

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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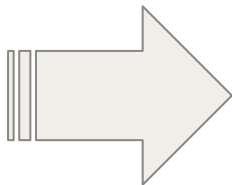
In collaboration with: PATH To Care Center at UC Berkeley

Purpose: W241 Spring 2021 Final Project



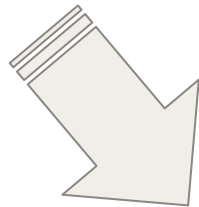
Social Norms Theory

Perception of
Social Norm



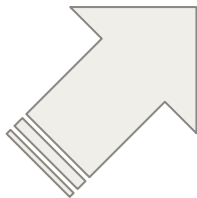
Individual
Behavior

Underestimates
of Norm



Decrease
Behavior

Overestimates
of Norm



Increase
Behavior



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



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?





ROXO Grammar

Between
Subjects
Comparison

Treatment
RXO

Control
R-O

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

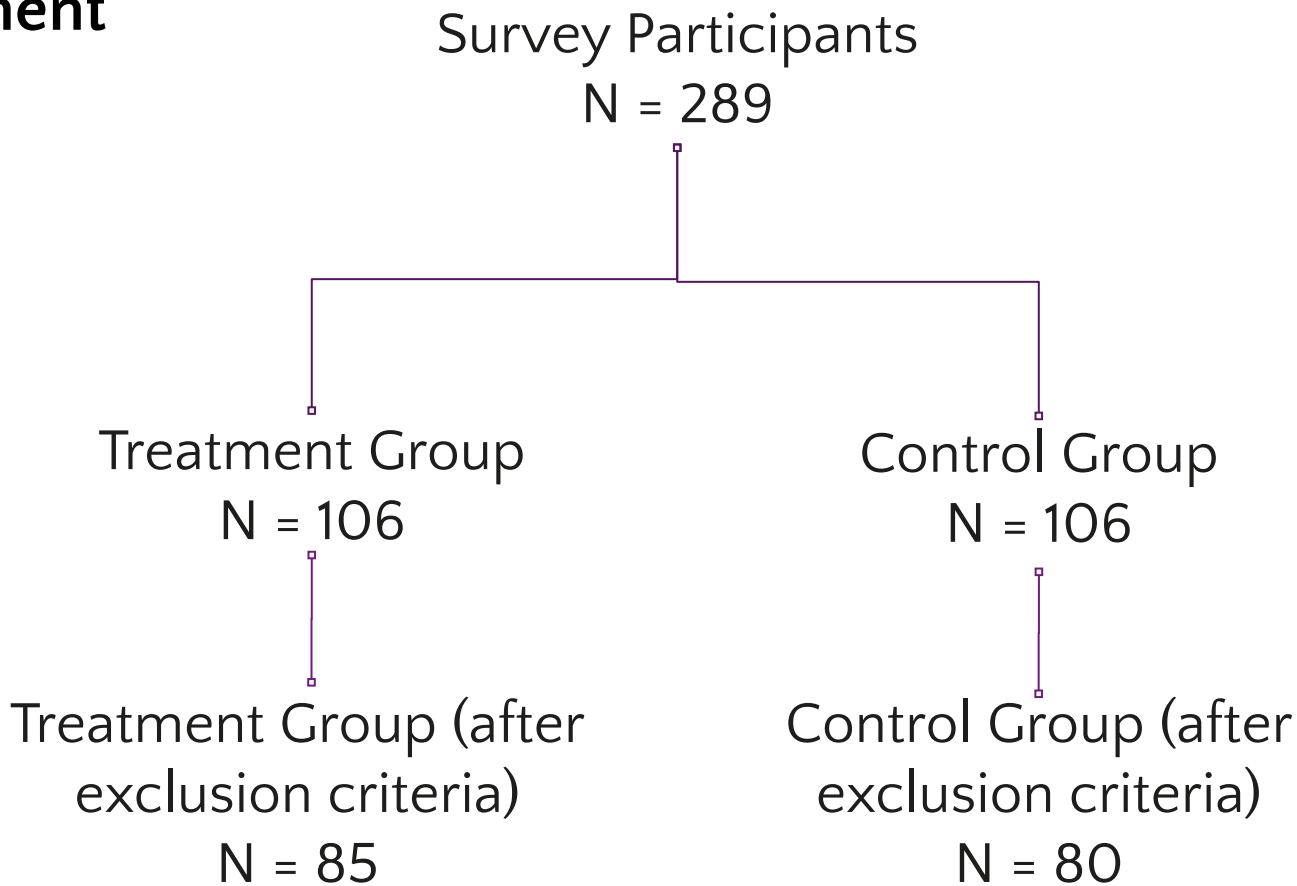
UC Berkeley XLab

- 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

91

T

C

Dependent variable:				
	outcome			
	(1)	(2)	(3)	(4)
treatment	-4.361 (2.970)	-4.375 (2.952)	-4.653 (2.969)	-4.681 (2.955)
gender		6.183* (3.381)		4.872 (3.496)
first_second_year			-5.761* (3.295)	-4.868 (3.294)
transfer			-11.033** (4.484)	-9.735** (4.355)
first_second_year:transfer			7.179 (7.054)	5.003 (7.398)
Constant	21.137*** (2.186)	16.423*** (3.649)	24.943*** (2.681)	20.817*** (4.165)
Observations	165	165	165	165
R ²	0.013	0.032	0.054	0.065
Adjusted R ²	0.007	0.020	0.030	0.036
Residual Std. Error	19.035 (df = 163)	18.908 (df = 162)	18.810 (df = 160)	18.758 (df = 159)
F Statistic	2.163 (df = 1; 163)	2.688* (df = 2; 162)	2.282* (df = 4; 160)	2.216* (df = 5; 159)

Note:

*p<0.1; **p<0.05; ***p<0.01

This will be replaced

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



Next Few Days...

Incorporating Attention

Grab time spent on
pages prior to exposure
to treatment as a proxy
for recall

Additional Covariates

Control for demographic
attributes such as race

Understand Sample Representativeness

Assess sample
demographics to
understand model
generalizability



Limitations + Questions

Power: 10%

Bad Controls

Sample Size

Low Power?
Is it worth
gathering
more data?

Any way of
incorporating
recall into
regression?

Additional
covariates
with small
sample?



Thank you!

Any questions ?

Github Repository:

https://github.com/swethapola/w241_socialnorms

PATH To Care Website: care.berkeley.edu

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