Applying mixed methods research to encourage help seeking among survivors of gender-based violence in Indonesia

Australasian Aid Conference 2023

Panel 2b - Digital development: strategy, service delivery and information security

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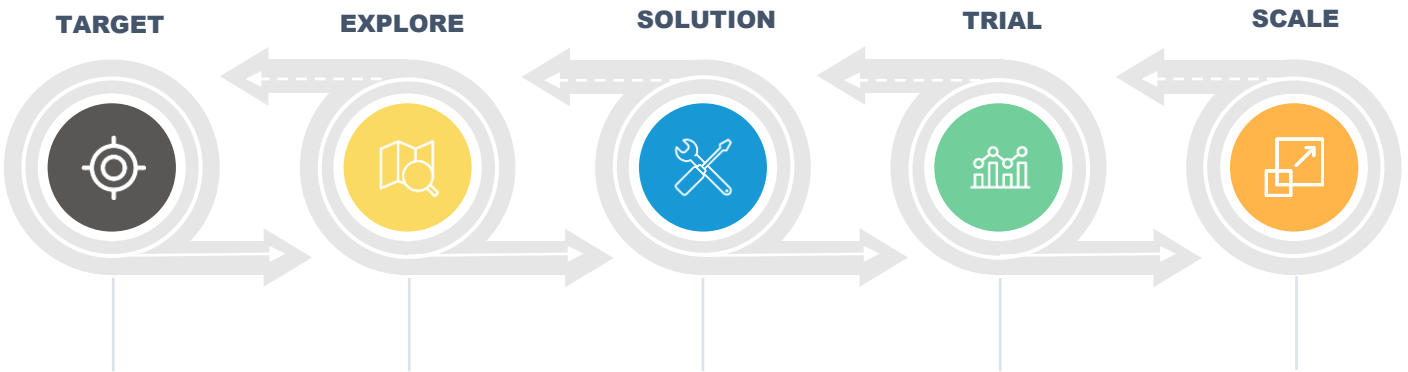
UNDP

BIT’s TESTS methodology



Establish the scope for a BI approach.

Identify the specific behaviours to change.

Identify a measurable behavioural outcome.

Understand the current system in which interventions are delivered.

Understand decision points and the behavioural barriers.

Draw from our explore insights to develop solutions that encourage the target behaviour.

Use robust evaluation methods to investigate whether, and by how much, we changed people’s behaviour.

Scale up policies and interventions that have been shown to work.

Immersion research

Understanding perspectives & experiences of GBV survivors on help-seeking

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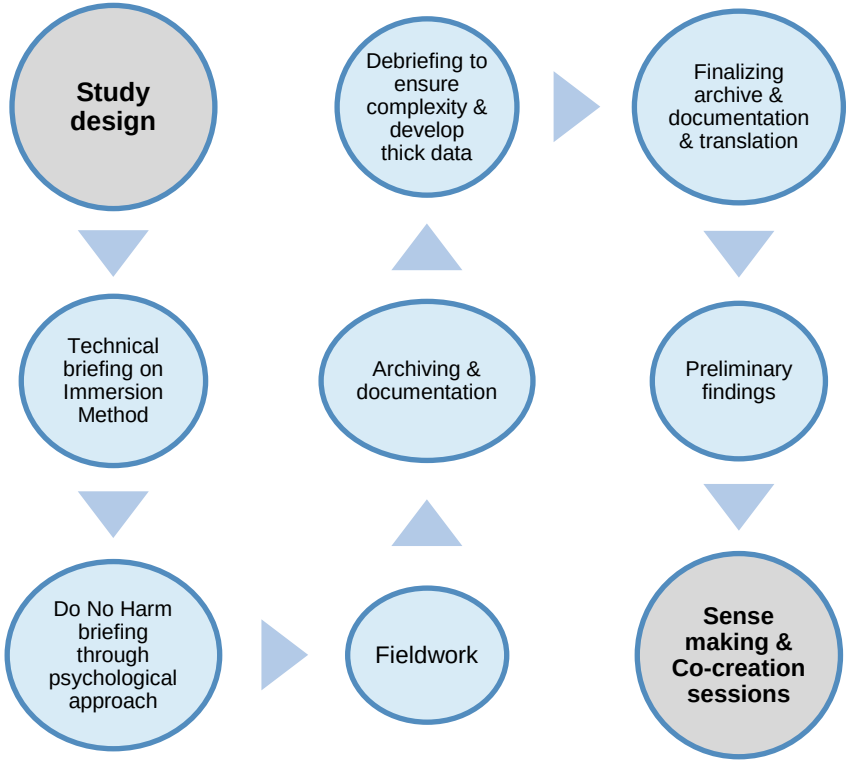
Immersion method: what, how, why, when

Immersion means deep mental involvement and is done by opening oneself to understand and feel the in-depth context by applying experiential learning and informal conversations

- **Do No Harm Approach:** prioritize the wellbeing and safety of the people we immerse with
- **Research tools:** Areas of Conversation (AoC)
- **People Centred Justice:** involve people in the design and delivery of relevant justice services

- **Skills required**: deep listening, empathy, reflective practice, ethnography & systems thinking
- **Archive & documentation:** narratives from their own lens and perspective

Research Cycle



Study participants: Jakarta based, 8 female study participants with various educational backgrounds, socioeconomic status, and ethnicity, and experienced more than one type of GBV

