Content Warnings:

Mentions of SVSH

Excuse yourself at any point, if needed.

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

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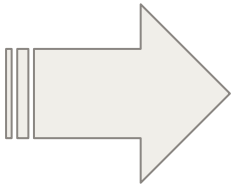
In collaboration with: PATH To Care Center at UC Berkeley
Purpose: W241 Spring 2021 Final Project

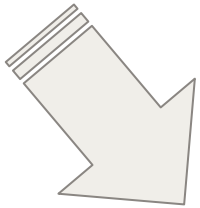
Social Norms Theory

Perception of Social Norm



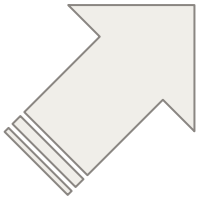
Individual Behavior

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

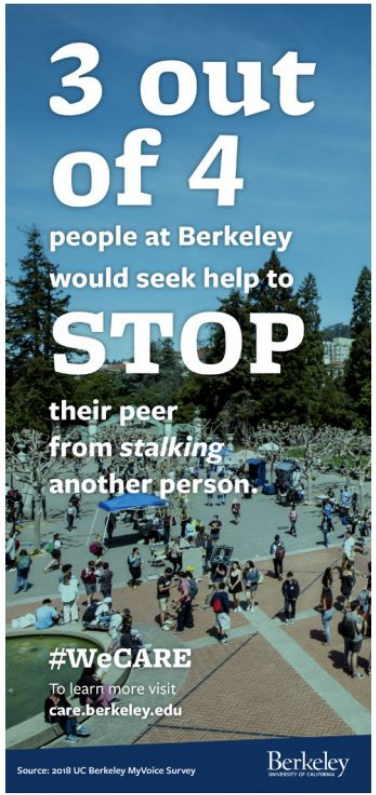
My Voice Survey

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

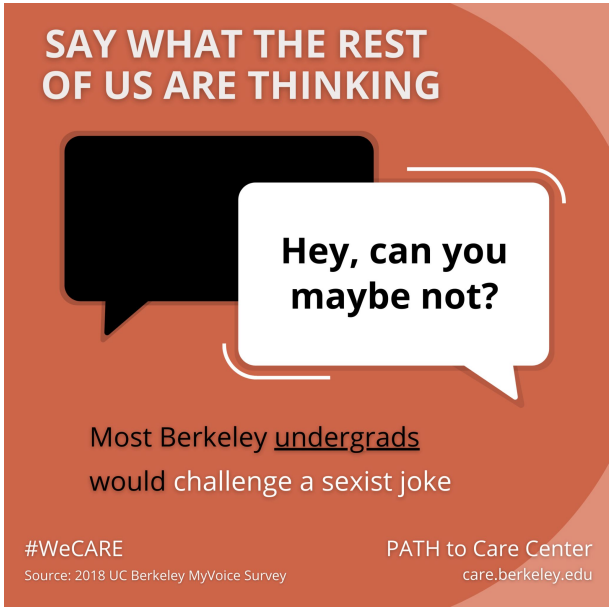
#WeCare Campaign

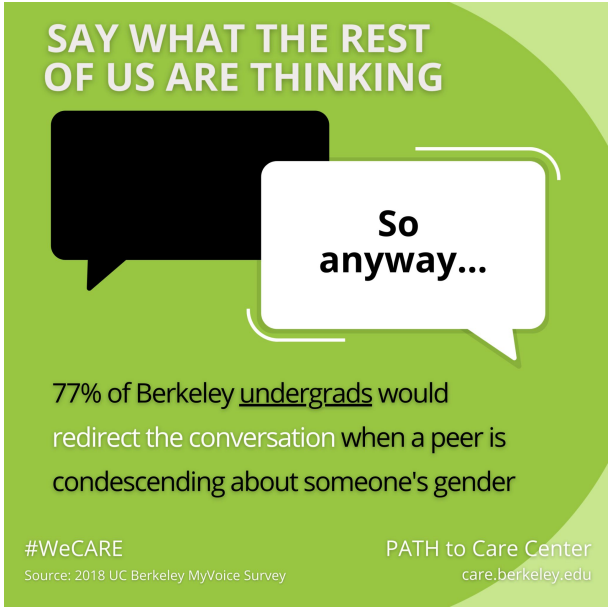
- ➔ Social norms-based graphics
- ➔ Converted to digital campaign

