

# Combating Gender-Based Violence among the Youth in India through a Celebrity Centered Digital Media Edutainment Intervention

## Campaign Evaluation



# Contents

1. Introduction.....	1
1.1 Gender-Based Violence in India .....	1
1.2 Population Foundation of India Campaign .....	2
1.3 Goal of Evaluation .....	2
1.4 Evaluation Team.....	3
2. The <i>Bas Ab Bahut Ho Gaya</i> Campaign.....	4
2.1 Campaign Implementer.....	4
2.2 Campaign Goals and Objectives.....	4
2.3 Target Audience and Implementation .....	4
2.4 Key Campaign Products.....	6
3. Evaluation Design .....	8
3.1 Evaluation Approach .....	8
3.2 Campaign Evaluation Activities .....	11
3.3 Evaluation Questions.....	12
4. Evaluation Methods.....	14
4.1 Campaign Metrics .....	14
4.2 Chatbot Survey.....	16
4.3 Efficacy Experimental Study.....	20
4.4 Endline Evaluation Survey.....	27
4.5 Ethical Approval .....	33
5. Process Evaluation Results .....	34
5.1 Campaign Social Media and Online Metrics .....	34
5.2 Chatbot Survey.....	43
6. Outcome Evaluation Results.....	53
6.1 Efficacy Experimental Study.....	53
6.2 Endline Survey.....	62
7. Summary and Discussion.....	89
7.1 Summary of Findings.....	89
7.2 Discussion.....	96
References .....	100

Appendix A- Surveys .....	101
Appendix B- Chatbot Survey Video Specific Responses .....	140
Appendix C- Baseline and Endline Survey Comparison .....	143

# List of Exhibits

2.1 Campaign Timeline .....	7
3.1 Campaign Theoretical Framework.....	8
3.2 Summary of Key Campaign Evaluation Activities .....	11
3.3 Evaluation Questions and Data Sources .....	12
4.1 Summary of Campaign Facebook Metrics Collected .....	14
4.2 Metrics Collected for the Campaign YouTube Posts .....	15
4.3 Key Metrics for Campaign’s Twitter Posts .....	16
4.4 Chatbot Survey Questions .....	17
4.5 Chatbot Survey Offer and Flow.....	18
4.6 Study Design and Target Sample Sizes .....	21
4.7 Outcome Variables for the Efficacy Experimental Study.....	22
4.8 General and Target Outcomes.....	25
4.9 Outcome Variables for the Endline Study.....	28
4.10 Endline Survey Facebook Ads .....	31
5.1 Available Facebook Metrics for Each Campaign Activity .....	34
5.2 Number of Lifetime Impressions .....	35
5.3 Unpaid to Paid Impressions Ratio.....	36
5.4 Reach to Impressions Ratio .....	36
5.5 Reach of Campaign Activities .....	37
5.6 Unpaid to Paid Reach Ratio.....	38
5.7 Engagement with Campaign Films on Facebook .....	38
5.8 Minutes Spent Per View for Campaign Films on Facebook .....	39
5.9 Age-Sex Distribution Facebook.....	39
5.10 YouTube Reach and Engagement .....	40
5.11 Minutes Per View, YouTube .....	40
5.12 Duration of Views, YouTube.....	41
5.13 Age-Sex Distribution of YouTube Viewers .....	41
5.14 Reach and Engagement Twitter.....	42
5.15 Campaign Website Metrics .....	42
5.16 Associations by Celebrity and Non-celebrity Films.....	50
5.17 Associations Between Participant Characteristics and Standard Questions Across All Campaign Films .....	51
5.18 Associations by Age of Target Audience Members for the Campaign Films.....	52
6.1 Efficacy Experimental Study Recruitment Flow.....	53
6.2 Participant Demographics by Film Condition .....	55
6.3 PE of Films by Celebrity Status and Gender.....	57
6.4 Effects of Celebrity Status on Self-efficacy to Treat Women Without Violence by Gender ..	58
6.5 Effects of Vidya Balan Film on Intention to Celebrate Fathers Who Support Their Daughter’s Ambitions by Gender .....	60

6.6 Effects of Sania Mirza Film on Intention to Treat Women and Men as Equals by Gender ....	61
6.7 Effects of Barkha Dutt Film on Belief that Encouraging People to Talk About Sexual Assault Will Help.....	62
6.8 Participant Characteristics .....	63
6.9 Campaign Film Recall .....	64
6.10 Campaign Recognition .....	65
6.11 Forcing a Women or Girl to Perform a Sexual Act that She Does Not Want To.....	66
6.12 Valuing a Son’s Education Over a Daughter’s.....	67
6.13 Following (or Stalking) a Woman Against Her Will or with Intent to Harm .....	67
6.14 Preventing Opportunities for Women to Work or Engage in Professional Activities Because of Their Gender .....	68
6.15 Indecent Touching of a Child (Male or Female) by an Adult .....	69
6.16 Results of Multivariate Analysis of Campaign Knowledge.....	69
6.17 Results of Multivariate Analysis of Campaign Knowledge by Gender.....	70
6.18 Forcing a Women or Girl to Perform a Sexual Act that She Does Not Want To.....	71
6.19 Following (or Stalking) a Woman Against Her Will or with Intent to Harm .....	71
6.20 Indecent Touching of a Child (Male or Female) by an Adult .....	72
6.21 There Are Times When Beating a Woman Is Justified.....	72
6.22 A Woman’s Behaviour Is Sometimes to Blame When She Is Followed or Stalked by a Man .....	73
6.23 Parents Should Treat Boys and Girls the Same in Terms of Education and Work Opportunities.....	74
6.24 Sexual Harassment at the Workplace Is Never Acceptable.....	75
6.25 Results of Multivariate Analysis of Attitudes and Beliefs.....	75
6.26 Results of Multivariate Analysis of Attitudes and Beliefs by Gender .....	76
6.27 There Are Times when Beating a Woman Is Justified .....	77
6.28 Results of Bivariate Analysis of Campaign Intentions.....	77
6.29 The <i>Bas Ab Bahut Ho Gaya</i> : Enough is Enough Films I Saw Were Engaging .....	78
6.30 The Inclusion of Celebrity in the Films I Saw Made Me Pay More Attention to Them .....	79
6.31 The <i>Bas Ab Bahut Ho Gaya</i> : Enough is Enough Videos I Saw Were Informative .....	79
6.32 I Liked Seeing Celebrities in Some of the Videos .....	80
6.33 The <i>Bas Ab Bahut Ho Gaya</i> : Enough is Enough Videos I Saw Were Engaging.....	80
6.34 The <i>Bas Ab Bahut Ho Gaya</i> : Enough is Enough Videos I Saw Were Informative .....	81
6.35 I Liked Seeing Celebrities in Some of the Videos .....	81
6.36 The Inclusion of Celebrity in the Videos I Saw Made Me Pay More Attention to Them.....	82
6.37 The <i>Bas Ab Bahut Ho Gaya</i> : Enough is Enough Videos I Saw Were Engaging.....	82
6.38 The <i>Bas Ab Bahut Ho Gaya</i> : Enough is Enough Videos I Saw Were Informative .....	83
6.39 I Liked Seeing Celebrities in Some of the Videos .....	84
6.40 The Inclusion of Celebrity in the Videos I Saw Made Me Pay More Attention to Them.....	84
6.41 The <i>Bas Ab Bahut Ho Gaya</i> : Enough is Enough Videos I Saw Were Engaging.....	85
6.42 The <i>Bas Ab Bahut Ho Gaya</i> : Enough is Enough Videos I Saw Were Informative .....	85

6.43 I Liked Seeing Celebrities in Some of the Videos .....	86
6.44 The Inclusion of Celebrities in the Videos I Saw Made Me Pay More Attention to Them ...	86
6.45 Valuing a Son's Education Over a Daughter's.....	87
6.46 Forcing A Woman or Girl to Perform A Sexual Act that She Does Not Want To.....	87
6.47 There are Times When Beating A Women is Justified.....	88

# 1. Introduction

## 1.1 Gender-Based Violence in India

Gender-based violence (GBV), particularly violence against women and girls (VAWG), is deeply rooted in India’s patriarchal social fabric, and takes various forms: physical (assault, stalking, burns, acid attacks), emotional (verbal violence, humiliation, depriving the custody of children, restrictions on movement), sexual (molestation, rape), and economic (lack of equity in education, workplace, and autonomy in the home). Disturbingly, the social norms and attitudes that sanctify VAWG continue to shape our youth. Young women and men in India grow up witnessing VAWG within their communities, families, and homes.

**VAWG Pervasiveness.** Statistics from India’s National Crime Records Bureau (NCRB) reveal that every hour, 39 crimes against women (physical and sexual) are reported in India. Approximately 300 cases of cruelty against women from their families, more than 200 cases of assault on women, and more than 100 cases of rape are reported daily in India (NCRB, 2016). These reported crime estimates, especially rapes, are likely a gross underreporting of the true reality; estimates for the number of actual rapes that occur for every one reported range from 10 to 200 (Karp, 2015).

The 2015–2016 National Family and Health Survey 4 (NFHS 4) captures current women’s experiences across a variety of VAWG topics (IIPS, 2017).

<b>Economic Violence</b>	Less than <b>two-thirds</b> of married women report that they participate in decisions about their own health care, household purchases, and family visits.
<b>Emotional Violence</b>	Approximately <b>40%</b> of women have freedom of movement, defined as freedom to go to the market, health facility, and places outside their community.
<b>Physical Violence</b>	More than <b>50%</b> of women and <b>40%</b> of men believe a husband could be justified in beating his wife. This perspective holds consistent among both urban and rural women as among female youth (15–24 years old). Furthermore, 27% of women report having experienced physical violence since they were 15 years old.
<b>Sexual Violence</b>	<b>6%</b> of women report they ever experienced sexual violence in their lifetime, and most of these women experienced sexual violence by the time they were 22 years old. This is likely a gross underestimate, as other studies report much higher figures. For instance, a baseline study conducted by the Safe Cities Global Initiative, in New Delhi in 2012, revealed that 92% of women had experienced some form of sexual violence in public spaces in their lifetime, and 88% had experienced some form of visual and verbal sexual harassment (unwelcome comments of a sexual nature, whistling, leering, or making obscene gestures) in their lifetime (Safe Cities Global Initiative, 2013).

**Views Among Indian Youth.** A Youth Survey conducted among 15- to 24-year-old men and women across six states in India in 2005–2006 revealed that about 50% of men and nearly 40% of women believed that a girl who dressed provocatively deserved to be teased. One of every two men and three out of every five women stated that beating one’s wife was acceptable under certain circumstances, for example, if she refused to have sex or went out of the home without informing her husband. Alarmingly, 16% of men and 14% of women believed that wife beating was a sign of love. One of every three young men admitted to verbally harassing a girl, while one of every five admitted to making contact in a sexual manner without her consent. Interestingly, in the same survey, only 11% of young women admitted to being harassed and 3% to having suffered non-consensual sexual touch, **demonstrating the culture of silence that surrounds sexual violence in India** (International Institute of Population Sciences and Population Council, 2010).

## 1.2 Population Foundation of India Campaign

In addressing GBV and VAWG in India, the Population Foundation of India (PFI) developed a communication intervention delivered through various digital and social media platforms. The *Bas Ab Bahut Ho Gaya* (‘Enough is Enough’) campaign, as it was titled, was designed to engage youth 15 to 24 years of age, on the issue of GBV and VAWG, with the centerpiece of the intervention being a series of six short films featuring a range of topics related to GBV and VAWG. Additionally, three of the six films featured Indian celebrities. Other features of the campaign were an anthem in Hindi with English subtitles on the theme of women’s empowerment, a campaign concert, and engagement with university studies at several Indian college campuses.

