

How to make people aware against gender violence via Internet and mobile phone? Recent changes in Spain.

II European Conference on Domestic Violence



Ana Rosser
University of Alicante, Spain
ana.rosser@ua.es



Introduction

New technologies had resulted in the development of a new kind of violence under digital forms as for example "cyberstalking". SMS, WhatsApp and social networks can now be used to have power over women, to isolate them or to shame them, producing a great psychological and/or emotional harm.

Objectives

The purpose of this paper is to present an analysis of the content of institutional campaigns in Spain that have been shown in different media and that are available on the Ministry of Gender, Social Services and Equality website, which are aimed at raising awareness about cyberbullying as a form of violence against women.

It also wants to research about which strategies of attitudes change have been used.

Method

Documentary research of institutional campaigns against gender violence since 2005 in Spain.

- The research has been carried out through the Ministry of Gender, Social Services and Equality website We have analyzed 12 national campaigns 23 regional campaigns

Content analysis of campaigns

- Variables analysed : year of issue, broadcast media, goal of campaign, target, characters, and message type.

Analysis of persuasive mechanisms aimed at changing attitudes and strategies implemented.

Conclusions

There is a **recent concern** of the public organisms in Spain regarding the prevention of cyberstalking in contexts of gender violence: only since 2012 with an increase in 2015.

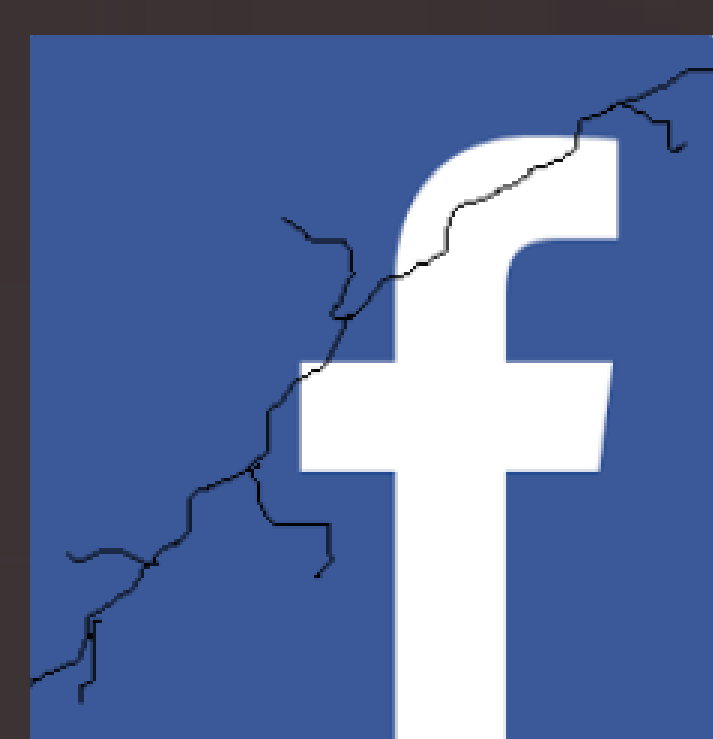
Few analyzed campaigns allow raising awareness of the problem of the cyberstalking in the couple's relationships: only 5 campaigns. They are national and regional and they are especially oriented to young people victims.

The purpose of the campaigns are 1) to bring about a **change of attitudes** by informing population about the existence of the problem and its consequences in order to **modify prior beliefs**, 2) to help to become aware of the possibility to face the problem in order to avoid it and/or to relieve its consequences and 3) to predispose to action.

As **persuasive mechanisms**, campaigns use behavioral components and mechanism of attitudes change. It seems appropriate for their objective and for their target. But it was necessary to adress to general population too.

