec 2016

5 1

 Ntombenhlle Mhlongo  
@thebommy

[Follow](#)

@AwkwardlyH child, I have been married more than my life. I use condoms cause I was cheated on. I don't even negotiate it.  
7:08 PM - 19 Oct 2013

1 1

 Luyanda Nzama @LuluNzama 23 Nov 13  
@NthabyNooe Debate? Never new it was an option? "Hard Out Here for a Bitch"

23 Nov 13

 Nanana  
@NthabiWabi

[Follow](#)

These 'it feels better without a condom' peeps. Just ask how they know this. How many peeps are they screwing like that? lyhol @LuluNzama  
11:18 AM - 23 Nov 2013

1 1

Think twice, gents. Why doesn't she have condoms? ask yourself.

- the MR the M3 (@MrNtsikaScott) [Join Date : Sep 19, 2015](#)

Skoon? "@LindaHlongwan26: Just shisa i-pipe dawg "DannyDope1: So a gal must always ask u "condom ekae" when y'all have sex ?""

— Cyrus ® (@DannyDope1) Jun 10, 2015



# Condom Negotiation Sample Posts

 **Nosiphiko Mqikela**  
@Beloved\_Nosi

Boys claim that girls never ask for a condom, they ask afterwards or the mood changes when he goes &fetch the condom #DatingConversation

6:42 PM - 17 Nov 2013 · Cape Town, South Africa

[Follow](#)

4 1 1

 **nontyatyambo**   
@Mbalisi\_buyi

"@SDIE\_SAYS\_: As soon as u ask me for a condom, I ask une aids na?"

Lol uzofa.

10:27 PM - 12 Jul 2015

[Follow](#)

4 1 1

 **Paseka Ngatane**  
@PNngatane

I hate when girls pull the "I was drunk" card for having sex. Yet, they are clever enough to ask for a condom.

12:05 AM - 31 Jan 2015

[Follow](#)

4 1 1

#uShouldNeverTrust a hoe that doesn't ask for a condom when u about to have sexual intercourse  
— LNongwadi (@Ndosbie) Mar 13, 2012

 **Cultured Savage**  
 @\_Snowie

[Follow](#)

How can you not use protection, especially with a complete stranger?? Girls hardly ask where the condom at, wena uthuleleni?

11:49 AM - 14 Nov 2014

4 1 1

 **Zanele**  
 @zee\_honey

[Follow](#)

Carry them."@Spar\_Letta: Avoid asking the boy when you are in a heated action if he has condoms, ask while you are driving #YOLOMovement"

3:18 PM - 3 Dec 2015

4 3 1

 **Sam**  
 @SpokenSam

[Follow](#)

Eish "@ZipouraNozipo": Hahah "@Bones\_Marapo": LOL SMH "@MereMortalOG": Ask the condom how the sex was -\_-)"

12:32 PM - 27 Apr 2015

4 2 1

 **Dope ®**  
 @DannyDope1

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So a gal must always ask u "condom ekae" when y'all have sex ?

5:08 PM - 10 Jun 2015

4 1 1

Think twice, gents. Why doesn't she have condoms? ask yourself.

— the MR the M3 (@MrNtsikaScott) [Join Date : Sep 19, 2015](#)

RT @THEALIENMESSIAH How are you gonna make me make me wear a condom and then ask me "was the pussy good?"....bitch I don't know.

— My Journey Ep (@DJSoulSA) [May 1, 2015](#)

 **Kali Kartel**  
 @CoCane187

[Follow](#)

How are you gonna make me make me wear a condom and then ask me "was the pussy good?"....bitch I don't know.

3:39 PM - 30 Apr 2015

4 1 1

Why girls don't ask for condoms nowadays ? Ya just slide in it she won't even question you aiy y'all tyrna trap Niggags?

— #MubiGang : IG--- (@DJSthenjwa) [Apr 5, 2016](#)



# Condom Negotiation Sample Posts

 **Nhlanhla Cele**  
@ndosi\_omkhulu

[Follow](#)

Ur mother was once pregnant?"@noko\_Kay:thou"@MooketsiBW: "Ugly Chicks Don't Ask About Condoms, Not Shocked Always Ugly Chicks Pregnant!""  
7:08 PM - 21 Sep 2013

 **The Sensei**   
@Mosensei

[Follow](#)

Women seldom ask for condoms. Think I've said this before tho.  
10:34 AM - 23 Oct 2012

 **Li Long**  
@Lindelihle\_

[Follow](#)

No glove no love"="@EvoOmg: That's not how a venda guy behaves bruh -\_\_- @tshimbokt: De real nigger never use a condom wen he having sex"  
10:02 PM - 19 Sep 2013

  1 

 **DWTW**  
@GodNamedStar\_

[Follow](#)

LoL STD RT" @\_WaLekhos: That thingy....?"@Official\_\_Star: That chick allowing the nigga to go without a condom knowing she has that thingy""  
11:11 AM - 23 Apr 2013