The stated goal of this campaign was to positively influence youth knowledge, attitude, and perceptions related to GBV, particularly VAWG, through sustained digital media interventions and engagement. Objectives outlined for the development of the intervention were as follows:

- To change the knowledge of, attitude toward, and perception of GBV—more specifically –VAWG—particularly among the youth, through celebrity-endorsed interventions on digital platforms.
- To evaluate the effectiveness of celebrities in triggering change, particularly with respect to deeply entrenched gendered perceptions and stereotypes.

## 1.3 Goal of Evaluation

To better understand the efficacy of PFI’s GBV intervention, RTI International, a non-profit research institute, was contracted by PFI to conduct an outcome evaluation of the campaign, looking at the impact of the intervention’s films and their promotion on social media on improving knowledge and influencing attitudes, beliefs, and intentions among the campaign’s audience.



Originally conceived as a limited evaluation of the campaign films and their impact, primarily on knowledge, attitudes, beliefs, and intentions related to GBV and VAWG among the campaign's target audience, its scope increased over the course of the evaluation. With additional resources made available, it was possible to expand the evaluation to better address questions around effective messaging and the role of celebrities in the campaign, as well as to better understand the receptivity to the campaign among its audience.

Because the effectiveness of the campaign rests on both successful implementation and the existence of detectable effects on the campaign's targeted outcomes, the evaluation sought to answer questions under two broad domains: process evaluation and outcome evaluation. The process evaluation gauged the extent to which the campaign was implemented as conceived, and the outcome evaluation addressed the extent to which the campaign was effective in addressing knowledge, attitude, and intentions related to GBV and VAWG through the use of a mix of celebrity and non-celebrity films.

## **1.4 Evaluation Team**

The evaluation team consisted of staff from RTI's Center for Communication Science and RTI India's health research team. The RTI evaluation team was led by Jon Poehlman, PhD. Key evaluation team members included Mariam Siddiqui, MPH; Katie Moran, MSW, MPH; Anshuman Sharma, MPH; Sarah Parvanta, PhD; Mihaela Johnson, PhD; Doug Rupert, MPH; and Miriam Hartmann, MPH. In addition, PFI provided support by reviewing data collection plans and instruments and collecting campaign-related process data. PFI staff that supported this evaluation included Alok Vajpeyi, Abhijit Mali, Tanushree Sengupta, and Ritesh Laddha. Doug Kittelsen, of AI Health, also provided instrumental support related to integrated Facebook data collection activities.

## 2. The *Bas Ab Bahut Ho Gaya* Campaign

### 2.1 Campaign Implementer

PFI is a non-governmental organisation that promotes and advocates for the formulation and implementation of gender-sensitive development, health, and population policies and programmes. Based in Delhi, PFI conducts a range of social and behaviour change communication projects that leverage entertainment to provide education on social issues affecting the Indian population. PFI's flagship media initiative is Main Kuch Bhi Kar Sakti Hoon (MKBKSH-I, A Woman, Can Achieve Anything), which was launched in 2014.

### 2.2 Campaign Goals and Objectives

*Bas Ab Bahut Ho Gaya* ('Enough is Enough') was an 18-month pilot digital campaign developed by PFI in partnership with director Feroz Abbas Khan and Farhan Akhtar's initiative Men Against Rape and Discrimination (MARD). Its objective was to mobilise youth to address issues around GBV, particularly VAWG. The campaign was funded as part of the *Combating GBV among the Youth in India through a Celebrity-Centred Digital Media Edutainment Intervention* project, one of the winners of the Bill and Melinda Gates Foundation's Grand Challenge, 'Putting Women and Girls at the Centre of Development'.

Goals for the campaign included addressing cultural and social norms to combat GBV and VAWG. The following principles guided the development of the campaign:

- Men [boys and adolescents' from 15 to 24 years] need to understand that VAWG is a sign of weakness, not of strength (often loosely termed as 'mardangi'—being a man).
- Women need to know that violence is not a right that men have, but the violation of one, and that they do not, under any circumstances, deserve it or should accept it.

PFI's objectives for the campaign were to change the knowledge of, attitude toward, and perception of—GBV—more specifically—VAWG—particularly among the youth, through celebrity-endorsed behaviour change communication interventions on digital platforms.

### 2.3 Target Audience and Implementation

Campaign activities were directed toward Indian youth, 15 to 24 years of age. The campaign's scope was national, given the use of social media (e.g., Facebook, Instagram, YouTube,

#### Key objectives of *Bas Ab Bahut Ho Gaya* campaign:

- To change knowledge of, attitude toward, and perception of GBV—more specifically—VAWG—particularly among the youth, through celebrity-endorsed behaviour change communication interventions on digital platforms
- To evaluate the effectiveness of celebrities in triggering change, particularly with respect to deeply entrenched gendered perceptions and stereotypes

WhatsApp) for dissemination of the campaign films. This approach to addressing GBV among Indian youth was supported by findings from a report developed by PFI that examined Indian youth's use of social media, the role of social media in VAWG, and the use of celebrities as key influencers for change (Kakkar, Das, Josalkar). In that reported, *Formative Study for PFI's Grand Challenge Project*, the authors reported the following:

- As of December 2015, there were 306 million mobile internet users in India (As of December 2017, this number was closer to 456 million, according to estimates in a report by the Mobile Association of India [IAMAI] and KANTAR-IMRB [Mannan, 2018]).
- Although most mobile Internet users are in urban areas (71%), the number of rural mobile Internet users is rapidly growing, and they are using mobile devices to access social media.
- College students and young men form 60% of social media users in urban India, with working and nonworking women forming only 18% of social media users.
- Facebook is the leading social media website in India, with 96% of urban users accessing it, followed by Google Plus at 61%, Twitter at 43%, and LinkedIn at 24%.
- Most of the popular Social Media platforms (e.g., Facebook, Instagram, Twitter, YouTube) are being used in some form to engage youth for social change.
- In the wake of highly visible instances of violence against women, such as the 2012 Delhi gang rape, social media has been used to openly address GBV.
- Recent campaigns, such as *We Can* (South Asia region, including India) and *Ring the Bell* (International), have used multifaceted media types, including social media, to address violence against women.
- In India, use of celebrities in fundraising and social awareness campaigns is growing, yet despite the natural appeal of this approach, little has been documented about its efficacy.

Given the finding of this report and the potential that digital media consumption might surpass offline media platforms such as television and the print media, PFI was interested in piloting a social media-driven campaign to address GBV and VAWG.

As stated in PFI's Grand Challenge Application to the Bill and Melinda Gates Foundation:

*The intervention is based on the premise that the digital media opens up wider platforms for knowledge sharing and engagement, particularly with the youth, and could therefore become an effective tool for behaviour change communication. By targeting the youth through a medium widely accessed by them to consume news and share views, and through an approach that is interesting, engaging, interactive and subtle instead of being didactic, positive and transformative changes can be brought about in their lives.*

With funding secured from the Bill and Melinda Gates Foundation, the campaign was launched on May 30, 2017, by PFI along with Feroz Abbas Khan and MARD. #BasAbBahutHoGaya -

*#EnoughIsEnough* was kicked off with a Facebook Live session by Farhan Akhtar and was aired on the Facebook pages of both PFI and MARD.

## 2.4 Key Campaign Products

The following describes the campaign's major activities.

### Short Films

PFI developed a series of six short films designed to address knowledge and attitudes around GBV and VAWG. The first two films, featuring celebrities Vidya Balan and Sania Mirza, were launched in June 2017. The first film, featuring Vidya Balan and her father, was released on 18 June, Father's Day. The film with Sania Mirza and her father was released on 23 June, 2017. Both films depicted the role and support fathers played in their lives, enabling them to pursue their careers. The third film dealt with the brutal gang rape of Jyoti Singh, 'Nirbhaya', that took place in Delhi on 16 December, 2012. The film retells the incident through her parents and was launched on 2 October, International Day for Non-Violence. The fourth film was based on Varnika Kundu, resident of Chandigarh and a DJ by profession. She was chased by two men, who followed her car as she was on her way home from work. The fifth film was based on renowned television journalist Barkha Dutt's personal story and experience on child sexual abuse. The sixth film, on Shreya Kalra, addresses the issue of sexual harassment at the workplace.

### Digital Film Contest

College students were invited to submit digital films of up to 2 minutes on the theme of ending VAWG. The digital film contest was promoted on social media and through panel discussions and a promotion campaign across 600 colleges across India. More than 1,700 entries were received. A jury consisting of Shabana Azmi, Shekhar Kapur, Kiran Karnik, and Feroz Abbas Khan selected the top three films, and the winners were awarded at the celebrity concert in Mumbai on 21 November, 2017. In addition, a Viewers' Choice Award was given to the most popular film, selected through online voting.

### Celebrity Concert

Celebrity support for the campaign was showcased at a concert in Mumbai on 21 November, 2017. It was led by Farhan Akhtar along with other popular film and music celebrities, such as Salim-Sulaiman, Sukriti-Prakriti, Armaan Malik, Harshdeep Kaur, and others. Farhan Akhtar and his band performed the finale. Hindi movie megastar Shah Rukh Khan, who has previously lent support for the campaign, was at the event and recited the poem 'MARD' by Javed Akhtar. The concert was a live event that reached 4.8 million viewers on Facebook Live and was viewed live by over 1.5 million through other media platforms, in addition to about 2,000 people at the concert venue in Mumbai. The objective was to engage people at the national and international levels to create a

momentum and push for transformative action to end VAWG, beyond debates and discussion.

### Anthem

A film anthem for the campaign, Chulein Aasman ('Reach for the Sky'), was released on 8 March, 2018 for International Women's Day, encouraging girls and women everywhere to #PressForProgress. The anthem is sung by Farhan Akhtar and Salim Merchant. It is written by Farhan along with Shraddha Pandit and composed by Salim-Suleiman. The anthem talks of stereotypes and challenges women face in a predominantly patriarchal society, and urges them to overcome these and reach for the sky. The film opens with a recitation by Hindi film superstar Shah Rukh Khan and includes the campaign message 'Bas Ab Bahut Ho Gaya—Enough is Enough' by celebrities, including Shabana Azmi, Priyanka Chopra, Armaan Malik, and Amir Khan. The anthem reached more than a million viewers through PFI and MARD's social media platforms.

