

Content Warnings:

Mentions of SVSH

Excuse yourself at any point, if needed.

care.berkeley.edu

24/7 Care Line: 510-643-2005



Prevention First

Assessing the Effectiveness of a Social Norms-Based Sexual Violence Prevention Digital Campaign on UC Berkeley Campus

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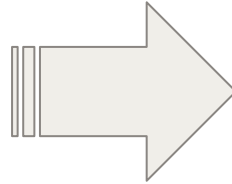
In collaboration with: PATH To Care Center at UC Berkeley

Purpose: W241 Spring 2021 Final Project



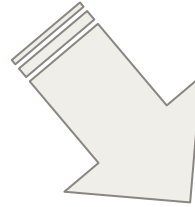
Social Norms Theory

Perception of
Social Norm



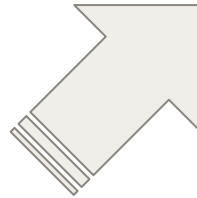
Individual
Behavior

Underestimates
of Norm



Decrease
Behavior

Overestimates
of Norm



Increase
Behavior



Motivation

Case rates
doubled on
college
campuses
during the
pandemic

Lack of
resources, lack
of existing
effective digital
work



Background

Gap in Literature

Social Norms Theory

SVSH Prevention

Digital Campaigns

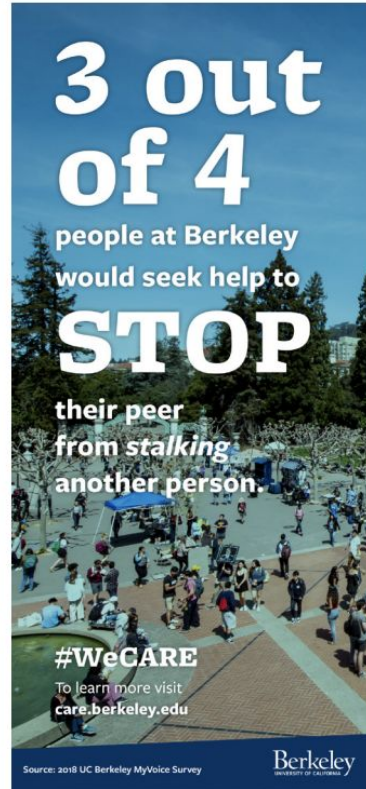
My Voice Survey

- Assesses experiences, beliefs, and norms about SVSH
- Last run in 2018

#WeCare Campaign

- Social norms-based graphics
- Converted to digital campaign

#WeCare Campaign



3 out of 4
people at Berkeley
would seek help to
STOP
their peer
from *stalking*
another person.

#WeCARE
To learn more visit
care.berkeley.edu

Source: 2018 UC Berkeley MyVoice Survey

Berkeley
UNIVERSITY OF CALIFORNIA



4 out of 5
people at
Berkeley would
redirect
a CONDESCENDING
conversation.

#WeCARE
To learn more visit
care.berkeley.edu

Source: 2018 UC Berkeley MyVoice Survey

Berkeley
UNIVERSITY OF CALIFORNIA



3 out of 5
people at
Berkeley would
speak up
about a sexist joke.

#WeCARE
To learn more visit
care.berkeley.edu

Source: 2018 UC Berkeley MyVoice Survey

Berkeley
UNIVERSITY OF CALIFORNIA

#WeCare Campaign

SAY WHAT THE REST
OF US ARE THINKING

Hey, can you
maybe not?

Most Berkeley undergrads
would challenge a sexist joke

#WeCARE

Source: 2018 UC Berkeley MyVoice Survey

PATH to Care Center

care.berkeley.edu

SAY WHAT THE REST
OF US ARE THINKING

So
anyway...

77% of Berkeley undergrads would
redirect the conversation when a peer is
condescending about someone's gender

#WeCARE

Source: 2018 UC Berkeley MyVoice Survey

PATH to Care Center

care.berkeley.edu



MyVoice Stat

Likelihood to stop a friend who is trying to have sexual contact with someone who is passed out

I would be extremely likely to	91%	True Norm
My peers would be extremely likely to	77%	Perceived Norm

Does exposure to a #WeCare campaign style graphic bring the perceived social norm on “likelihood to stop a friend who is trying to have sexual contact with someone who is passed out” closer to the true social norm?

→ Behavioral effect, if any?