Field researcher: 4 female researchers & 2 male researchers

Behavioural barriers and facilitators to action

Identifying what prevents and enables help-seeking

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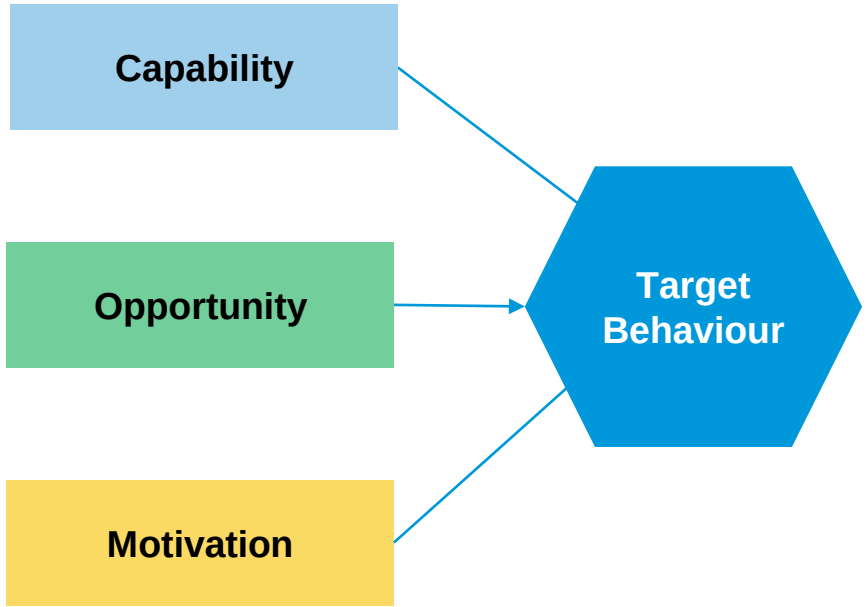
Framework of barriers to help-seeking behaviour

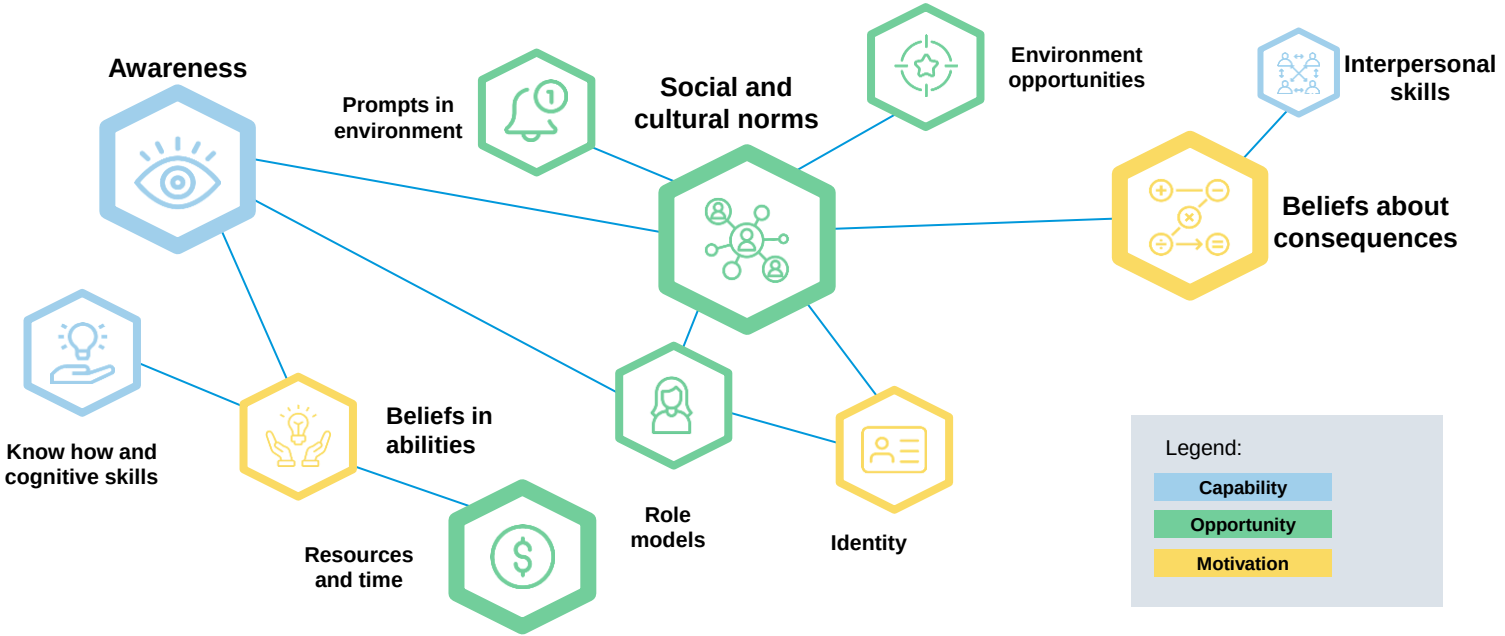
COM-B model helps us understand the **barriers** and **enablers** of behaviour



Michie, S., van Stralen, M. M., & West, R. (2011). The behaviour change wheel: a new method for characterising and designing behaviour change interventions.