**Exhibit 2.1** provides a timeline of the key campaign activities.

Exhibit 2.1 Campaign Timeline

Event	Activity	Date
Farhan Akhtar Live Discussion	Facebook Discussion	30th May'17
College Film Contest/Panel Discussions	Live-Event	June '17 to Sept '17
Farhan Akhtar Promo	Promo Post	14th June'17
<b>Vidya Balan Film</b>	<b>Film 1</b>	<b>18th June'17</b>
Sania Mirza's Promo	Promo Post	23rd June'17
<b>Sania Mirza Film</b>	<b>Film 2</b>	<b>23rd June'17</b>
<b>Nirbhaya Film</b>	<b>Film 3</b>	<b>2nd Oct'17</b>
Celebrity Concert/Film Awards	Concert	21st Nov'17
<b>Varnika Kundu Film</b>	<b>Film 4</b>	<b>10th Feb'18</b>
Barkha Dutt's Promo	Promo Post	21st Feb'18
<b>Barkha Dutt Film</b>	<b>Film 5</b>	<b>22nd Feb'18</b>
Anthem Poster	Promo Post	7th March'18
Anthem	Song	8th March'18
Shreya Karla's Promo	Promo Post	14th March'18
<b>Shreya Karla Film</b>	<b>Film 6</b>	<b>15th March'18</b>

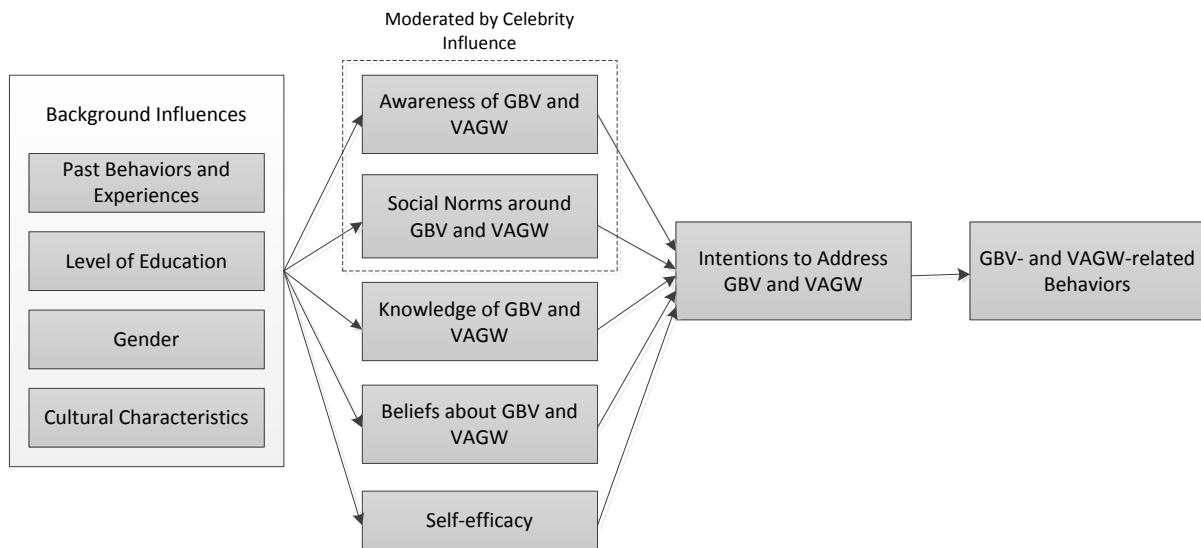
# 3. Evaluation Design

## 3.1 Evaluation Approach

Assessing the effectiveness of the campaign with its intended audiences is essential to determining strengths, limitations, and areas for improvement, all of which are critical to conducting any further scale-up and improving future social media-driven advocacy and engagement activities. RTI, when originally contracted by PFI, was to conduct an evaluation of *Bas Ab Bahut Ho Gaya* campaign activities, with the goal of assessing their impact on individuals’ knowledge, attitudes, and beliefs related to GBV and VAWG, and to identify intentions towards conducting supportive behaviours around GBV among the campaign’s primary audience.

**Exhibit 3.1** provides a theoretical framework for the potential interaction of the audience with the campaign, suggesting several possible pathways that could contribute to desired behaviour change following exposure to the campaign.

Exhibit 3.1 Campaign Theoretical Framework



RTI’s approach to this evaluation was modelled after the evaluation of the *Code of Silence* campaign (Rosenthal, 2016), which similarly evaluated an online campaign addressing GBV and featuring celebrities as campaign spokespeople. The design of the Code of Silence evaluation suggests a parsimonious approach given limited resources for understanding the effectiveness of the campaign in changing several proximal indicators that are theorised to influence change in behaviours that are more long-term. Furthermore, with the campaign’s primary activities being conducted online, through social media, RTI’s evaluation activities would also be conducted online, with participants in the evaluation recruited through social media and other websites (e.g., Facebook, Instagram, and online ads).

Our initial design was to conduct a pair of cross-sectional surveys with Facebook users to examine the influence of campaign exposure on knowledge, attitudes, beliefs, and intentions related to GBV and VAWG. The two Facebook cross-sectional surveys were to engage users of the social media platform, aged 15 to 24, who reside in India, stratified across two stages of data collection: *precampaign* (approximately 500 participants) and *postcampaign* (approximately 3,000 participants).

Cross-sectional surveys are a widely used method for evaluating communication campaigns that include media components (Hornik, 2002). In the case of a social media campaign, collecting data from cross-sections of the target audience shortly after campaign elements are released seems especially appropriate. Such surveys can suggest whether exposure to the campaign is associated with targeted outcomes. However, some threats to internal validity exist when evaluating campaign effectiveness using cross-sectional surveys (Evans et al., 2009). External factors, for example, may account for observed trends in outcomes over and above the presence of the campaign; consequently, those factors must be considered when drawing conclusions about campaign effectiveness. Additionally, some individual characteristics could confound observed associations between campaign exposure and outcomes. Individuals with a general interest in violence reduction, for example, may have better recall of a violence prevention campaign and more-positive attitudes toward the prevention of GBV. Consequently, analyses of cross-sectional data should control for such factors to the extent possible. Also, cross-sectional evaluations cannot definitively establish causal order between self-reported ad exposure and changes in outcomes, given that surveys will measure these variables at the same time.

Using Facebook is a cost-effective approach to conducting the cross-sectional surveys for both recruiting and as a data collection platform. Facebook has been used to recruit similar audience groups for surveys (Ramo & Prochaska, 2012).

The strengths of the Facebook approach to survey data collection include the following:

- Facebook is widely used in India, including among mobile Internet users and among the campaign's primary audience.
- Facebook is a cost-efficient approach to recruiting survey participants.

However, limitations can include the following:

- High attrition rates of survey completion, suggesting potential bias among those who opt-in to the survey.
- The findings from a convenience sample of Facebook users will not be generalizable to the general population.
- Use of Facebook samples is somewhat new in evaluation research, and this approach has less documentation than older methods.

Although RTI's approach to the evaluation stayed fundamentally the same throughout the campaign, a few factors shaped the course of the evaluation. While we originally considered comparing findings from campaigns audience before and after the campaign, the campaign's development was conducted concurrently with implementation, ultimately limiting this potential aspect for comparison. As a result, our precampaign survey took a broad approach, asking the audience a range of questions related to their knowledge, attitudes, and intentions related to GBV and VAWG. This approach yielded useful information for campaign planning but resulted in a limited number of the precampaign measures that directly related to the messaging in the final campaign films.

Additional campaign resources were also made available to the evaluation over the course of the campaign that let us expand the evaluation in several important ways. First, additional resources allowed us to add a component to the evaluation that directly gauged audience response to the individual campaign films during the implementation of the campaign. This data collection was conducted using a chatbot on the campaign's Facebook page, which interacted with individuals viewing posts for the campaign films.

Second, although there was an interest from the beginning in understanding the role of celebrities in the campaign messaging, it was going to be challenging using a postcampaign survey to isolate the effects of the use celebrities on the campaign. With additional resources, however, we were able to also conduct a separate efficacy study with members of the target audience who had not viewed the campaign. Conducting an efficacy study with the six campaign films gave us an opportunity to assess each film and its message separately under controlled experimental conditions (Evans et al., 2009). Key to this was randomly assigning members of a survey panel who reported not having seen any of the campaigns films to one of seven experimental conditions (six campaign film and one control film). Given the ability to limit study participants' exposure to one film, we can look at differences in response on several measures (e.g., perceived effectiveness [PE], knowledge, attitudes, and intentions) for celebrity and non-celebrity films.

We had additionally hoped to use internet tracking pixels, placed on campaign films, as an innovative means of verifying exposure to campaign films and other campaign posts among members of an online survey panel in an effort to recruit a group of people with known campaign exposure for the postcampaign survey. Internet tracking pixels are small tags placed on image files that can be used to identify when someone has viewed a specific image on the internet. However, this did not prove feasible. There were challenges, including changes in Facebook policy on the use of external tracking pixels, that prevented us from placing the pixels on the campaign's Facebook materials. We also learned that among potential survey panel members, those that have granted the ability to track pixel on their mobile devices was limited. While pixels were placed on certain campaign products, ultimately, we were unable to link campaign viewership to the use of the tracking pixels.



## 3.2 Campaign Evaluation Activities

**Exhibit 3.2** outlines the final set of activities used by RTI in evaluating the *Bas Ab Bahut Ho Gaya* Campaign.

Exhibit 3.2 Summary of Key Campaign Evaluation Activities

	<p style="text-align: center;"><b>Precampaign Survey</b></p> <p><b>Purpose:</b> Determine the campaign audience knowledge of what constitutes GBV and VAWG; their attitudes toward GBV, VAWG, and the value of girls; and intentions to intervene or address GBV and VAWG.</p> <p><b>Approach:</b> Online survey with members of the campaign’s primary audience, recruited through Facebook, Instagram, and online ads.</p>	
Process Evaluation Activities	<p style="text-align: center;"><b>Collection of Campaign Metrics</b></p> <p><b>Purpose:</b> Tracking and reporting campaign-related social media metrics can help determine whether the campaign was implemented as planned and whether it reached its intended audience. Engagement metrics, such as page ‘likes’, can also help us understand the audience interaction with the campaign.</p> <p><b>Approach:</b> PFI collected and shared with RTI metrics for the campaign activities for review and analysis.</p>	<p style="text-align: center;"><b>Facebook Chatbot Surveys</b></p> <p><b>Purpose:</b> Understanding the actual campaign audience’s response to the campaign films let us better understand the effectiveness of each film with the audience.</p> <p><b>Approach:</b> This information was gathered through a chatbot on the campaign Facebook page. Through the chatbot, Facebook users were asked as part of a campaign post whether they would like to participate in a brief survey and given the opportunity to respond to a mix of closed- and open-ended questions about the campaign films.</p>
	<p style="text-align: center;"><b>Efficacy Study</b></p> <p><b>Purpose:</b> Answering questions about the design and message of each film used in the campaign, with emphasis on understanding the role of the celebrity versus non-celebrity spokesperson on PE.</p> <p><b>Approach:</b> We employed a one-way within-subjects experimental study with seven groups to evaluate the effectiveness of several attributes of the films. Our target sample size was 1,750 completed participants (n = 250 per condition). We also stratified results by gender.</p>	<p style="text-align: center;"><b>Endline Survey</b></p> <p><b>Purpose:</b> Determining the effect of exposure to the campaign films and messages on audiences’ knowledge, attitudes, beliefs, and behavioural intentions related to GBV and VAWG.</p> <p><b>Approach:</b> We conducted a cross-sectional survey with 2,100 individuals to examine the influence of campaign exposure on the variables. Survey participants were recruited primarily through a survey panel of internet users, with additional participants recruited through Facebook and Instagram ads direct at the campaign’s target audience. Items in the survey assessed measures around the knowledge, beliefs, and intentions related to GBV and VAWG and self-reported recall of the campaign films.</p>
Outcome Evaluation Activities		

### 3.3 Evaluation Questions

In addressing the objectives of the evaluation, the following primary and secondary research questions were developed at the start of campaign with the goal of being answered to the extent possible within the limitations of the design of the evaluation.

- Primary**
  - Can key messages delivered through short films provided by celebrities on digital media be effective in changing perceived norms around GBV?
  - Is the intervention effective in changing knowledge of, attitude toward, and perceptions of VAWG among youth?
  
- Secondary**
  - Do celebrities accelerate the pace of change or influence the nature of conversations around the issue?
  - Can social media influencers improve the quality of conversation around VAWG?
  - What messages are effective in influencing the attitude and perception of youth with respect to VAWG?
  - Can a song decrying VAWG, by popular singers, become an anthem among the young people and trigger a change in gendered perceptions and stereotypes?

**Exhibit 3.3** provides a more-nuanced look at the research questions that will be addressed through this evaluation and the sources of data that will be used in addressing each research question.

