

# It's Your Place: Development and evaluation of an evidence-based bystander intervention campaign

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## Background

One in five women is sexually assaulted while in college. Bystander intervention offers a promising approach to change social norms and prevent sexual assault. This study presents formative research, implementation, and evaluation of a multi-media campaign to increase awareness of sexual assault and promote active bystander intervention. It is the natural continuation of a previous study conducted to understand target audience's perceived barriers, potential benefits, competing behaviors, and influence of important others on bystander intervention. These findings were used to segment target audiences and develop campaign strategies, communication channels, and messages, including "It's your place to prevent sexual assault: You're not ruining a good time."

## Purpose

The goal of the campaign is to increase awareness and mastery of bystander intervention techniques in order to prevent sexual assault. The current investigation sought to determine student reception of the bystander intervention campaign.

## Methods

### Survey

- n = 1505 (1959 participants started the survey with 1505 completing the survey fully)
- Cross-sectional web-based survey
- Recruitment
  - E-mail, flyers, tabling, gift card raffle incentive
- 15- 20 minutes
- Multiple choice, Likert scale, short answer

### Theory

- Concept design reception questions
  - "In the past six months, have you seen any of the following It's Your Place campaign ads or messages?"
- Theory of planned behavior (Ajzen, 1991)
  - "I have sufficient information to decide how to be an active bystander."
  - "My friends would support my decision to be an active bystander."
  - "Did the information that you saw, read, or heard about bystander intervention prompt you to do any of the following..."