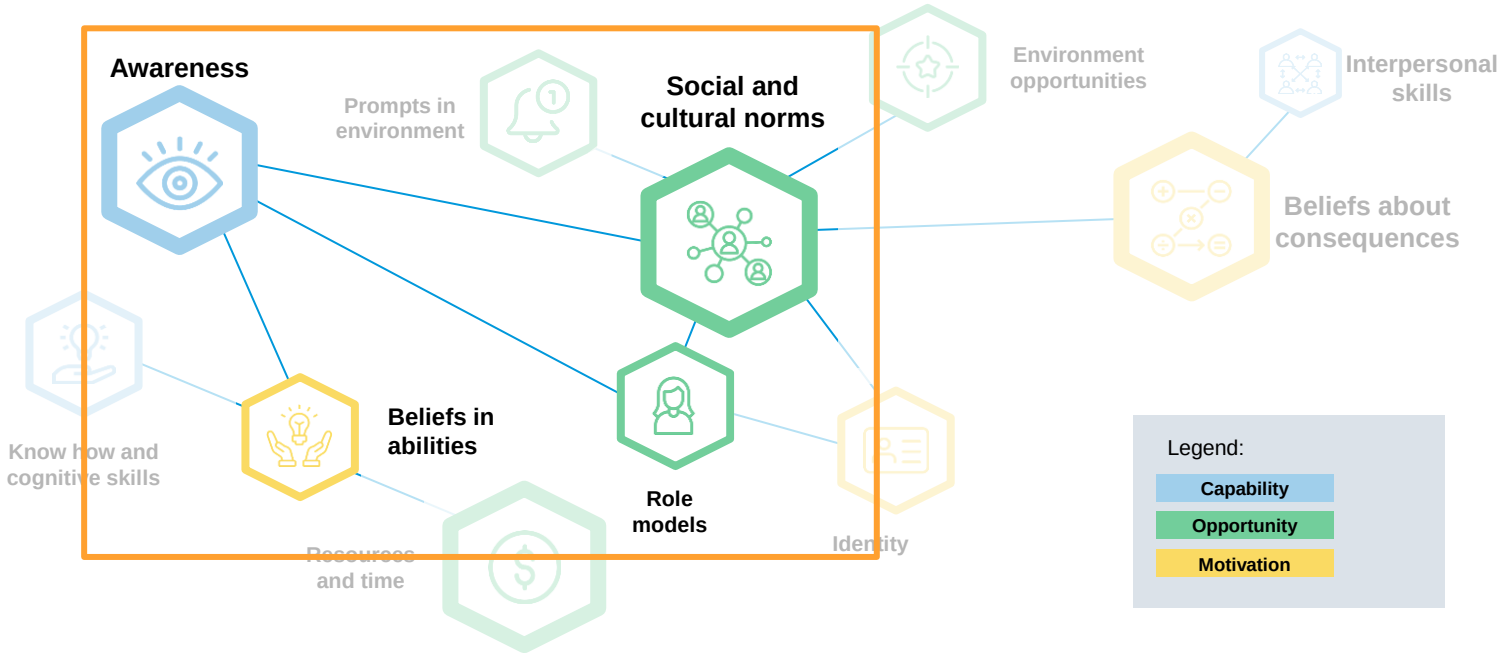
GBV is complex issue: the interconnectedness of barriers

Although barriers can be organized into Capability, Opportunity, and Motivation, they are **highly interconnected**.



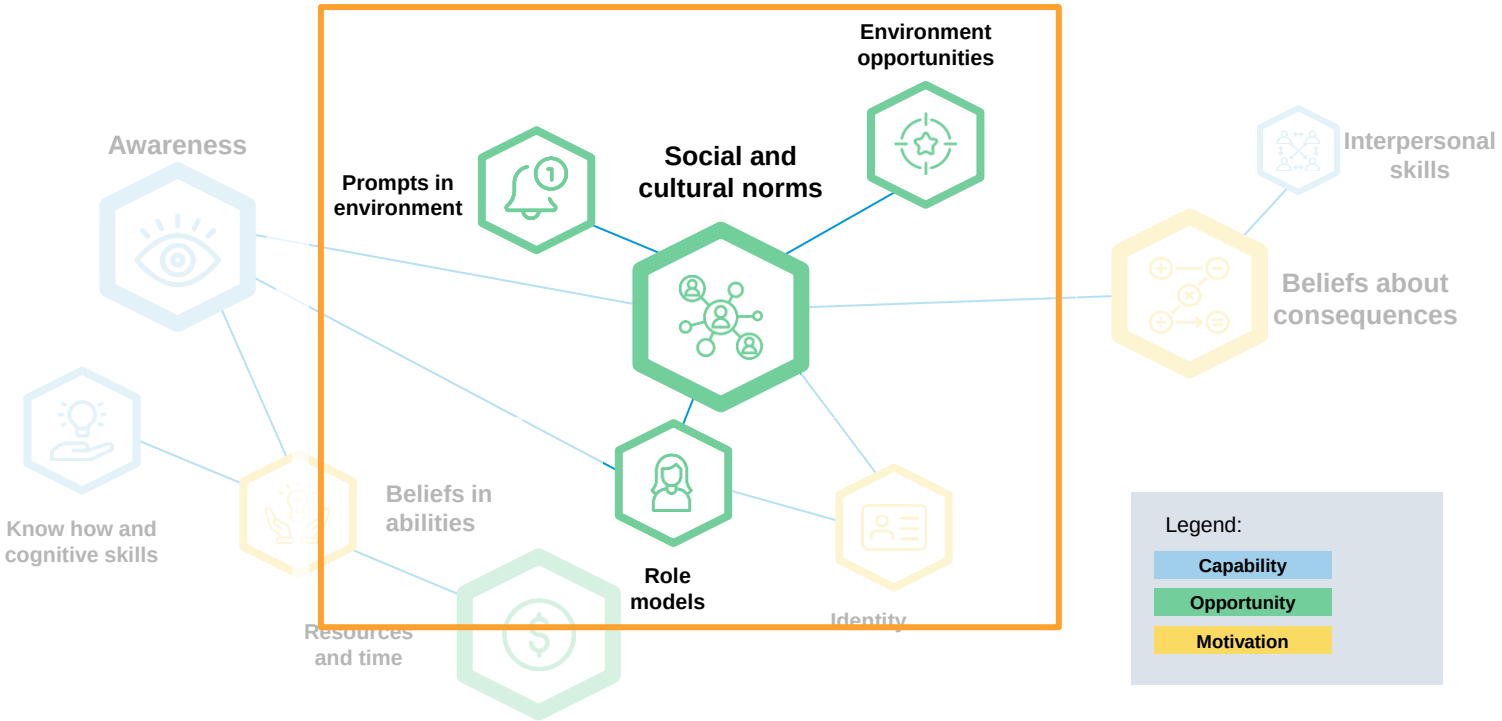
‘Capability’ barriers are influenced by and can influence ‘Opportunity’ and ‘Motivation’ barriers