Exhibit 3.3 Evaluation Questions and Data Sources

Evaluation Question	Data Source			
	Campaign Metric	Chatbot Survey	Efficacy Study	Endline Survey
<b>Process Evaluation Questions</b>				
How many campaign materials (e.g., films, posts) were developed and distributed throughout the campaign?	●			
What activities were implemented in support of the campaign?	●			
What was the reach of the campaign?	●			●
Did the campaign reach its targeted audience	●	●		●
Did the target audience react favourably to the campaign films?		●	●	
Did the inclusion of a celebrity in the campaign film increase audience response to the film?	●			

(Continued)

Exhibit 3.3 Evaluation Questions and Data Sources (Continued)

Evaluation Question	Data Source			
	Campaign Metric	Chatbot Survey	Efficacy Study	Endline Survey
<b>Outcome Evaluation Questions: Campaign Efficacy</b>				
Does viewing each campaign film cause change in its targeted behavioural intention?		●	●	
Does viewing each campaign film cause change in its targeted attitude?		●	●	
Does viewing each campaign film cause change in its targeted belief?			●	
What is the perceived effectiveness of the celebrity versus non-celebrity films?			●	●
Do celebrity and non-celebrity films differently influence behavioural intentions?			●	
Do celebrity and non-celebrity films differently influence general attitudes about gender-based violence?			●	
Do celebrity and noncelebrity films differently influence general beliefs about gender-based violence?			●	
<b>Outcome Evaluation Questions</b>				
Does exposure to campaign films lead to increases in knowledge about violence against women and girls?				●
Does exposure to campaign films lead to increases in desired attitudes and beliefs about gender-based violence?				●
Does exposure to campaign films lead to changes in targeted behavioural intention?				●
How did the use of celebrities influence perceptions of the campaign?				●

## 4. Evaluation Methods

### 4.1 Campaign Metrics

In this section, we describe the process metrics collected as part of the campaign evaluation.

#### 4.1.1 Social Media Metrics

Social media engagement was captured through the interactions that audience members had with campaign activities on Facebook, Twitter, and YouTube. Engagement metrics included data on frequency of interactions as well as reach of and engagement with the campaign films. Reach and engagement metrics provided by Facebook, Twitter, and YouTube were used as indicators for measurement.

#### Facebook

**Exhibit 4.1** presents the key metrics collected for the campaign’s Facebook posts.

Exhibit 4.1 Summary of Campaign Facebook Metrics Collected

Metric	Description
<b>Impressions</b>	Number of times campaign content was displayed
<i>Organic</i>	Number of times PFI content was displayed in their News Feed, ticker, or on the campaign page through unpaid distribution
<i>Paid</i>	Number of times paid campaign content was displayed
<i>Viral</i>	Number of times campaign posts were displayed due to someone’s actions (liking, commenting, or sharing)
<b>Lifetime Reach</b>	Number of people who saw campaign posts
<i>Organic</i>	Number of people who saw campaign posts in their News Feed, ticker, or on the campaign page through unpaid distribution
<i>Paid</i>	Number of people who received a paid post from your page
<i>Viral</i>	Number of people who saw campaign posts due to a someone’s actions (liking, commenting, or sharing)
<b>Engagements</b>	Someone taking an action related to the post, either liking, commenting, or sharing
<i>Likes</i>	Number of times someone indicated they ‘liked’ a campaign post
<i>Comments</i>	Number of times someone commented on a campaign post
<i>Shares</i>	Number of times someone shared a campaign post
<b>Engagements</b>	Total number of people who engaged with a campaign post
<b>New Users/Subscriber</b>	Number of people that have not previously engaged with a campaign-related content

Another metric captured through Facebook was the total time spent on each film posted on Facebook. This metric provided information about engagement with each film and after how long viewers quit watching. Applicable to only films, data provided by Facebook included information on views of more than 3 seconds and 10 seconds for each film. Facebook calculates

data for 3 seconds as a benchmark to ascertain whether the viewer actually watched the film while scrolling through their newsfeed<sup>1</sup>, and for 10 seconds as it calculates advertising costs per 10 seconds for each film<sup>2</sup>.

**YouTube**

For YouTube, available metrics captured the reach of content on the platform (captured as film views in lifetime), people who reacted to the film—similar to ‘people who talked’ about the film on Facebook (captured as post likes, dislikes, and comments), new subscribers (captured as new subscribers added to the PFI YouTube channel), and overall engagement with the films (see **Exhibit 4.2**). Because YouTube is a film-only hosting platform, only campaign films were posted on the platform.

Exhibit 4.2 Metrics Collected for the Campaign YouTube Posts

Metric	Description
<b>Lifetime Film Views</b>	Number of times the campaign film was viewed on YouTube
<i>Post Likes</i>	Number of people who liked the film
<i>Post Dislikes</i>	Number of people who disliked the film
<i>Post Comments</i>	Number of people who commented on the film
<b>Post Shares</b>	Number of people who shared the film on other online platforms directly from YouTube
<b>New Subscribers to PFI Page</b>	Number of people liking the PFI YouTube page after watching the film

Another metric captured time spent on each film. This metric provided information on actual engagement with the content of the film in terms of complete and incomplete views. YouTube generates time spent data in quartiles for each film indicating between what quartiles the viewer dropped out, if at all<sup>3</sup>. This quartile data was available for the six main campaign films and an anthem film.

**Twitter**

On Twitter, the metric captured reach and engagement of hashtags used during the campaign. Three slogans were used—#BasAbBahutHoGaya, #EnoughisEnough, #Lalkaar—and the Twitter metric provided total reach (captured as total impressions created for each slogan

---

<sup>1</sup> [https://www.facebook.com/business/help/743427195703387?helpref=faq\\_content](https://www.facebook.com/business/help/743427195703387?helpref=faq_content). As accessed on July 3, 2018.

<sup>2</sup> [https://www.facebook.com/business/help/1582420952009573?helpref=faq\\_content](https://www.facebook.com/business/help/1582420952009573?helpref=faq_content). As accessed on July 3, 2018.

<sup>3</sup> Film viewership on YouTube. <https://support.google.com/adwords/answer/2375431?hl=en>, As accessed on 4 July, 2018

hashtag on Twitter) and engagement (captured as total tweets and retweets for each slogan hashtag) (see *Exhibit 4.3*).

Exhibit 4.3 Key Metrics for Campaign’s Twitter Posts

Metric	Description
<b>Name of Hashtag</b>	Name of the Hashtag used to promote the campaign
<b>Reach of Hashtag</b>	Number of people who saw the tweets with the campaign Hashtag
<b>Number of Tweets including the Hashtag</b>	Number of total tweets that included the campaign Hashtag

Any additional data for films and/or any other campaign content posted on Twitter was not available.

### Website Metrics

Engagement with the campaign website, <https://basabbahuthogaya.in>, was measured by the data available on the total number of unique visitors and the total number of visits to the website. The metric was gathered by admin login to website and information gathered from the website analytics section. The metric provided information for each month during the campaign from November 2017 until April 2018.

#### 4.1.2 Analysis of Campaign Metric Data

Captured information on the campaign reach and engagement is presented as frequencies. Among the six campaign films, for analysis, we also segregated them into celebrity and non-celebrity films for additional comparisons. Films with Vidya Balan, Sania Mirza, and Barkha Dutt were categorised as celebrity films, and films with Varnika Kundu, Shreya Kalra, and Nirbhaya were categorised as non-celebrity films. The performance of the two categories was compared across platforms to measure whether having celebrities in the films had a difference in reach and engagement compared to films without celebrities.

## 4.2 Chatbot Survey

The following describes the approach used to developing a chatbot for collecting data on campaigns films with the campaign audience.

### 4.2.1 Chatbot Questionnaire Development

To gain feedback from campaign audience members in real time as they encountered the campaign’s films, RTI developed, with support from AI Health, six online surveys administered via chatbots programmed on Facebook’s *Messenger* platform.

A separate chatbot survey was developed to accompany each campaign films, with each chatbot programmed to ask viewers 10 questions. Information collected through the chatbot included audience members’ perception of the films; the film’s personal relevance to the viewer; and the audience members’ attitudes, behavioural intentions, and demographics. For the complete list of questions, see *Exhibit 4.4*. We also asked audience members two questions

per survey on VAWG related to the campaign films. The first question focused on the first third of the film and asked something about the main person in the film (e.g., *what happened to the woman featured in this film?*). The second question focused on a fact (e.g., *roughly what percent of children in India are sexually abused?*) that was shared two-thirds of the way into the film.

Exhibit 4.4 Chatbot Survey Questions

Question Domain	Question	
Perception of Film	<i>Did you like the film?</i>	
Personal Relevance	<i>Do you think this film was created for someone like you?</i>	
Attitude	<i>Did this film make you think differently about how women in India are treated or valued?</i>	
Behavioural Intention	<i>Are you going to share this film with your friends on Facebook?</i>	
	<table border="1"> <tr> <td><i>Great! Tell me why you want to share it.</i></td> <td><i>Okay. What could we change in the film to make you more likely to share it?</i></td> </tr> </table>	<i>Great! Tell me why you want to share it.</i>
<i>Great! Tell me why you want to share it.</i>	<i>Okay. What could we change in the film to make you more likely to share it?</i>	
Knowledge	<i>[Film-specific question]</i>	
	<i>[Film-specific question]</i>	
Demographics	<i>Last two questions. Are you male or female?</i>	
	<i>How old are you?</i>	

#### 4.2.2 Recruitment Procedures and Implementation

In our original plans for using the chatbot to collect campaign related feedback, we were hoping the novelty of the data collection tool would be compelling enough to encourage people to provide their feedback. However, after an initial test of the chatbot, we deemed it necessary to also provide a small incentive to encourage participation. In the Facebook posts for the campaign film, we offered audience members a credit of ₹30 through Paytm if they answered the questions in the survey and provided a valid phone number to transfer the credit. **Exhibit 4.5** shows the initial offer to participate provided through the Facebook post, as well as the subsequent flow of communication and questions on Facebook *Messenger*. In using an incentive for participation, our plan was to promote each Facebook post for a period of up to one week or until we reached our desired sample of 250 responses. Because only one chatbot could be run at a time on PFI’s Facebook page, Facebook posts and promotions of each film was done in a sequential order to ensure there was no confusion related to which response relates to which film.

Note also that by the time additional resources were added to the campaign evaluation to support the development of the chatbot data collection tool, the first three films had already been released. To collect feedback for these films, PFI repromoted each of them at the end of the initial run of all six of the campaign’s films.

Exhibit 4.5 Chatbot Survey Offer and Flow

[Facebook Post]

**Population Foundation of India**  
April 11 · 🌐

**Tell us what you think about this film! Be one of the first 300 to take a brief survey** about this film and receive a credit of ₹30 through Paytm.

To take the survey, click **Send Message** button below. When Facebook Messenger opens, just type “Hi” and enter to start the survey.

#BasAbBahutHoGaya  
**बस अब बहुत हो गया**  
ENOUGH IS ENOUGH

in association with **MARD**

in partnership with **FEROZ ABBAS KHAN**

**BasAbBahutHoGaya | Sania Mirza** [Send Message](#)

[Messenger Film Survey]

Tell us what you think about this film! Be one of the first 300 to take a brief survey about this film and receive a credit of ₹30 through Paytm.

To take the survey, click Send Message button below. When Facebook Messenger opens, just type “Hi” and enter to start the survey.

Did you like the film?



Do you think this film was created for someone like you?

Did this film make you think differently about how women in India are treated or valued?

Are you going to share this film on Facebook?

Okay. What could we change in the film to make you more likely to share it?

Last two questions. Are you male or female?

How old are you?

Give us your phone number

### 4.2.3 Analysis of Data

Data from each post was analysed using SPSS for Windows version 25.0 (IBM Corp, Armonk, NY). In the chatbot survey, we provided three response options ('definitely', 'maybe', and 'probably not') for questions related to personal relevance and behavioural intention. For questions related to perception of film and attitude, we provided three response options: 'a lot', 'a little', and 'not very much'. Age of the respondent was dichotomised into two groups, target audience (15–25 years old) and those older. We also dichotomised the six campaign films into 'celebrity' and 'non-celebrity' films to examine whether there were any differences in perception, personal relevance, attitude, and behavioural intentions. The campaign films on Vidya Balan, Sania Mirza, and Barkha Dutt were categorised as celebrity, and those on Nirbhaya, Varnika Kundu, and Shreya Karla were categorised as non-celebrity.