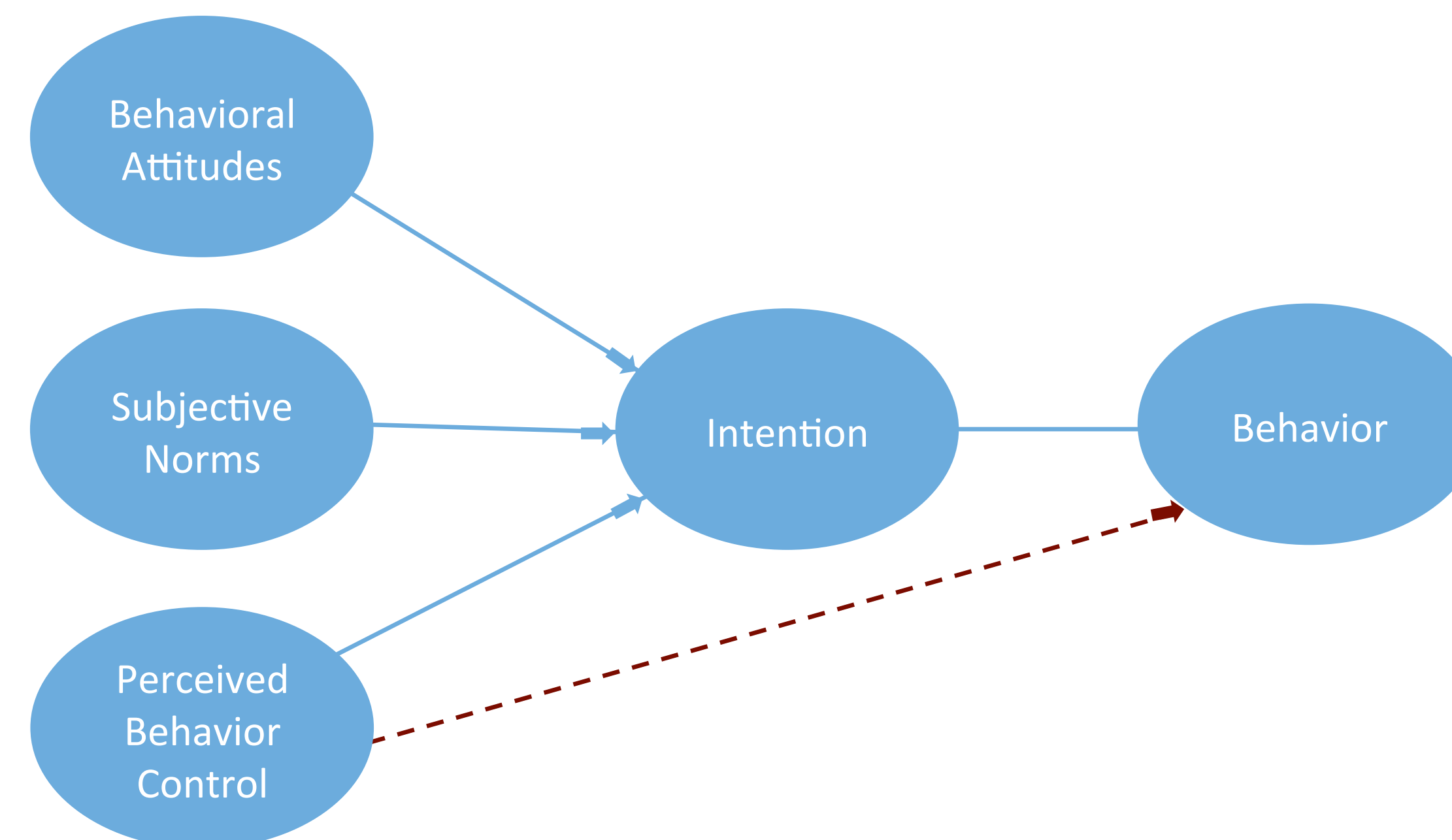
### Analysis

- SPSS to analyze data

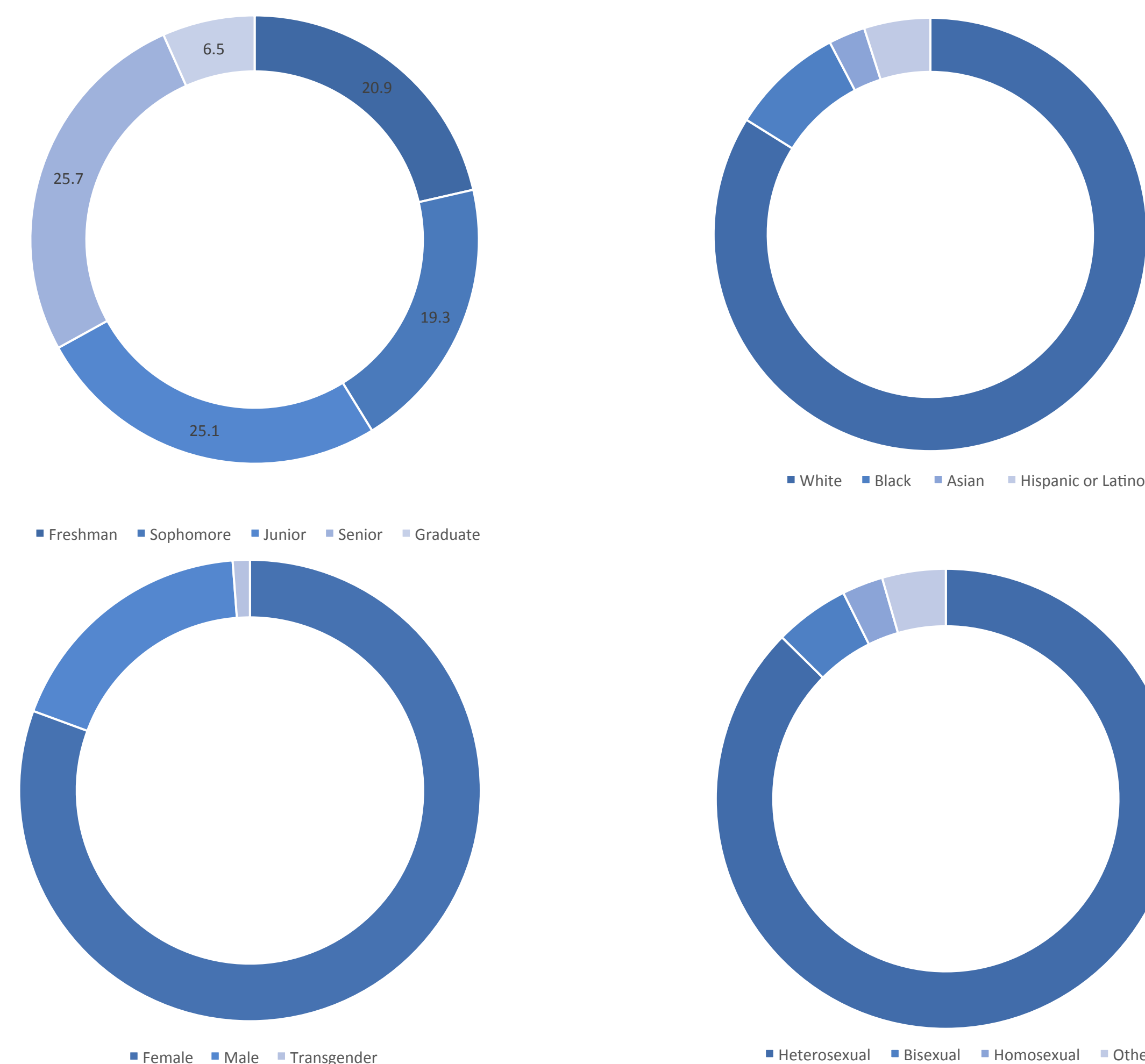
## Research Questions

- H1: The TPB will significantly predict intent to intervene if a bystander is in trouble.
- H2: Participant exposure to the campaign will be positively related to TPB variables.
- RQ1: How did participant characteristics (age, gender, ethnicity, campus involvement, college rank, participant in the Honors College, living on campus, stage of change, and campaign exposure) impact different TPB variables?
- RQ: How did participants evaluate the campaign?

## Theory of Planned Behavior



## Participant Demographics



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## Campaign Posters



## Results

Respondents reported seeing posters more than any other campaign material. The posters "One in five women is sexually assaulted while attending college" (n=705;46.8%), "90% of rapes are committed by an acquaintance"(n=519;34.5%), "She's not playing hard to get, she's just not that into you" (n=442;29.4%), and "You were 'friend zoned'" (n=432;28.7%) were the most often seen posters. After seeing campaign materials 538 students (35.7%) considered intervening to prevent a sexual assault, 259 (17.2%) discussed bystander intervention with a family member or friend, and 109 (7.2%) searched for information about bystander intervention. Women were less likely to intend to intervene than men. There was no significant difference between respondents who reported being involved with athletics, Greek life, or student government and students not involved with a student organization. People living on campus were more likely to respond favorably. TPB variables correlated with intention as predicted. Additional research needs to be conducted in order to evaluate if the campaign did in fact prompt behavior change.