Norms and role models influence survivors’ awareness, which in turn impacts their beliefs about their help-seeking abilities

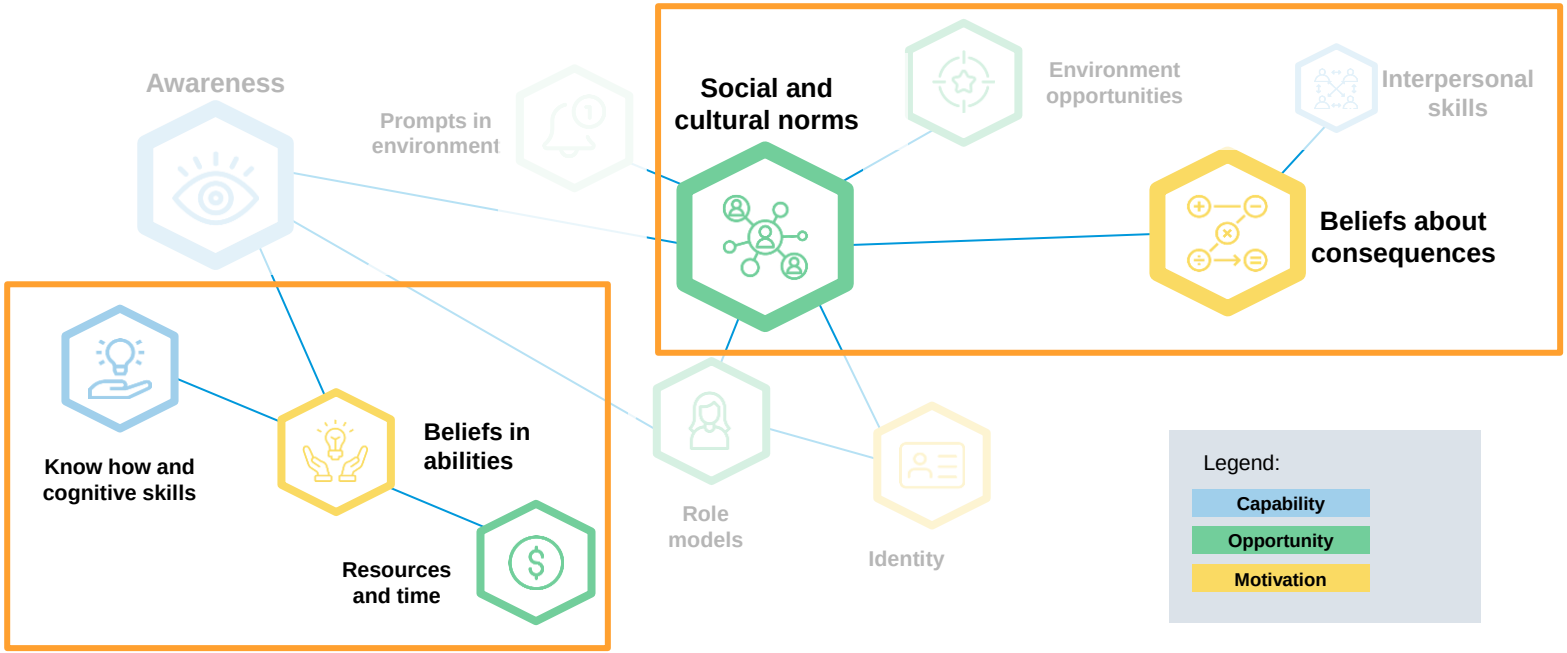


Barriers related to ‘Opportunity’ are closely linked to each other

Entrenched social and cultural norms can determine survivors’ opportunities to seek help



The motivation to seek help is highly determined by survivors' capabilities and the available opportunities in the environment