Frequencies were calculated for each question of the campaign film. Pearson's chi-square test was used to assess associations between perception, personal relevance, attitude, and behavioural intention questions by campaign films. Bivariate analysis was conducted on perception, personal relevance, attitude and behavioural intention questions for target audience. Two-tailed *p*-values less than 0.05 were considered statistically significant.

Open-ended responses for behavioural intention questions were analysed using Microsoft Excel by creating a matrix of questions (columns) by respondent (rows) and recording the responses in the corresponding cell. This facilitated our review and comparison of responses to the questions and allowed for sorting by age and gender of the respondent. In reviewing responses to the questions, we used a constant comparative approach to first look for similarities or themes in the responses to identify outliers or differing views. We also noted substantive quotes that provided examples of common ideas shared in the responses.

## 4.3 Efficacy Experimental Study

In this section, we describe the design and development of the Efficacy Experimental Study and recruitment of study participants.

### 4.3.1 Experimental Design and Questionnaire Development

The following research questions drove the design of the efficacy study.

- 1) What is the **perceived effectiveness** of celebrity and non-celebrity films?
- 2) Do celebrity and non-celebrity films influence **general behavioural intentions**?
- 3) Do celebrity and non-celebrity films influence **general self-efficacy** about GBV?
- 4) Do celebrity and non-celebrity films influence **general beliefs** about GBV?
- 5) Does each film cause change in its **target behavioural intention**?
- 6) Does each film cause change in its **target self-efficacy** about GBV?
- 7) Does each a film cause change in its **target belief**?
- 8) Do these effects differ by gender?

To address these research questions, the efficacy study used a one-way within-subjects experimental design. There were seven study conditions. Three of the films featured a celebrity, and three featured a non-celebrity. The remaining film described an iodine supplementation programme for women in India. This film was not created for the campaign and represented the control condition. Using this design, we could analyse effects across the combined celebrity films and combined non-celebrity films, as well as the effects of each individual film.

The target sample size was 1,750 ( $n = 250$  per condition;  $n = 750$  celebrity;  $n = 750$  non-celebrity). **Exhibit 4.6** shows the target sample sizes within condition. We powered the analysis to detect small to medium effects. Power calculations indicated the following:

- For comparisons between celebrity and non-celebrity groups only, requiring one pairwise comparison, a sample of 750 in the celebrity group and 750 in the non-celebrity group would allow for detection of a small effect size  $d = 0.19$ , at  $p$ -value = 0.05 and power = 0.95, and detection of a smaller effect size  $d = 0.17$  at  $p$ -value = 0.05 and power = 0.90.
- For comparisons between celebrity, non-celebrity and control, the sample would be limited to the size of the control group ( $n = 250$ ). With a sample of 250 per group, a

power of 0.90 and a  $p$ -value of 0.0167 to account for three pairwise comparisons would allow for detection of a small to medium effect size of  $F = .15$ .

- For comparisons between each film and control, a sample of 250 per group would allow for detection of an overall medium effect size  $d = 0.29$  based on pairwise comparison with  $p$ -value = 0.05 and power = .90.

Exhibit 4.6 Study Design and Target Sample Sizes

Celebrity Status	Film Condition							Total
	1	2	3	4	5	6	Control	
	Vidya Balan	Nightmare on the Road	Sania Mirza	Nirbhaya	Barkha Dutt	Unmute	Iodine Supplements	
Celebrity	250	--	250	--	250	--	--	750
Non-celebrity	--	250	--	250	--	250	--	750
Control	--	--	--	--	--	--	250	250
<b>Total</b>	250	250	250	250	250	250	250	1,750

### Procedures

The study flow involved survey panellists being invited to participate, an eligibility screener, random assignment, film viewing, and a questionnaire. Participants first completed a screener where information on their age, gender, state of current residence in India, and exposure to the campaign slogan was ascertained. To meet the eligibility criteria, participants had to be 15 to 24 years of age and reside in one of the Indian states. In addition, they should not have seen or heard about the campaign slogan or message and should have not seen any of the six campaign films.

Following the screener, we randomly assigned eligible participants to one of the seven experimental conditions. The random assignment approach first employed true random assignment, which produced imbalanced cell sizes during data collection. Because of a large imbalance in the control condition, we closed this group early so the remaining sample could be allocated to the other film conditions.

After viewing the film embedded within that condition, participants completed a questionnaire. The next section describes the questionnaire measures specific to this analysis.

### Measures

**Exhibit 4.7** lists the outcome variables measured in the survey and examined in this analysis. Perceived effectiveness was a scale variable with five sub-items. We averaged responses to all five items to create the scale. The final scale had high internal consistency (Cronbach's  $\alpha = 0.846$ ), and the items loaded on one factor. We measured all other outcomes, including intentions, self-efficacy, and beliefs, using single-item indicators.

The survey also measured participant demographics, including age, gender, state of residence, urbanicity, education, marital status, frequency of social media use, and witnessing violence as

a child (i.e., ‘When you were a child, did you ever witness violence toward female members of your family by a family member or a close friend?’).

Exhibit 4.7 Outcome Variables for the Efficacy Experimental Study

Variable Name	Survey Question	Response Options and Coding
<b>Perceived Effectiveness (PE)</b>	Please tell us if you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree with the following statements. <sup>¥</sup>	
Msg_Effect1	This video grabbed my attention	1 = Strongly disagree 2 = Disagree 3 = Neither agree nor disagree 4 = Agree 5 = Strongly agree
Msg_Effect2	This video is informative	
Msg_Effect3	This video is convincing	
Msg_Effect4	This video gave me good reasons to treat women and men equally	
Msg_Effect5	This video gave me good reasons to speak out against violence toward women	
<b>Behavioural Intentions</b>	How unlikely or likely is it that you will share this video with at least one of your friends?	1 = Very unlikely 2 = Unlikely 3 = Likely 4 = Very likely
<b>Behavioural Intentions</b>	Please read each statement and then say whether you think it is very unlikely, unlikely, likely, or very likely... <sup>¥</sup>	
Behv_Int1	I will celebrate fathers who support their daughter’s ambitions	1 = Very unlikely 2 = Unlikely 3 = Likely 4 = Very likely
Behv_Int2	I will celebrate fathers who treat daughters and sons equally	
Behv_Int3	I will support women’s career ambitions	
Behv_Int4	I will treat women and men as equals	
Behv_Int5	I will encourage people to tell someone if they were sexually assaulted as a child	
Behv_Int6	I will speak out against men stalking women	
Behv_Int7	I will fight for justice for women who have been survivors of rape	
Behv_Int8	I will speak out against sexual harassment in the workplace	
Behv_Int9	I will treat women without violence	
Behv_Int10	I will speak out against violence toward women	
<b>Self-efficacy</b>	Please read each statement and then say whether you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree with it. <sup>¥</sup>	
Self_Efficacy1	If I really wanted to, I could treat women without violence	1 = Strongly disagree 2 = Disagree 3 = Neither agree nor disagree 4 = Agree 5 = Strongly agree
Self_Efficacy2	If I really wanted to, I could speak out against violence toward women	
Self_Efficacy3	If I really wanted to, I could treat men and women equally	
Self_Efficacy4	If I really wanted to, I could support women’s career ambitions	

(Continued)

Exhibit 4.7 Outcome Variables for the Efficacy Experimental Study (Continued)

Variable Name	Survey Question	Response Options and Coding
<b>Beliefs</b>	Please read each statement and then say whether you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree with it. <sup>‡</sup>	
Belief1	Fathers in my community support their daughters' ambitions	1 = Strongly disagree 2 = Disagree 3 = Neither agree nor disagree 4 = Agree 5 = Strongly agree
Belief2	Fathers in my community treat their daughters as equals to sons	
Belief3	Encouraging people to tell someone if they were sexually assaulted as a child will help them feel less alone	
Belief4	Speaking out against stalking helps protect women from harm	
Belief5	My community fights for justice for women who have been survivors of rape	
Belief6	My community would approve if I speak out against sexual harassment in the workplace	
Belief7	My community respects people who treat women and men equally	
Belief8	If I treat women and men as equals, I will help reduce violence against women	
Belief9	My community rejects violence against women and girls	

<sup>‡</sup>Randomised order of items.

### 4.3.2 Recruitment

Participants for the Efficacy Experimental Study were recruited through Cint's Insights Exchange Network, which aggregates survey panellists from a range of survey panel partners in India. Cint's survey panel partners email respondents who meet the survey's recruitment criteria to invite them to participate. Thus, each survey uses a panel mix that is based on the specifications of the project, survey partner availability, and survey partner preferences.

Cint uses the following security and quality assurance measures:

- Cint hosts registration pages' use of Geo-IP verification technology to ensure that the registrant is in the panel's stated country. Captchas are also employed to stop automated (non-human) registrations.
- When selecting panellists to invite to a survey, panellists cannot be invited more than once to the same survey, and panellist using the same email address for more than one panellist account are excluded from sampling.
- Cint tracks the status of each respondent (i.e., each unique panellist invited to a specific project). Respondents can only start a survey if their status indicates that they have not previously responded or, if they have responded, have not completed or have been 'terminated' for some reason. Cint relies on two de-duping technologies, 'Cint Unique Respondent' and 'Relevant-Id', which can determine whether a respondent has started the survey before.
- Cint provides endpoints (redirect URLs) that the client can use for terminating respondents that do not provide quality responses (e.g., straight-liners).

- Upon reaching a survey endpoint (Cint redirect URL), responses are checked for duplicate completes while ‘Speeders’, people who answer questions without reading the questions, are automatically detected and tracked.
- Cint uses respondent records to regularly identify and remove/disqualify fraudulent panellists from the platform.

### 4.3.3 Analysis of Efficacy Experimental Study Data

IBM SPSS Statistics 25 and SAS Enterprise Guide 7.13.

#### Frequency Analysis

We first examined the frequencies of all study variables, including participant demographics and all outcome variables. Demographics included age, gender, urbanicity, education, marital status, state, social media use, and witnessing violence in the past. We recoded education, marital status, and state to ensure a large enough frequency in each variable category for analysis. Nearly all outcome variables were skewed, as most participants tended to choose the top or most-desired response option (e.g., choosing ‘Very likely’ in response to the question, ‘How unlikely or likely is it that you will share this film with at least one of your friends?’).

#### Demographics Analysis

The first step of the analysis was to examine whether participant demographics significantly differed by film condition. We ran this analysis to address the prior necessity to close the control group before closing all other groups. Although it was unlikely that participants who entered the study early—that is, before the control group closed—were somehow different from participants who entered the study late, we needed to test for this possibility so that subsequent analyses could control for potential demographic confounders. We ran chi-square or analysis of variance (ANOVA) to test each demographic characteristic by film condition.

#### Analysis of Research Questions

After completing the demographics analysis, we tested our eight research questions (RQ1–RQ8) by examining the effects of celebrity and non-celebrity films on general outcomes, as well as the effects of each film on its target outcomes. **Exhibit 4.8** lists these outcomes. We first modelled all outcomes as continuous variables according to how they were measured in the survey, and we used the General Linear Model procedure (PROC GLM) in SAS to test model assumptions. These models were adjusted for potential demographic confounders. Because the continuous outcome measures were skewed, the model assumptions were violated. Therefore, we transformed the outcome variables for analysis as follows: (1) cubed the perceived effectiveness (PE) scale and (2) dichotomised all intention, self-efficacy, and belief variables between the top category (i.e., full endorsement or most-desired outcome) and the remaining categories (i.e., not full endorsement or less-desired outcome). The dichotomisation approach ensured enough data in each binary category and was also substantively meaningful, as moving people from less than full endorsement to full endorsement of desired intentions, self-efficacy, and beliefs would indicate at least some success on the part of a campaign films.