#WeCare Campaign



#WeCare Campaign





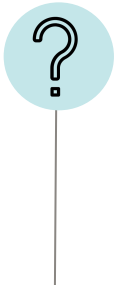
MyVoice Stat

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

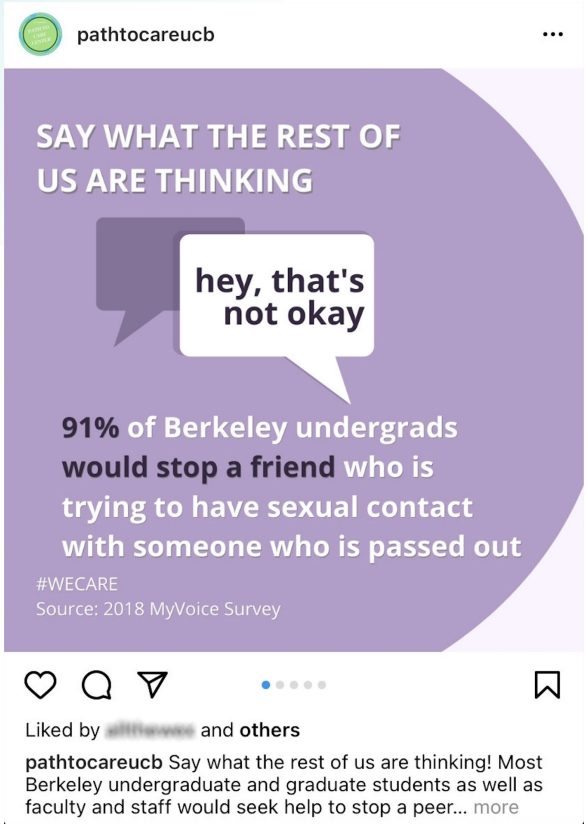
I would be extremely likely to	91%	True Norm
My peers would be extremely likely to	77%	Perceived Norm

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?

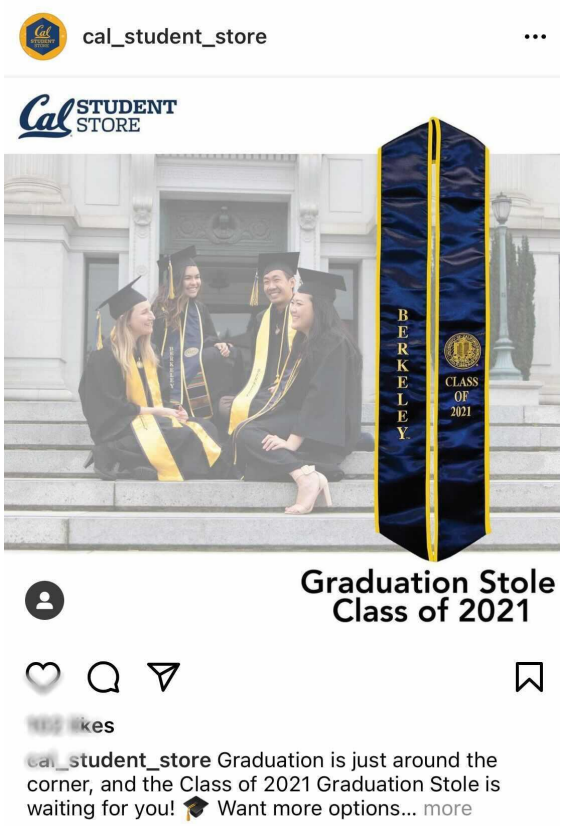
➔ Behavioral effect, if any?



