

RE:INTERPRETING THE LINE

Young Australian's use of social technology for Primary Prevention of Violence against Women

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- Young people in Australia currently report to hold more support for men's violence in relationships than their parents' generation.
- While more primary prevention of violence against women (PVAW) programs are using social technologies as part of their campaigns and programming, much of the research about how young people engage with digital primary prevention campaigns so far, is prescriptive.
- So, although we know young people go online to find out about preventing gender-based violence; there is a lack of an understanding about how young people who engage with such content put it to practice.

The current research project broadly asks: **WHAT IS THE NATURE OF YOUNG PEOPLE'S ENGAGEMENT WITH PVAW DIGITAL CONTENT?**

RESEARCH METHOD:

This research project uses a two stage method.:

1. A key-term content analysis of comments responding to the Commonwealth-funded PVAW socialmarketing campaign *The Line* between 2014-2017.
2. Online focus groups with young people (ages 16-26) in Australia who use social media sharing PVAW content.

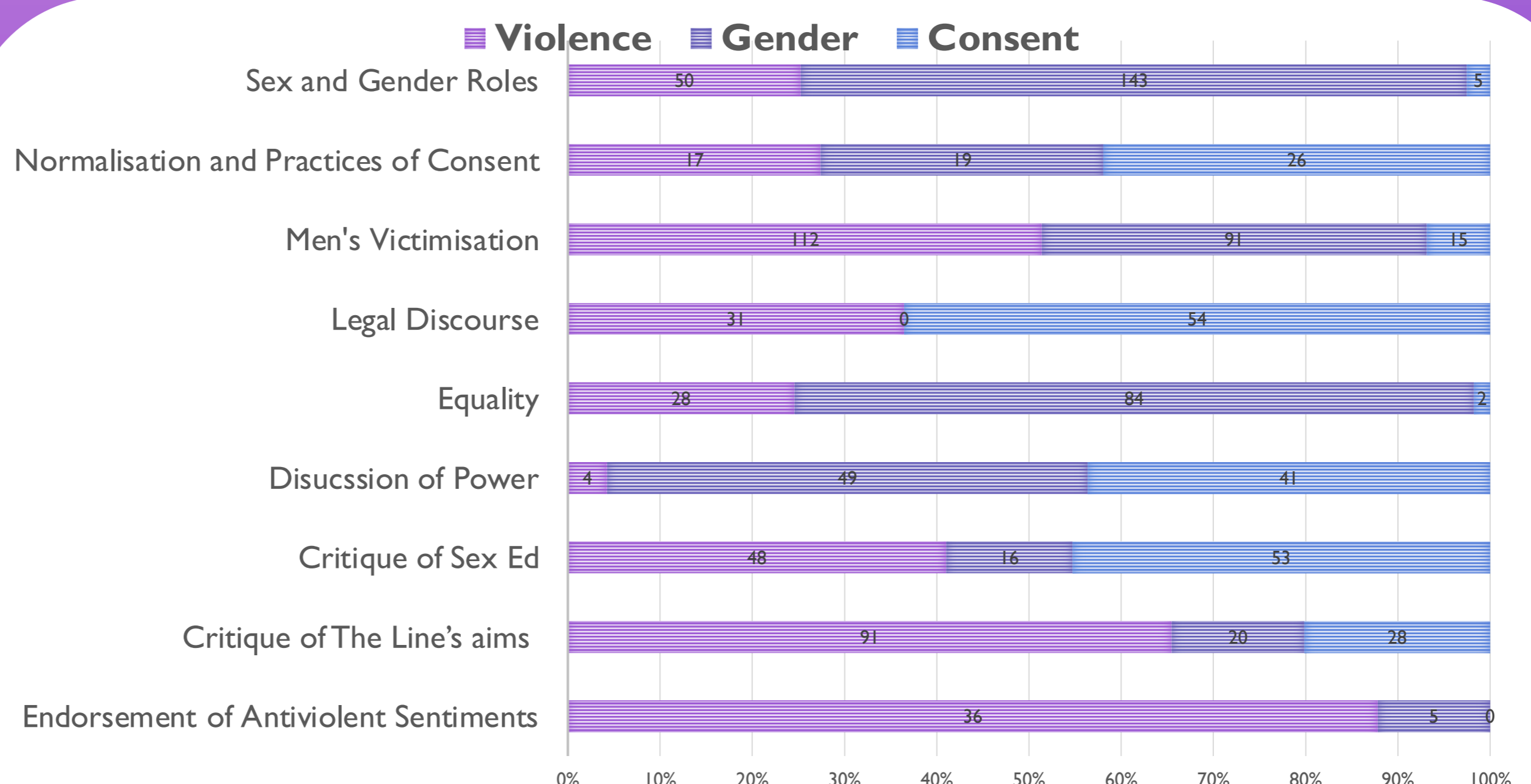
The focus groups use this content as visual prompts for sharing ideas about practicing PVAW, as well as the challenges.

RESULTS AND FINDINGS:

The key-term analysis of 346,941 responses to the *The Line* campaign shows that young people who engaged with it are **hold up** their knowledge, to find evidence about their experiences, or to challenge the knowledge of others.

They do so through endorsing or disrupting common notions about gender roles, using legal discourse to define gendered or sexual violence, prioritising men's status in critiques of campaign messaging, and sharing expectations of sexual consent.

When engaging with the campaign long-term, respondents use the evidence in the resources, to begin changing their views or those of peers. This analysis also points out limitations in the mainstream approach to PVAW.



In the online focus groups, participants **expose** their understandings of gender inequality from *affective moments of recognition*.

These moments were often at home, or school, or by "putting the words together" (Focus group participant) from digital PVAW content.

The participants embed this *recognition* in using social media as part of their practices to resource their knowledge with content and evidence that is relatable, and intersectional to their position with power.

These practices help them to challenge or avoid resistance, and **lift up** gender-equality in their communities.

IMPACT OF RESEARCH:

This ongoing research can contribute to a supportive understanding of how PVAW campaign materials are put into practice by young people in their everyday lives.

Through these practices, young people **expose** the experiences that are **held up** in support of gender inequality, and **lift up** PVAW practices within their communities.



This research has been supported in part by an independent partnership with RMIT University industry partner Our Watch