User journey map

Understanding the process of help-seeking

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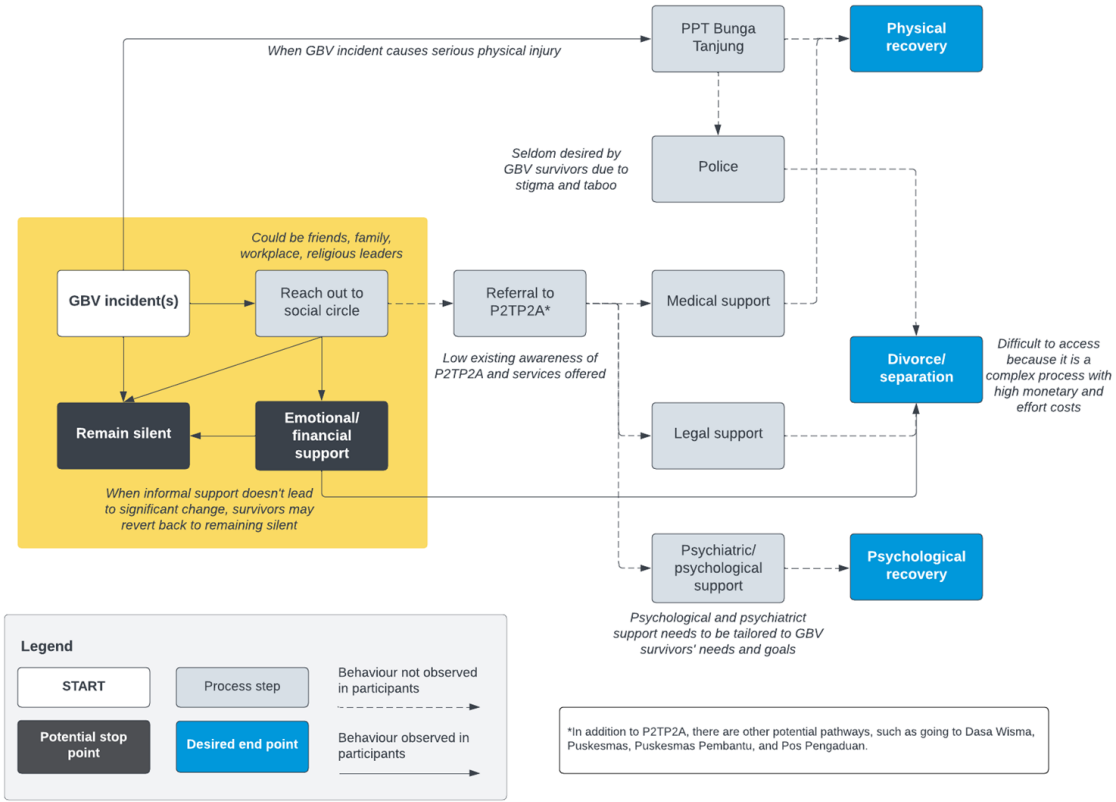
The process of help-seeking: Existing and potential journeys

Gaps and opportunities for improved service delivery explained in the following slides



Developing and testing solutions

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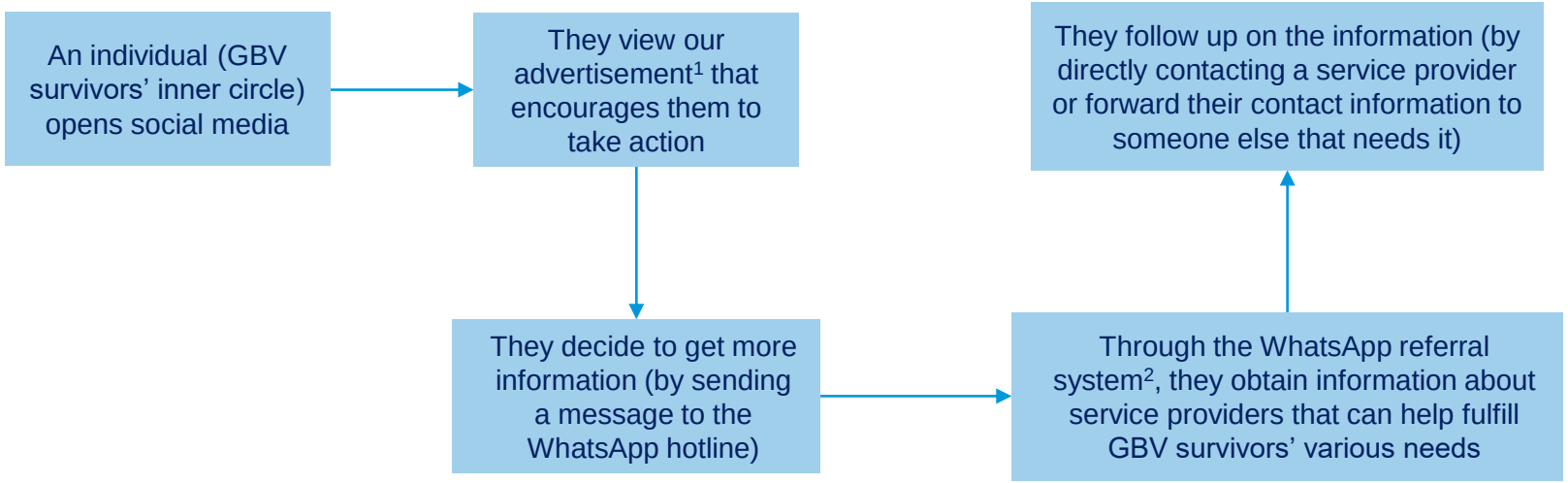
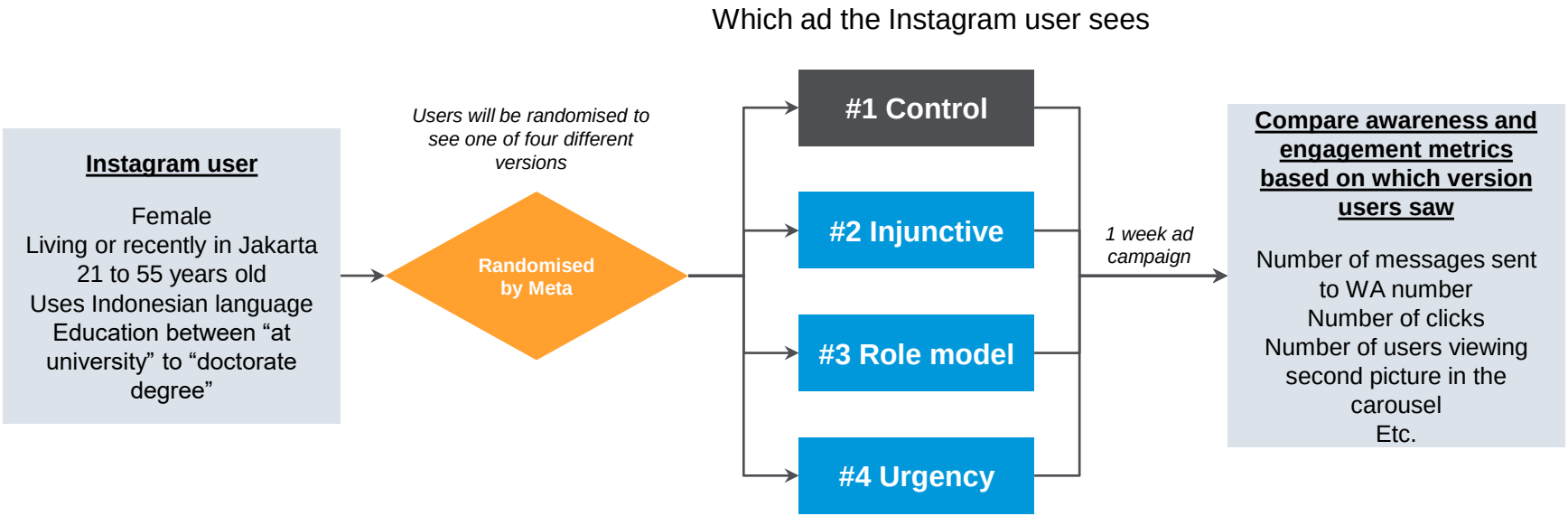
Theory of change: Proposed mechanism for a solution to encourage greater help-seeking