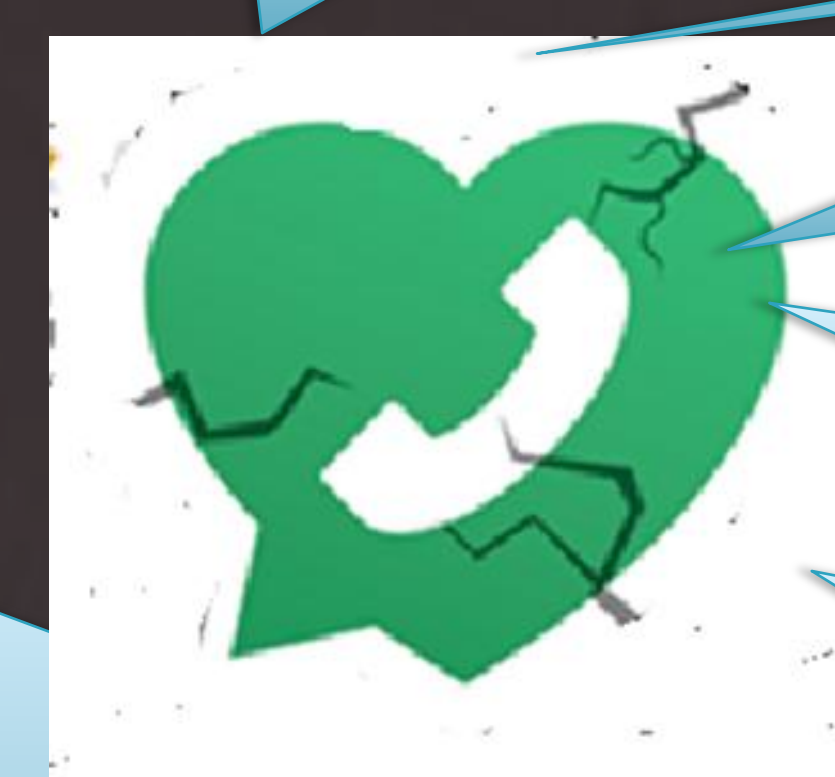
References

- DURÁN, M. y MARTÍNEZ-PECINO, R. (2015). Ciberacoso mediante el teléfono móvil e Internet en las relaciones de noviazgo entre jóvenes. *Comunicar*, 44(22), 159-167.
- LORENTE, M. (2009). "¿Qué papel pueden hacer los medios de comunicación de masas en la erradicación de la violencia de género, al amparo de la Ley integral?". En J.M. BERNARDO, E. MARTÍNEZ y G. MONTIEL. Retos de la comunicación ante la violencia de género. Marco jurídico, discurso mediático y compromiso social, pp. 49-63. Valencia: Tirant lo blanc.
- MOYA, M. (2000). "Persuasión y cambio de actitudes". En: J. F. MORALES y C. HUICI (Coords.), *Psicología social* (pp. 153-170). Madrid: UNED.
- ORTEGA, R., CALMAESTRA, J. y MORA-MERCHÁN, J.A. (2008). "Cyberbullying". *International Journal of Psychology and Psychological Therapy*, 8, 183-192.
- TORRES C., ROBLES y DE MARCO (2013). "El ciberacoso como forma de ejercer la violencia de género en la juventud: Un riesgo en la sociedad de la información y del conocimiento". Madrid: Delegación del gobierno para la violencia de género.



Where are you? 😊

Who are you with? 😞



Why don't you answer?

I know you are online 👁️👁️

REPLY!!!! 🙄🙄🙄

I have some pictures you wouldn't want other people to see..

Results

Year		2012	2014	2015	2015	2015	%
Institution		MSSSI	MSSSI	MSSSI	Valencia	Madrid	
Media	TV	1	1	1			60
	Radio	1	1	1			60
	Poster	1	1	1	1	1	100
	Video	1	1	1		1	80
	Training activities				1		20
Target	Adult victims	1					20
	Young victims		1	1	1	1	80
	General population						0

Category	Variable	%
Characteristics of the message	Rational	0
	Emotional	100
	Unilateral	100
	Bilateral	0
	Explicit Conclusions	40
	Implicit Conclusions	60

Category	Variable	Type	%
Attitudes	Dimension	Cognoscitive Component	0
		Affective Component	20
		Behavioral Component	60
	Objectives	To create attitudes	60
		To change intentional behavior	40
		To create cognitive dissonance	60