Media Type	Campaign Message	Outcome
Video	House party scene featuring students	Not significant
Video	PSA featuring school president, athletic coaches, and student government president	Significant with intent, subjective norms, and perceived control
Poster	"She's not playing hard to get: no is not an invitation to try hard"	Significant with intent, subjective norms, and perceived control
Poster	"What happens in college...stays with you forever"	Significant with intent
Poster	"90% of rapes are committed by an acquaintance"	Significant with intent, subjective norms, and perceived control
Poster	"It's your place to prevent sexual assault: you're not ruining a good time"	Significant with intent and perceived control
Poster	"It's your school. It's your city. It's your place."	Significant with intent
Poster	"A yes at the bar, isn't a yes in the bed"	Significant with intent
Poster	"You weren't 'friend zoned.' She just doesn't want to have sex with you"	Significant with all TPB variables
Poster	"1 in 5 women is sexually assaulted while in college"	Significant with all TPB variables

Table 1. Relationship between campaign materials and TPB variables

## Conclusions

Overall the campaign, It's Your Place, proved to be a success. 30.3% of students reported they had heard of the campaign with XX.X% reporting they have heard of bystander intervention. This suggests students are not familiar with the term bystander intervention. For future studies, the term should be adequately defined to ensure respondents fully understand the concept. Additionally, white females were found to be less likely to intervene than other demographic groups. We suggest this is due to their perceived control in a situation and social pressure.