Exhibit 4.8 General and Target Outcomes

General Outcomes	Target Outcomes (Films promoting each outcome)
<ul style="list-style-type: none"> <li>• PE of films</li> <li>• Intention to share the films</li> <li>• Intention to treat women without violence</li> <li>• Intention to speak out against violence toward women</li> <li>• Self-efficacy to treat women without violence</li> <li>• Self-efficacy to treat men and women equally</li> <li>• Belief that community respects equal treatment of men and women</li> <li>• Belief that equal treatment reduces violence toward women</li> <li>• Belief that community rejects violence toward women</li> </ul>	<ul style="list-style-type: none"> <li>• Intention to celebrate fathers who support their daughter’s ambitions (Vidya Balan)</li> <li>• Intention to celebrate fathers who treat daughters and sons equally (Vidya Balan)</li> <li>• Intention to support women’s career ambitions (Vidya Balan, Sania Mirza)</li> <li>• Intention to treat women and men as equals (Sania Mirza)</li> <li>• Intention to encourage telling someone if sexually assaulted as a child (Barkha Dutt)</li> <li>• Intention to speak out against men stalking women (Nightmare on the Road)</li> <li>• Intention to fight for justice for women survivors of rape (Nirbhaya)</li> <li>• Intention to speak out against workplace sexual harassment (Unmute)</li> <li>• Self-efficacy to speak out against violence toward women (Nightmare on the Road)</li> <li>• Self-efficacy to support women’s career ambitions (Vidya Balan, Sania Mirza)</li> <li>• Belief that fathers support daughters’ ambitions (Vidya Balan, Sania Mirza)</li> <li>• Belief that fathers treat daughters and sons equally (Sania Mirza)</li> <li>• Belief that encouraging talk about sexual assault will help (Barkha Dutt)</li> <li>• Belief that speaking out against stalking helps protect women from harm (Nightmare on the Road)</li> <li>• Belief that community fights for justice for women survivors of rape (Nirbhaya)</li> <li>• Belief that community approves of speaking out against workplace sexual harassment (Unmute)</li> </ul>
<p><b>Note:</b> The main independent variable predicting general outcomes was celebrity status (celebrity, non-celebrity, and control). The main independent variable predicting target outcomes was experimental condition (6 campaign films plus the control film).</p>	

**Main Effects Analysis**

We first tested the main effects of celebrity status and individual films. For the cubed PE outcome measure, we ran linear regression using the PROC GLM programme in SAS. For all other dichotomised outcomes, we ran logistic regressions using the PROC Glimmix programme in SAS. Predictors in the models testing the effects of celebrity and non-celebrity films included a three-category variable indicating celebrity status (celebrity, non-celebrity, and control). In the models testing the effects of each film, we included the seven-category individual film variable (six campaign films plus the control). All models controlled for demographics that

significantly differed between experimental conditions. After adjusting for these potential demographic confounders, if the main effect of celebrity status or individual films was significant, with an  $\alpha < 0.05$ , we ran pairwise comparisons to test for significant differences between conditions. The specific conditions that we compared depended on our research questions. For example, when testing effects on PE and intention to share the film, we were interested in comparing celebrity and non-celebrity films only. For general intention, self-efficacy, and belief outcomes, we were interested in differences between the control condition (representing a baseline) and the celebrity or non-celebrity films. Thus, pairwise comparisons included celebrity versus control, non-celebrity versus control, and celebrity versus non-celebrity. Finally, for target intention, self-efficacy, and belief outcomes, we were interested in whether the messages specific to each film increased the intentions, self-efficacy, and beliefs that they promoted from baseline (i.e., control) levels. Accordingly, pairwise comparisons tested for differences in each outcome between the film targeting that outcome and the control condition.

### Moderation Analysis

To examine whether the effects of the films and celebrity status depended on the audience's gender, we conducted moderation analyses treating gender as the moderator variable. Once again, we ran PROC GLM for the continuous PE outcome, and PROC Glimmix for dichotomous outcomes. Models predicting general outcomes included an interaction of gender with celebrity status, and models predicting target outcomes included an interaction of gender with individual films. All models controlled for potential demographic confounders. If the omnibus interaction result was significant, with an  $\alpha$  of  $< 0.05$ , we examined interaction contrasts that tested the effects of celebrity status or individual film effects between conditions of interest for men and women. The conditions of interest matched those that we examined when conducting pairwise comparisons in the analysis of main effects (see Main Effects Analysis above).

### Model Adjustments

Participants with missing data on model variables were dropped from analysis of those models. Missing data were minimal across the analysis. To control for error rates across multiple tests, we adjusted the  $p$ -value thresholds for pairwise comparisons and interaction contrasts. We used a Bonferroni correction for this adjustment, in which the  $p$ -value threshold equalled  $.05$  divided by the number of comparisons being tested. Thus, when testing only one comparison in a model, the threshold was  $p < .05$  ( $.05 \div 1$ ). For two comparisons, the threshold was  $p < .025$  ( $.05 \div 2$ ), and for three comparisons, the threshold was  $p < .017$  ( $.05 \div 3$ ).



## 4.4 Endline Evaluation Survey

In this section, we describe the design and development of the Endline Evaluation Survey and recruitment of its participants.

### 4.4.1 Survey Design and Questionnaire Development

The following research questions drove the design of the efficacy study.

- 1) Does exposure to campaign films lead to increases in **knowledge** about VAWG?
- 2) Does exposure to campaign films lead to increases in desired **attitudes and beliefs** about GBV?
- 3) Does exposure to campaign films lead to changes in targeted **behavioural intention**?
- 4) How did the use of **celebrities influence perceptions** of the campaign?

The Endline survey was designed as cross-sectional survey to examine the influence of campaign exposure on audience's knowledge, beliefs, and intentions related to GBV and VAWG. Items in the survey were designed to assess measures around the GBV knowledge, attitudes, and intentions, as well as self-reported recall of and conversations about the social media campaign films and other campaign activities. The main analyses examined whether exposure to the campaign was associated with changes in knowledge, attitudes, and intentions related to GBV prevention.

To develop survey questionnaire, we reviewed the six PFI campaign films and coded the key messages from each film as they relate to sexual, emotional, physical, and economic violence. We maintained the three priority domains used in the precampaign survey instrument.

- *Knowledge of what constitutes GBV and VAWG*
- *Attitudes toward GBV, VAWG, and the value of girls*
- *Intentions to intervene or address GBV and VAWG*

We also added the following domains:

- *Exposure to Campaign*
- *Response and Reactions to the Campaign*

In developing the Endline survey, we maintained several questions from the precampaign to assess characteristics of the individuals participating in the survey. We then reviewed the GBV and VAWG questions from the precampaign survey and compared the knowledge, attitudes, and intentions targeted by each campaign film. Out of the original 38 questions in the precampaign survey, we kept 8 that were relevant to the campaign content. Five of the questions that were repeated related to audience demographics, while three addressed relevant campaign outcomes. Then, under each domain, we drafted new measures that were more aligned with the content of the films, such as assessing knowledge, attitudes, and intentions toward child sexual abuse and gender discrimination in the workplace. Further, we

developed targeted questions assessing the participants’ exposure to each campaign film and their reactions to the campaign.

In conducting an online survey, it is important to limit the time required to take the survey to decrease possible attrition by survey participants. To counter this issue, we parsimoniously selected a set of questions from each domain, with the goal of creating a survey that would take only 4 to 6 minutes to complete. The survey had 35 questions.

After selecting questions and developing a draft questionnaire, we cognitively tested the survey in English with 17 members of the campaign’s priority audience and made necessary revisions to the questions. Following the testing in English, we translated the survey into Hindi, conducted a second round of testing with six Hindi speakers, and made additional revisions. We then programmed the survey for online dissemination using the Survey Monkey online platform, which provides responsive design templates for viewing on mobile devices.

### Procedures

The study flow involved an invitation to complete the survey from the survey panel operator, offered either through Facebook ads or survey panel email; an eligibility screener; and a questionnaire. Participants first completed a screener, which confirmed the eligibility criteria for participants: (1) 15–24 years of age and (2) currently living in India. Following the screener, eligible participants completed the survey questionnaire.

### Measures

**Exhibit 4.9** lists the outcome variables measured in the survey and examined in this analysis. **Appendix A** shows the final set of survey questions in English.

The survey also measured participant demographics, including age, gender, state of residence, urbanicity, education, marital status, frequency of social media use, and witnessing violence as a child (i.e., ‘When you were a child, did you ever witness violence toward female members of your family by a family member or a close friend?’).

Exhibit 4.9 Outcome Variables for the Endline Study

Variable Name	Survey Question	Response Options and Coding
<b>Knowledge of What Constitutes GBV or VAWG</b>	<b>Which of the following would you consider violence against women and girls?</b>	
Viol_Rape	Forcing a woman or girl to perform a sexual act that she does not want to.	0 = No 1 = Yes
Viol_SonEd	Valuing a son’s education over a daughter’s.	
Viol_Stalk	Following (or stalking) a woman against their will or with intent to harm.	

(Continued)

Exhibit 4.9 Outcome Variables for the Endline Study (Continued)

Variable Name	Survey Question	Response Options and Coding
Viol_Work	Preventing opportunities for women to work or engage in professional activities because of their gender.	
Viol_ChildAbuse	Indecent touching of a child (male or female) by an adult.	
<b>Attitudes and Beliefs</b>	<b>How much do you agree with each of the following statements?</b>	
Agree_Beat_Just	There are times when beating a woman is justified.	1 = Strongly disagree 2 = Disagree 3 = Neither agree nor disagree 4 = Agree 5 = Strongly agree
Agree_Rape_Justice	More should be done to seek justice for women who have been survivors of rape.	
Agree_Abuse_fault	Childhood sexual abuse is never a child's fault.	
Agree_Stalk_Okay	A woman's behaviour is sometimes to blame when she is followed or stalked by a man.	
Agree_Equal	Parents should treat boys and girls the same in terms of education and work opportunities.	
Agree_Work_Harrass	Sexual harassment at the workplace is never acceptable.	
<b>Intentions</b>	<b>Please read each statement and then say whether you think it is very unlikely, unlikely, likely, or very likely.</b>	
Like_Father_Equal	I will celebrate fathers who treat daughters and sons equally.	1 = Very unlikely 2 = Unlikely 3 = Likely 4 = Very likely
Like_Speak_Abuse	I will encourage others to speak out if they see or learn of sexual abuse.	
Like_Speak_Stalk	I will speak out against men stalking women.	
Like_Just_Rape	I will fight for justice for women who have been survivors of rape.	
Like_Speak_Harrass	I will speak out against sexual harassment at the workplace.	
Like_Treat_NoViol	I will treat women without violence.	
Like_Speak_Viol	I will speak out against violence toward women.	
<b>Campaign Perceptions</b>		
Camp_Eng	The <i>Bas Ab Bahut Ho Gaya</i> : Enough is Enough videos I saw were engaging.	1 = Strongly disagree 2 = Disagree 3 = Neither agree nor disagree 4 = Agree 5 = Strongly agree
Camp_Inf	The <i>Bas Ab Bahut Ho Gaya</i> : Enough is Enough videos I saw were informative.	
Celeb_like	I liked seeing celebrities in some of the videos.	
Celeb_Atten	The inclusion of celebrity in the videos I saw made me pay more attention to them.	