Treatment Graphic

pathtocareucb

SAY WHAT THE REST OF US ARE THINKING

hey, that's not okay

91% of Berkeley undergrads would stop a friend who is trying to have sexual contact with someone who is passed out

#WECARE
Source: 2018 MyVoice Survey

Liked by allthevibes and others

pathtocareucb Say what the rest of us are thinking! Most Berkeley undergraduate and graduate students as well as faculty and staff would seek help to stop a peer... more

Control Graphic

cal_student_store

Cal STUDENT STORE

Graduation Stole Class of 2021

155 likes

cal_student_store Graduation is just around the corner, and the Class of 2021 Graduation Stole is waiting for you! 🎓 Want more options... more

Social Media Scroll





Sample & Randomization

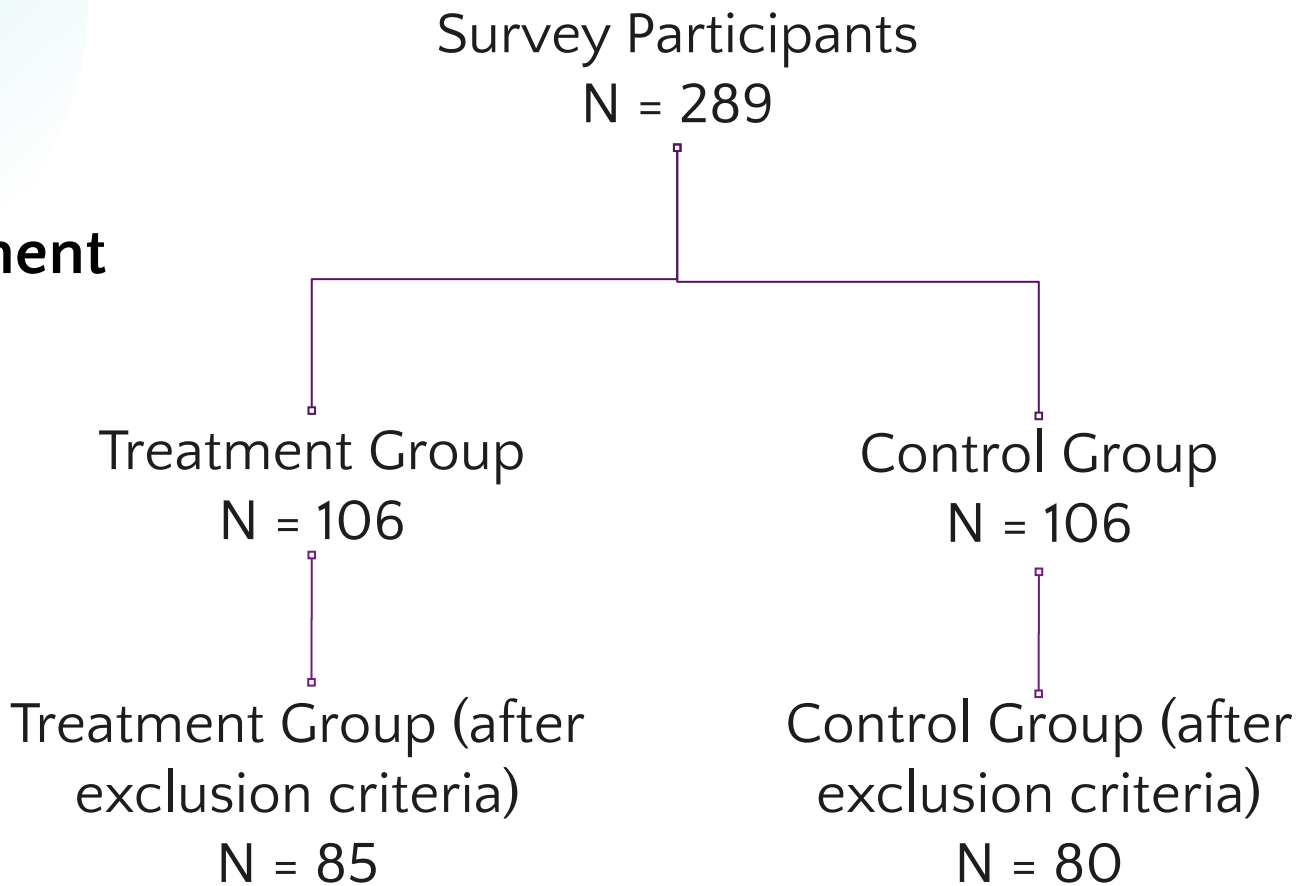
UC Berkeley X-Lab

- 3 days
- 289 responses

Block Randomize

- Gender
 - ◆ Cis men
 - ◆ Non-cis men
- Year at Cal
 - ◆ Pre 2018 Entry
 - ◆ Post 2018 Entry

Flow Document





Outcome Measures

Recall

“Which of the following images do you recall seeing in the previous pages?”

Compliance to treatment

SVSH Norm

“What percentage of UC Berkeley students do you think would stop a friend from trying to have sexual contact with someone who is passed out?”

Change in perceived social norm

Direct Action

“Would you like to receive more information about getting involved with any of the following efforts on campus?”