Treatment Graphic



Control Graphic



Social Media Scroll

Sample & Randomization

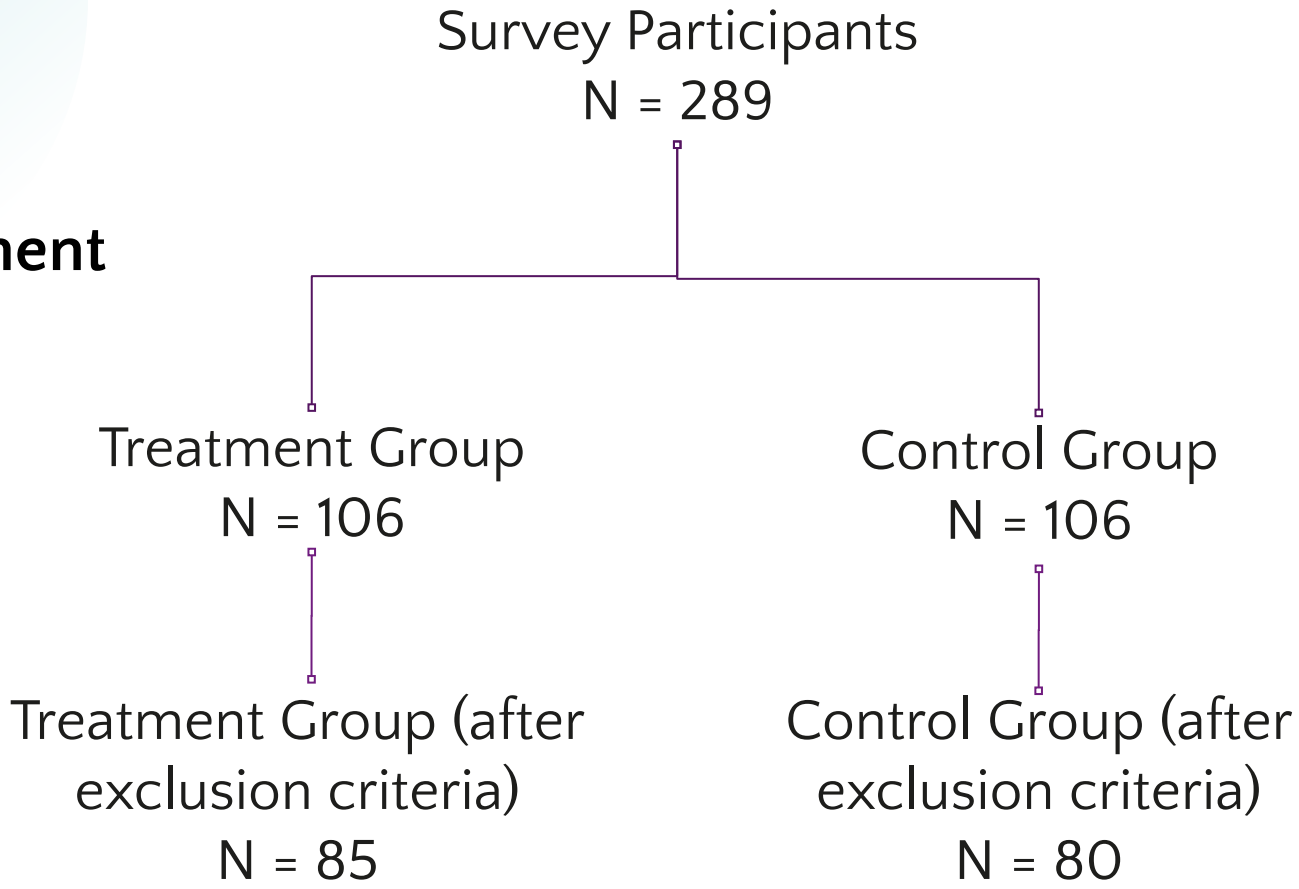
UC Berkeley X-Lab

- 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

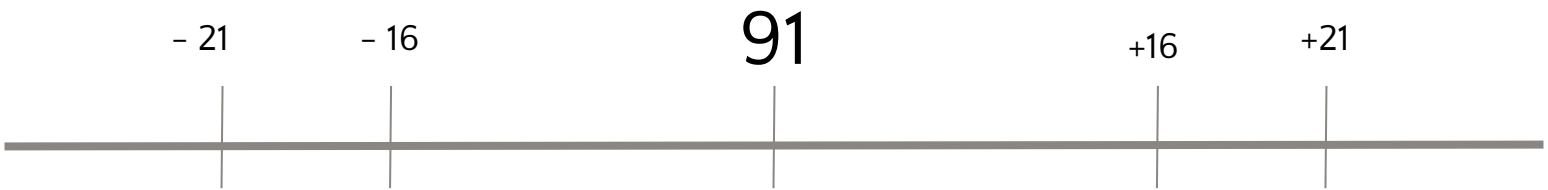
"Would you like to receive more information about getting involved with any of the following efforts on campus?"

Behavioral effect, if any

Modeling Results

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

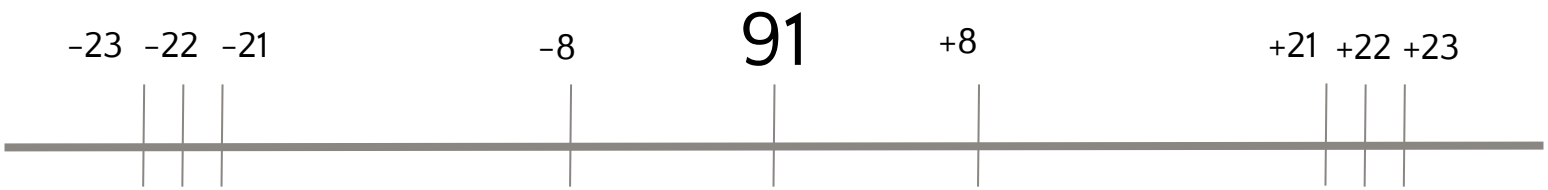
Modeling Results



Treatment

Control***

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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