#### 4.4.2 Recruitment Procedures and Implementation

To recruit for the Endline survey, our original plan was to replicate the approach used for the precampaign survey: recruiting participants through Facebook and its larger ad network, which includes ad placement on Instagram and affiliate websites. Similar to the precampaign survey, we would host a raffle, entering those who completed the survey in a weekly drawing for an Amazon gift certificate. However, instead of targeting a general audience, as was done with precampaign survey, given known engagement of audience members through campaign's posts

on Facebook, we would use Facebook’s ad targeting capability to focus on individuals that interacted with the campaign and their peer network.

When the campaign received additional funding to support evaluation activities, we added to recruiting plans a secondary survey sample of approximately 500 individuals to be recruited through a large national survey panel in India.

### Facebook Recruitment

To drive survey recruitment on Facebook, RTI obtained from PFI profile information for audience members who engaged with the campaign. From this information, a lookalike audience was created on Facebook based on characteristics of the audience that engaged with the PFI campaign, PFI’s Facebook channel, or both. Facebook defines a lookalike audience as ‘new people who are likely to be interested in a business/campaign because they’re similar to best existing customers/users’<sup>4</sup>. The total lookalike audience universe, for PFI’s campaign and page, was defined by Facebook as about 1.7 million users in India across age groups and geography.

To support ad distribution, an organisation page, titled *Be Heard*, was created on Facebook specifically to advertise the Endline survey to the campaign audience. Visual posts were created and posted on the page indicating the purpose of the page to any audience that wished to visit it. Two separate ads were created to promote the survey, both in Hindi and English, and posted or promoted on *Be Heard* page, each with a link that directed viewers to Endline questionnaire, which was programmed and hosted on Survey Monkey. **Exhibit 4.10** shows the two ads that were used in Hindi.

Using Facebook’s Ads Manager, specific ad buys were enacted with the objective of driving ‘traffic’. ‘Traffic’ pages are set up to direct audiences to a landing page or a website outside Facebook.

---

<sup>4</sup> Create a Lookalike Audience. Facebook Help Center Facebook.  
<https://www.facebook.com/business/help/465262276878947> as accessed on 20 July, 2018.

Exhibit 4.10 Endline Survey Facebook Ads



#### Panel Recruitment

Endline survey participants were also recruited through Cint's Insights Exchange Network using the same panel methods and quality assurance practices as described for the Efficacy Experimental Study.

#### 4.4.3 Analysis of Data

We conducted analyses using IBM SPSS Statistics 25 and SAS Enterprise Guide 7.13.

#### Frequency Analysis

We first examined the frequencies of all study variables, including participant demographics and all outcome variables. Demographics included age, gender, urbanicity, education, marital status, and state. We recoded education, combining those who indicated 'up to 10<sup>th</sup> standard' and 'completed high school' into one category and keeping all other categories separate, to ensure a large enough count in each response category for analysis. Additionally, nearly all outcome variables were skewed, as most participants tended to choose the top or most-desired response option (e.g., 64.7% chose 'Strongly agree' in response to the question, 'More should be done to seek justice for women who have been survivors of rape'); as such, we recoded them into binary outcomes reflecting the most desired response or top category (i.e., strongly agree for "childhood sexual abuse is never a child's fault" or strongly disagree for "there are times when beating a woman is justified") versus the remaining categories (i.e., less-desired response). In two instances, because the distribution allowed, we created alternative binary outcomes by combining top two categories versus all others (e.g. strongly disagree and disagree

vs. neither agree nor disagree, agree, and strongly agree). The dichotomisation approach ensured we had a large enough count in each binary category and was also substantively meaningful, as moving people to the highest levels of knowledge, behavioural intentions, and other desired outcomes would indicate at least some success on the part of a campaign.

### Exposure Analysis

To create the campaign exposure measure for the analysis, we first examined the distribution of views for each campaign films. Those distributions showed that between 21% and 49% percent of respondents indicated no exposure depending on the film. For instance, only 21% of respondents indicated no exposure to the Nirbhaya film, but about 49% percent of respondents indicated no exposure to the Varnika Kundu film. We also observed that up to about 5% of participants indicated maximum exposure (e.g., 99 views) to the individual campaign films.

Taking these distributions into account, we determined that a three-category composite exposure variable would be adequate for the examination of exposure effects. Specifically, we created a composite variable summing the views of all films shown and (because of high skewness) recoded it into three categories: none, 1–99 views, and 100+ views. These categories allowed us to assess campaign effects for those with no self-reported exposure, as well as for those with very high levels of self-reported exposure (e.g., representing top 20%). Quite a few individuals indicated maximum exposure. We selected the top 20% as our high category to allow a large enough group to conduct pairwise comparisons.

We also conducted a sensitivity analysis to determine whether a three-category variable would result in any loss of information. Specifically, we examined how our proposed outcomes are distributed across a seven-category exposure variable (e.g. none, 1–10, 11–20, 21–40, 41–99, 100–199, and 200+). These results indicated a uniform pattern, so we proceeded with our three-category variable.

Finally, using chi-square tests, we examined whether participant demographics significantly differed by exposure level using the three-category variable.

### Analysis of Research Questions

We tested our research questions by examining associations between campaign exposure and outcomes (knowledge, intentions, attitudes) using logistic regression, as all our outcomes were binary/dichotomous. We used the PROC Logistic and Proc Glimmix procedures in SAS. We first conducted bivariate analyses examining differences in the outcome by the exposure level. Next, we conducted regression analysis that included six predictors: the three-level exposure variable and a set of demographic variables that we determined had the potential to confound associations between exposure and the outcomes (age, gender, education, marital status, and urbanicity). If the main effect of exposure was significant, with  $\alpha < 0.05$ , we ran pairwise comparisons to test for significant differences between our three exposure levels, using Bonferroni adjusted  $p$ -values as described below.

### Moderation Analysis

To examine whether associations between exposure and outcome depended on gender, we conducted moderation analyses treating gender as the moderator variable. Logistic regression models included all variables mentioned above and an interaction term between gender and exposure. If the omnibus interaction result was significant, with an alpha of  $< 0.05$ , we examined interaction contrasts that tested the exposure-outcome associations for men and for women, using the Bonferroni adjusted  $p$ -values described below.

### Model Adjustments

Participants with missing data on model variables were dropped from analysis of those models. Missing data were minimal across the analysis. To control for error rates across multiple tests, we adjusted the  $p$ -value thresholds for pairwise comparisons and interaction contrasts. We used a Bonferroni correction for this adjustment, in which the  $p$ -value threshold equalled  $.05$  divided by the number of comparisons being tested. Given that we tested three comparisons in our models, the threshold was set to  $p < .017$  ( $.05 \div 3$ ).

## 4.5 Ethical Approval

RTI's institutional review board determined that the campaign evaluation activities are exempted and not considered 'research', as defined by the U.S. Code of Federal Regulations (45 CFR 46.102), as activities undertaken by RTI were considered programme evaluation.

## 5. Process Evaluation Results

This chapter details the findings from the campaign’s process evaluation activities.

### 5.1 Campaign Social Media and Online Metrics

Findings from the campaign’s social media and website metrics, as provided to us from PFI, are summarized here.

#### Facebook

Facebook provided the reach and engagement data for 13 online events and film metrics for 7 of those events. Facebook generated reach and engagement data for the 13 events coded as ‘Facebook posts’, and film metrics were provided for the seven events coded as ‘Facebook Film Content’ (see *Exhibit 5.1*).

Exhibit 5.1 Available Facebook Metrics for Each Campaign Activity

Campaign Activity	Facebook Post Metric	Facebook Film Content Metric
Farhan Akhtar Live Discussion	●	●
Farhan Akhtar Promo	●	Not Applicable
Vidya Balan Film	●	●
Sania Mirza's Promo	●	Not Applicable
Sania Mirza Film	●	●
Nirbhaya Film	●	●
Celebrity Concert/Film Awards	Not Applicable	Not Applicable
Varnika Kundu Film	●	●
Barkha Dutt's Promo	●	Not Applicable
Barkha Dutt Film	●	●
Anthem Poster	●	Not Applicable
Anthem	●	●
Shreya Kalra's Promo	●	Not Applicable
Shreya Kalra Film	●	●

Lifetime impression, presented in *Exhibit 5.2*, is an indicator of the total appearance of a post on Facebook and is the crudest measure of reach of a post or a film. It is always greater than or in rare cases equal to the total reach of a post. Impressions are a good indicator of how widely a post reached, even though it could include multiple views from the same user.



Exhibit 5.2 Number of Lifetime Impressions

Date Posted	Facebook Post Description	Facebook Post Type	Celebrity/ Non-celebrity	Lifetime Organic Impression	Lifetime Paid Impression	Lifetime Viral Impression	Lifetime Total Impression
30th May'17	Farhan Akhtar Live	Facebook live broadcast	Celebrity	29,958	1,279,178	13,693	1,322,829
14th June'17	Farhan Akhtar Promo	Campaign Promo	Celebrity	52,739	630,999	2,515	686,253
18th June'17	Vidya Balan	Campaign film	Celebrity	310,732	9,145,596	361,548	9,817,876
23rd June'17	Sania Mirza's Poster	Promo poster	Celebrity	29,494	-	1,830,426	1,859,920
23rd June'17	Sania Mirza	Campaign film	Celebrity	174,275	4,541,159	1,830,426	6,545,860
2nd Oct'17	Nirbhaya	Campaign film	Non-celebrity	226,303	2,421,766	31,619	2,679,688
10th Feb'18	Varnika Kundu	Campaign film	Non-celebrity	94,952	797,878	6,352	899,182
21st Feb'18	Barkha Dutt's Poster	Promo poster	Celebrity	1,671	31,465	42,596	75,732
22nd Feb'18	Barkha Dutt	Campaign film	Celebrity	38,611	407,203	45,023	490,837
7th March'18	Anthem Poster	Promo poster	NA	1,235	7,263	74,717	83,215
8th March'18	Anthem	Campaign event	NA	57,491	740,369	78,926	876,786
14th March'18	Shreya Karla's Poster	Promo poster	Non-celebrity	315	45	80,095	80,455
15th March'18	Shreya Kalra	Campaign film	Non-celebrity	34,942	494,447	78,842	608,231

From the lifetime impressions data generated by Facebook, films with Vidya Balan, Sania Mirza (both celebrities), and Nirbhaya (non-celebrity) had the highest impressions across Facebook, with Farhan Akhtar’s Facebook Live event also generating a high number of impressions.

The unpaid to paid impression ratio (see **Exhibit 5.3**) was higher for celebrity films for lifetime impressions. Unpaid to paid ratio was calculated as *(lifetime impressions organic + lifetime impressions viral)/lifetime impressions paid*. A higher unpaid to paid ratio implies that a film reached a higher proportion of audience without having to be sponsored – either by appealing to a larger audience by design or by persuading viewers to share the content with peers in their social network. However, that finding was skewed by a high unpaid to paid ratio for Sania Mirza’s film.

Exhibit 5.3 Unpaid to Paid Impressions Ratio

Facebook Post Description	Celebrity/Non-celebrity	Lifetime Organic Impressions	Lifetime Paid Impressions	Lifetime Viral Impressions	Lifetime Total Impressions	Unpaid to Paid Ratio
Vidya Balan	Celebrity	310,732	9,145,596	361,548	9,817,876	0.07
Sania Mirza	Celebrity	174,275	4,541,159	1,830,426	6,545,860	0.44
Barkha Dutt	Celebrity	38,611	407,203	45,023	490,837	0.21
Nirbhaya	Non-celebrity	226,303	2,421,766	31,619	2,679,688	0.11
Varnika Kundu	Non-celebrity	94,952	797,878	6,352	899,182	0.13
Shreya Karla	Non-celebrity	34,942	494,447	78,842	608,231	0.23
<b>Celebrity average</b>						<b>0.24</b>
<b>Non-celebrity average</b>						<b>0.15</b>

The reach to impression ratio was also calculated for both celebrity and non-celebrity films (See *Exhibit 5.4*). Reach to impression ratio indicates the number of unique users reached per impression. On average, non-celebrities had a higher reach to impression ratio. The average reach to impression ratio was similar for celebrity and non-celebrity films among paid promotions.