Behavioral effect, if any

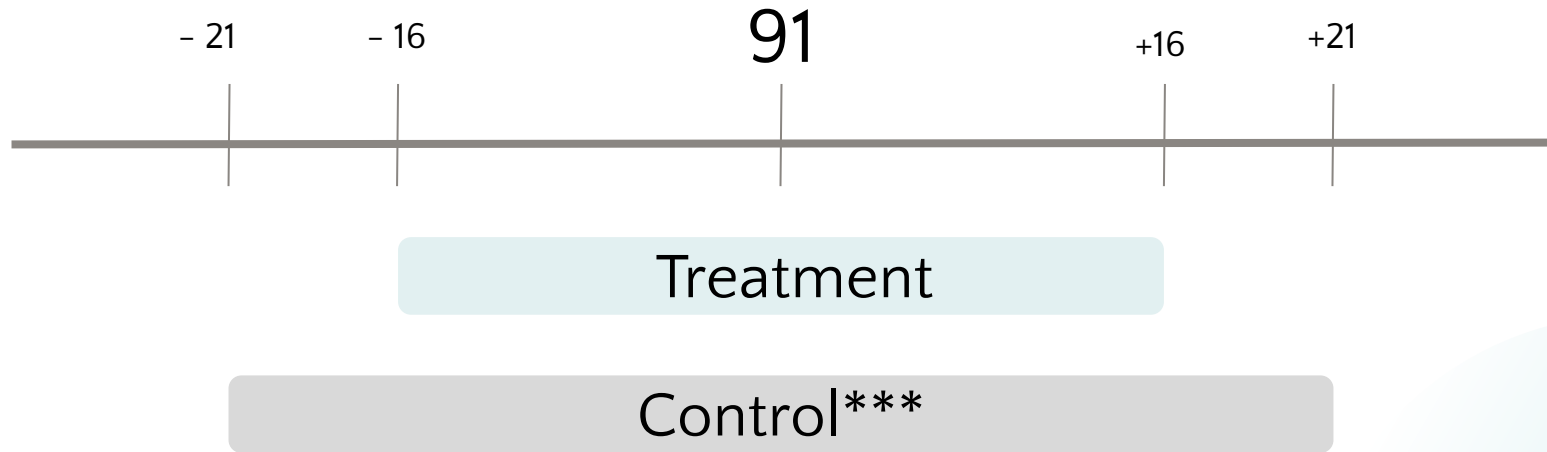


Modeling Results

	<i>Dependent variable:</i>				
	outcome				
	(1)	(2)	(3)	(4)	(5)
treatment	−4.361 (2.970)	−4.383 (2.976)	−15.342*** (5.908)	−4.660 (2.977)	−15.380** (5.973)
gender			−1.531 (6.087)		−2.537 (6.206)
first_second_year				−5.728* (3.328)	−4.689 (3.314)
transfer				−10.792** (4.695)	−10.005** (4.582)
page_times		−0.020 (0.033)	−0.021 (0.036)	−0.009 (0.033)	−0.013 (0.035)
treatment:gender			14.334** (6.903)		14.015** (6.981)
first_second_year:transfer				6.958 (7.308)	5.634 (7.381)
Constant	21.137*** (2.186)	22.344*** (2.879)	23.569*** (6.473)	25.439*** (3.022)	27.111*** (6.515)

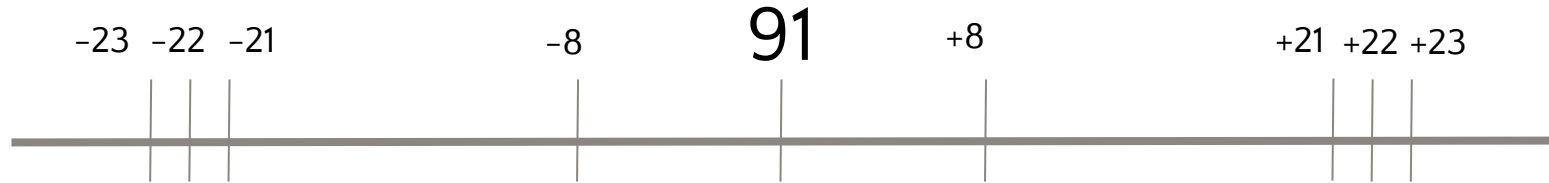


Modeling Results





Modeling Results



NCM & Treatment**

CM & Treatment**

CM & Control**

NCM & Control**

Analysis

treatment
p-value:

.11

Practical Significance

- See a difference between treatment and control
- Low power: 10% chance of detecting effect, if there is one

Community-Level Differences

- Belief in statistic
- Potential harm
- Heterogeneous Treatment Effect



Limitations + Questions

Power: 10%

Sample Size

Low Power?
What does
this mean for
expanding
this study?

Additional
covariates
with small
sample?

Table 3.

Race	# Participants	% of Total
Asian	103	62.4
Black	3	1.81
Latino	15	9.09
Native Hawaiian or Pacific Islander	1	.606
White	35	21.2
Other	6	3.63
Prefer not to Answer	2	1.21



Thank you!

Any questions ?

Github Repository:

https://github.com/swethapola/w241_socialnorms

PATH To Care Website: care.berkeley.edu

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