How the evaluation worked



The advertisements

Control

1 in 3 women in Indonesia have experienced domestic violence

Take action. Swipe to know how to help.

Injunctive

Domestic violence is a public matter

Together, we have the responsibility to take action. Swipe to know how to help.

Role model

"I was brought to Tarakan Hospital by my sibling [...] [that] made me believe that I have a future after this trauma." (DV survivor, 49 years old)

Save the future of someone you care about. Swipe to know how to help.

Urgency

If nothing is done, domestic violence can be life-threatening

Don't wait until it's too late. Swipe to know how to help.

Key trial findings

Inference via statistical significance

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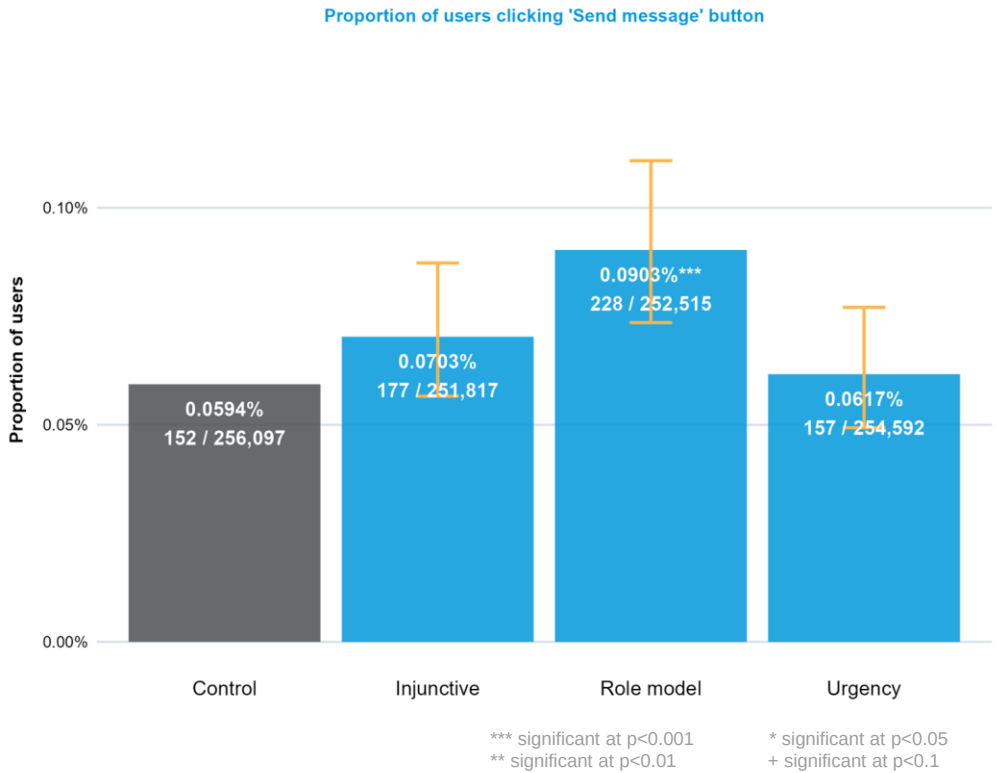
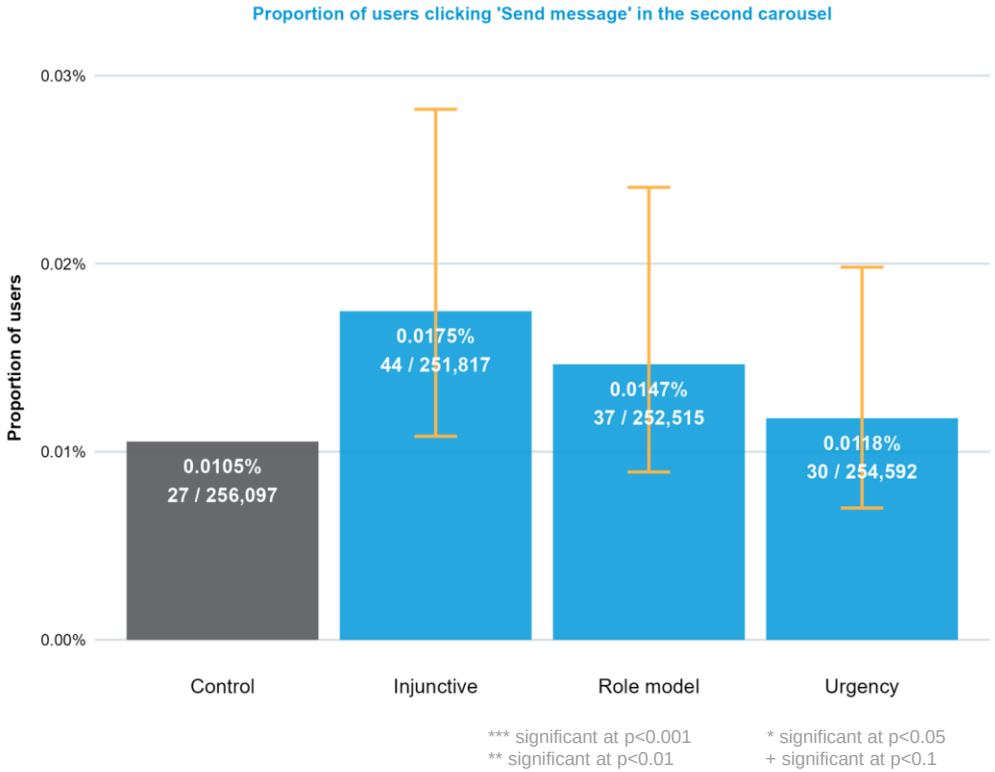
Users were more likely to click the ‘Send message’ button in response to the ‘Role model’ advertisement