  1 

 **MASH-KEN**  
@BongHoney\_Mash

[Follow](#)

How I gotta wear a condom then gonna ask me "was it good?" How the hell am I posta know? Ask the condom  
9:20 PM - 27 May 2015

⋮

 **Phophos**  
@Mpho\_Zarr

[Follow](#)

Lol "@Husky\_Wamampela: How to lose virginity? Have sex without a condom!"  
6:35 AM - 23 Jul 2014

⋮

 **Mutuka wa haya**  
@stillwaters\_run

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You cant, you have no bond "@iDntWearCondoms: Never been in love with any girl that made me wear a condom"  
8:03 AM - 26 Jul 2013

⋮

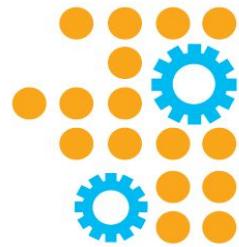
 **Biko Lives!**  
@vistabucs

[Follow](#)

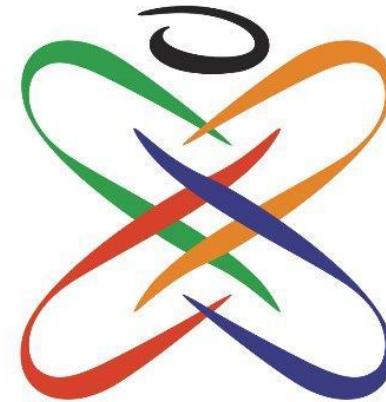
Lol" @Husky\_Wamampela: Virgin - Somebody who has sex with a condom."  
6:44 AM - 23 Jul 2014

⋮



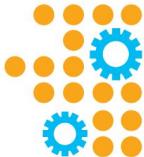
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**SHOUT-IT-NOW**

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*Condom Negotiation*  
*Engagement Strategy*



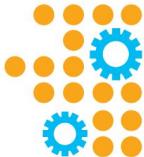
# Engagement Strategy

<b>Objectives</b>	<ul style="list-style-type: none"><li>• Increase overall positive condom discussion in the RSA online conversation</li><li>• Increase supportive community to reinforce ongoing behaviour changes</li><li>• Build capacity for individuals to better negotiate condom usage</li><li>• Reduce the proportion of misinformed stigmas</li><li>• Change the male refusal narrative</li></ul>
<b>Key Messages</b>	<ul style="list-style-type: none"><li>• Condom use is both parties responsibility</li><li>• Condom usage should be discussed between couples</li><li>• There should be no negative implications attached to condom usage</li><li>• It is the job of the informed to protect the more impressionable</li></ul>
<b>Engagement approach</b>	<ul style="list-style-type: none"><li>• Engagement will take place on social media (public channels) and will be focused on both direct engagement (from purpose built social media handles) and influencer engagement to build a supportive community.</li><li>• When the individual is at risk (from a partner for example), a decision will be taken to either engage them privately, refrain from contacting at all or (in some rare cases) engage publicly.</li></ul>



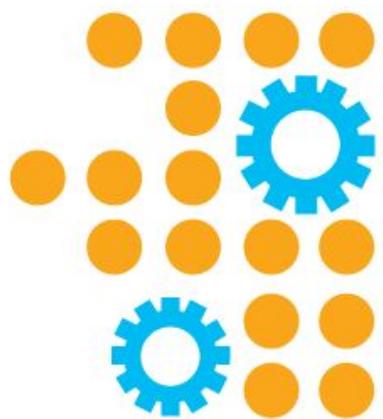
# Engagement Strategy

Key Insights	Desired behavior change	Execution Approaches	Measurement approaches
Disempowerment to negotiate	<p>Increase awareness among those in dangerous relationships to recognise their position</p> <p>Increase prevalence of individuals in dangerous relationships asking for support.</p> <p>Increase skills available to partners to successfully negotiate</p>	<p>Identify and engage at-risk individuals</p> <p>Build community to actively seeking out and supporting at-risk individuals</p> <p>Provide online training material to support individuals looking to better negotiate condom usage in their relationship</p>	<p># of individuals identified and engaged</p> <p># of individuals engaging with support network</p> <p># of site visitors</p>



## Engagement Strategy

Key Insights	Desired behavior change	Execution Approaches	Measurement approaches
Stigma	<p>Reduced prevalence of stigmatising conversation</p> <p>Increase prevalence of corrective narrative away from incorrect stigmas when present</p>	<p>Directly engage trending stigmas and counter with research</p> <p>Build community to actively seeking out and correct sigma related conversations</p>	# of stigmatising conversation  # of engagements by the community
Male refusal	<p>Change in narrative away from “real men don’t use condoms”</p> <p>Change in narrative away from “it’s not real sex”</p>	<p>Engage male influencers to claim their condom use</p> <p>Engage male influencers to claim condom use as “real sex”</p>	# of conversations re “real men don’t use condoms”  # of conversations re “it’s not real sex”



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