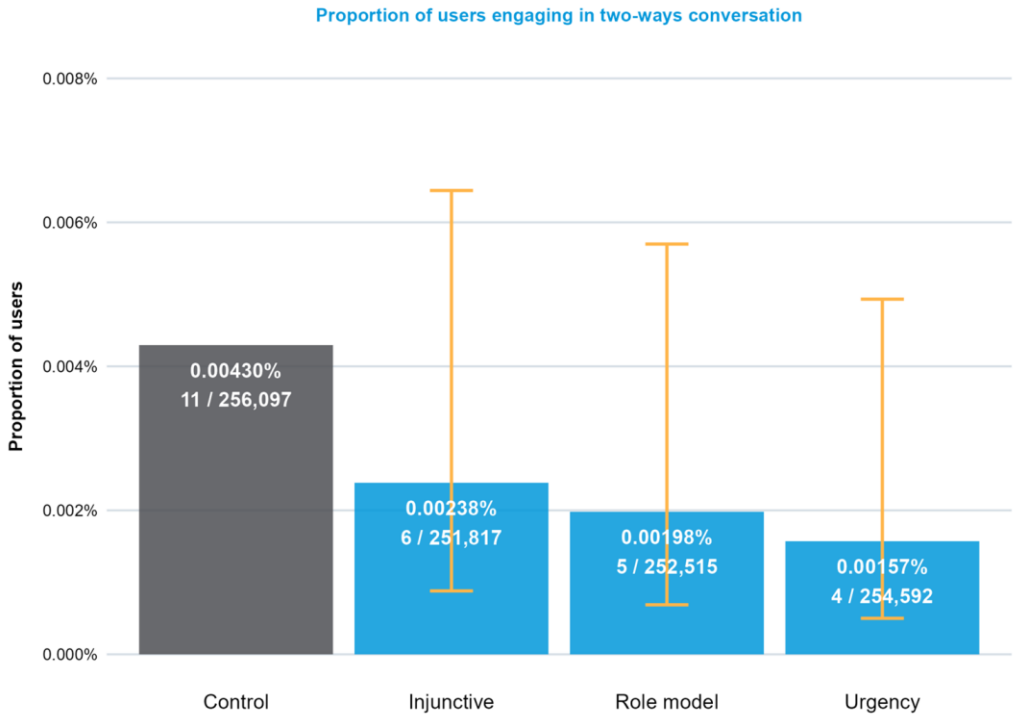
The click rate of the ‘Send message’ button after viewing the second carousel image was similar across all ad versions



3 things that can be done to help someone who is experiencing domestic violence:

1. *Listen to their story without judgment*
2. *Click “Send WhatsApp message” to find out about free, useful services*
3. *Call Tarakan Hospital’s call centre (24 hours) and ask to be connected to PPT Bunga Tanjung*

Not many people engaged in a two-way conversation in WhatsApp



Additional trial findings

No statistical inference was involved

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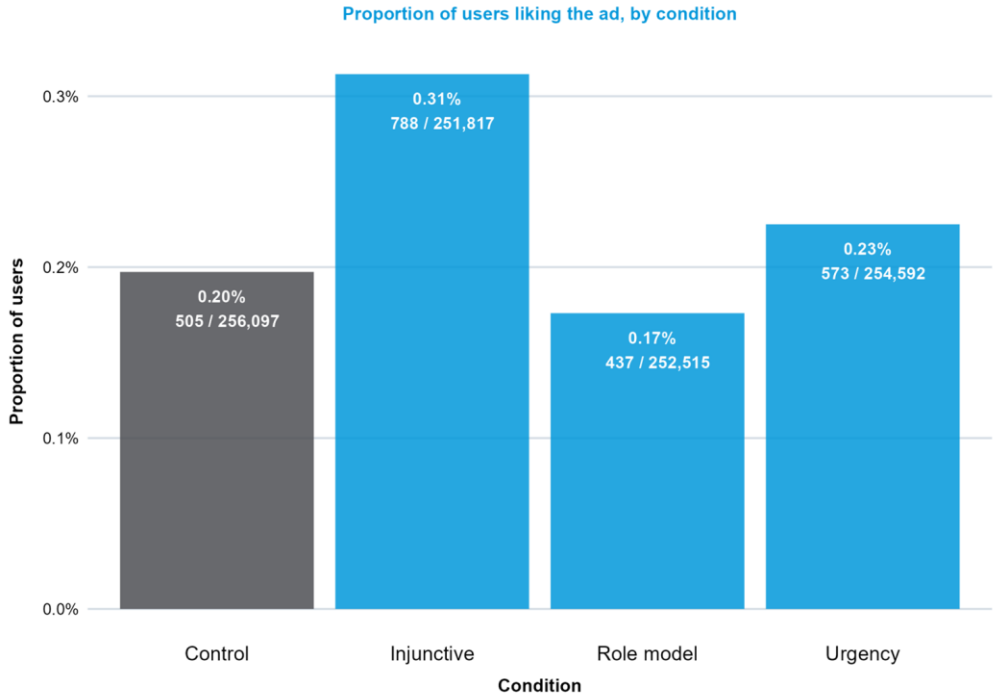
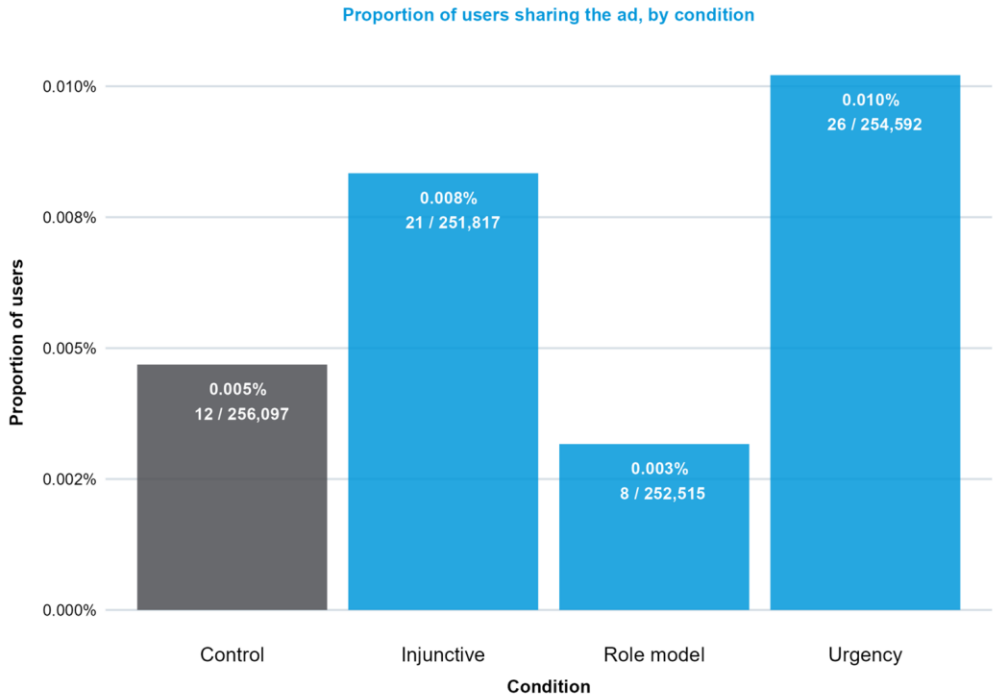
The ‘Injunctive’ advertisement resulted in the most likes…



... whilst users who saw the ‘Urgency’ advertisement shared the ad most frequently



Three main themes emerged from the live chats

Scope of **GBV-related services**

“Are counselling services available for rehabilitation service and mental health support?”

The **practical aspects of GBV-related services**, including cost implications, geographical coverage, and the convenience of the services

“Can I still access the service (provided by the hospital) if I have a permanent residence outside of Jakarta (Tangerang Selatan)?”

What is GBV?
How to effectively address and cope with such instances

“Hi, I just came across an incident on Instagram, but it was last seen last week and the wound has healed. The victim was subjected to violence 4 times after discovering the partner’s infidelity ….What should I do if such a situation occurs again?”

Recommendations

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Recommendations for key development actors

1. Power Dispersal Dandelion approach to understand justice ecosystems
2. Survivor-centred justice for GBV
3. People-centred justice research + data empowerment

Recommendations for advertising GBV services on Instagram

1. **Include a positive role model to encourage people to seek out more information**
2. **Refer to an injunctive norm or use regret aversion framing when encouraging users to interact with campaigns** (e.g. for campaigns that aim to ‘go viral’ and elicit support to challenge perceptions or negative social norms)
3. **Ensure critical information and a call-to-action are on the first carousel image** (not the second)
4. **Use ads to provide more information and answers to frequently asked questions** about services such as psychological counselling, legal and medical services and what constitutes GBV, rather than requiring users to complete an additional step of sending a WhatsApp message
5. **Investigate other channels to advertise crisis-oriented services** (e.g. shelter services)

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