Exhibit 5.4 Reach to Impressions Ratio

Facebook Post Description	Celebrity /Non-celebrity	Lifetime Paid Reach	Lifetime Total Reach	Lifetime Paid Impression	Lifetime Total Impression	Reach/ Impression	Reach/ Paid Impression
Vidya Balan	Celebrity	6,892,341	7,397,157	9,145,596	9,817,876	0.75	0.75
Sania Mirza	Celebrity	3,615,522	3,846,410	4,541,159	6,545,860	0.59	0.80
Barkha Dutt	Celebrity	332,532	385,861	407,203	490,837	0.79	0.82
Nirbhaya	Non-celebrity	1,968,704	2,300,365	2,421,766	2,679,688	0.86	0.81
Varnika Kundu	Non-celebrity	575,143	649,458	797,878	899,182	0.72	0.72
Shreya Karla	Non-celebrity	430,038	509,327	494,447	608,231	0.84	0.87
<b>Celebrity average</b>						<b>0.71</b>	<b>0.79</b>
<b>Non-celebrity average</b>						<b>0.81</b>	<b>0.80</b>

Facebook defines reach as the number of total unique users that the post is displayed to. Reach data generated on Facebook (see *Exhibit 5.5*) as of 18 April, 2018, for each campaign activity indicated the reach—both paid and unpaid—for celebrities and non-celebrity campaign activities.

Exhibit 5.5 Reach of Campaign Activities

Date Posted	Facebook Post Description	Facebook Post Type	Celebrity/ Non-celebrity	Lifetime Organic Reach	Lifetime Paid Reach	Lifetime Viral Reach	Lifetime Total Reach
30th May'17	Farhan Akhtar Live	Facebook live broadcast	Celebrity	27,155	974,931	67,091	1,069,177
14th June'17	Farhan Akhtar Promo	Campaign Promo	Celebrity	42,634	577,405	1,718	621,757
18th June'17	Vidya Balan	Campaign film	Celebrity	272,476	6,892,341	232,340	7,397,157
23rd June'17	Sania Mirza's Poster	Promo poster	Celebrity	21,284	-	1,084,876	1,106,160
23rd June'17	Sania Mirza	Campaign film	Celebrity	146,472	3,615,522	84,416	3,846,410
2nd Oct'17	Nirbhaya	Campaign film	Non-celebrity	196,551	1,968,704	135,110	2,300,365
10th Feb'18	Varnika Kundu	Campaign film	Non-celebrity	71,448	575,143	2,867	649,458
21st Feb'18	Barkha Dutt's Poster	Promo poster	celebrity	1,129	29,560	24,847	55,536
22nd Feb'18	Barkha Dutt	Campaign film	Celebrity	26,748	332,532	26,581	385,861
7th March'18	Anthem Poster	Promo poster	NA	855	7,131	44,946	52,932
8th March'18	Anthem	Campaign event	NA	44,165	611,614	47,222	703,001
14th March'18	Shreya Kalra's Poster	Promo poster	Non-celebrity	223	46	53,804	54,073
15th March'18	Shreya Kalra	Campaign film	Non-celebrity	27,389	430,038	51,900	509,327

From the lifetime reach data generated by Facebook, films with Vidya Balan, Sania Mirza (both celebrities), and Nirbhaya (non-celebrity) had the highest reach among all films, and Farhan Akhtar's Facebook Live event also generated a high reach.

Among the six campaign films, the unpaid reach to paid reach ratio was calculated (see **Exhibit 5.6**). Non-celebrity films had a higher unpaid to paid reach ratio than the celebrity films. Unpaid to paid ratio was calculated as  $(lifetime\ reach\ organic + lifetime\ reach\ viral) / lifetime\ reach\ paid$ . A higher unpaid to paid ratio implies that a film reached a higher proportion of audience without having to be sponsored. A higher unpaid to paid ratio, therefore indicates that a film was successful in appealing to its target audience. This implies that, compared to non-celebrity films, a higher proportion of views for celebrity films came through online paid promotions.

Exhibit 5.6 Unpaid to Paid Reach Ratio

Facebook Post Description	Celebrity/Non-celebrity	Lifetime Organic Reach	Lifetime Paid Reach	Lifetime Viral Reach	Lifetime Total Reach	Unpaid to Paid Ratio
Vidya Balan	Celebrity	272,476	6,892,341	232,340	7,397,157	0.07
Sania Mirza	Celebrity	146,472	3,615,522	84,416	3,846,410	0.06
Barkha Dutt	Celebrity	26,748	332,532	26,581	385,861	0.16
Nirbhaya	Non-celebrity	196,551	1,968,704	135,110	2,300,365	0.17
Varnika Kundu	Non-celebrity	71,448	575,143	2,867	649,458	0.13
Shreya Kalra	Non-celebrity	27,389	430,038	51,900	509,327	0.18
<b>Celebrity average</b>						<b>0.10</b>
<b>Non-celebrity average</b>						<b>0.16</b>

Engagement data (see *Exhibit 5.7*) for each campaign film was provided by Facebook. Engagement was described as the sum of likes, shares, and comments on a video. Films with celebrities received much higher overall engagement than films without celebrities.

Exhibit 5.7 Engagement with Campaign Films on Facebook

Facebook Post Description	Celebrity/Non-Celebrity	Lifetime Likes	Lifetime Comments	Lifetime Shares	New Users/Subscribers Added	Total Engagements
Vidya Balan	Celebrity	34,743	514	9,379	329	44,965
Sania Mirza	Celebrity	7,953	53	974	153	9,133
Barkha Dutt	Celebrity	1,811	197	411	75	2,494
Nirbhaya	Non-celebrity	7,665	168	2,386	165	10,384
Varnika Kundu	Non-celebrity	2,176	52	349	6	2,583
Shreya Karla	Non-celebrity	2,451	37	334	26	2,848
<b>Celebrity Total</b>		<b>44,507</b>	<b>764</b>	<b>10,764</b>	<b>557</b>	<b>56,592</b>
<b>Non-celebrity Total</b>		<b>12,292</b>	<b>257</b>	<b>3,069</b>	<b>197</b>	<b>15,815</b>

Facebook also provided data on the duration that each film was viewed. As mentioned earlier, Facebook filters films viewed for less than 3 seconds as films seen as part of scrolling down a newsfeed and not an actual engagement view.

Minutes spent per view (see *Exhibit 5.8*) was calculated to assess how long on average did a user watch each film. Minutes per viewer was calculated as total minutes a film was viewed divided by the total number of unique viewers. It was found that for average minutes spent on the film per viewer, there was no difference between celebrity and non-celebrity films.

Exhibit 5.8 Minutes Spent Per View for Campaign Films on Facebook

Themes	Celebrity/ Non-Celebrity	Viewers	View Duration		Total Minutes Viewed	Minutes per Viewer
		<i>All data for films updated as on 25 April, 2018</i>	<i>Up to 3 seconds</i>	<i>Up to 10 Seconds</i>		
Vidya Balan	Celebrity	2,679,958	1,668,617	1,291,978	1,669,051	0.62
Sania Mirza	Celebrity	1,158,463	423,653	440,032	423,675	0.37
Barkha Dutt	Celebrity	156,093	82,378	71,690	82,532	0.53
Nirbhaya	Non-Celebrity	659,377	424,691	257,569	424,876	0.64
Varnika Kundu	Non-Celebrity	258,092	121,854	106,611	122,035	0.47
Shreya Karla	Non-Celebrity	173,645	71,931	65,982	72,183	0.42
<b>Celebrity Total</b>		<b>3,994,514</b>	<b>Celebrity average</b>			0.51
<b>Non-celebrity Total</b>		<b>1,091,114</b>	<b>Non-celebrity average</b>			0.51

Age-sex distribution of viewers on Facebook was also assessed (**Exhibit 5.9**). Overall, men out-viewed women with a ratio of about 2:1. There were more male viewers than female viewers across all age groups. Most viewers were between 18 and 44 years of age, with those between 25 and 34 making the highest share among them.

Exhibit 5.9 Age-Sex Distribution Facebook

Age	Women	Men	Total
13–17 years	2.3%	5.7%	8.0%
18–24 years	9.1%	20.1%	29.2%
25–34 years	14.2%	23.4%	37.6%
35–44 years	6.4%	11.9%	18.3%
45–54 years	2.0%	3.8%	5.8%
55–64 years	0.1%	0.1%	0.2%
65+ years	0.1%	0.1%	0.1%
	34.2%	65.1%	99.3%

### YouTube

Eight films were posted on YouTube during the campaign: the six campaign films, a campaign promotion film, and a campaign anthem film. The difference between total views among all six campaign films (3 celebrity, three non-celebrity) was less extreme than on Facebook (see **Exhibit 5.10**). Sania Mirza’s film received the lowest number of views at 168,707 while that of Varnika Kundu received the highest number of views at 281,757. Although the Anthem film received much fewer views than any of the campaign films, it did add the highest number of new subscribers to the PFI YouTube channel.

Exhibit 5.10 YouTube Reach and Engagement

Date Posted	YouTube Post Description	Lifetime Film Views	Post Likes	Post Dislikes	Post Comments	New Subscribers to PFI Page
14th June'17	Farhan Akhtar Promo	1,195	10	1	1	0
17th June'17	Vidya Balan	176,211	51	2	4	2
19th June'17	Sania Mirza	168,707	44	3	1	31
30th Sept'17	Nirbhaya	221,666	74	5	6	65
9th Feb'18	Varnika Kundu	<b>281,757</b>	96	10	10	64
21th Feb'18	Barkha Dutt	228,995	37	4	4	46
8th March'18	Anthem	150,183	45	4	2	80
15th March'18	Shreya Karla	199,579	75	5	11	54

YouTube also provides total watch time data for films posted to its site. Watch time indicated the number of minutes a film was viewed overall through all views. From this data, minutes per view (see **Exhibit 5.11**) were calculated for each of the six celebrity and non-celebrity films for each film by dividing the watch time by the number of film views. Minutes per view indicated the average amount of time a viewer may have spent on a film.

Exhibit 5.11 Minutes Per View, YouTube

YouTube Post Description	Celebrity/Non-celebrity	Lifetime Film Views	Watch Time (Minutes)	Minutes/View
Vidya Balan	Celebrity	176,211	324,315	1.8
Sania Mirza	Celebrity	168,707	391,602	2.3
Barkha Dutt	Celebrity	228,995	973,146	4.2
Nirbhaya	Non-celebrity	221,666	621,674	2.8
Varnika Kundu	Non-celebrity	281,757	878,721	3.1
Shreya Karla	Non-celebrity	199,579	420,315	2.1
<b>Celebrity average</b>				<b>2.8</b>
<b>Non-celebrity average</b>				<b>2.7</b>

On an average, the minutes per view were similar for celebrity (2.8 minutes/view) and non-celebrity (2.7 minutes/view) films. Minutes per view were considerably higher for YouTube than that for Facebook for both celebrity and non-celebrity films.

YouTube also provides data on the duration that a film is viewed for in quartiles—film viewed up to 25% of its length, up to 50%, up to 75% and up to 100% (see **Exhibit 5.12**). When comparing celebrity to non-celebrity films, celebrity films demonstrated a marginally higher percentage of completed viewership for each quartile.

Exhibit 5.12 Duration of Views, YouTube

YouTube Campaign Film	Celebrity/Non-celebrity	Film Played to less than 25%	Film Played to 25%	Film Played to 50%	Film Played to 75%	Film Played to 100%
Vidya Balan	Celebrity	72.75%	10.78%	7.37%	5.82%	3.28%
Sania Mirza	Celebrity	53.29%	19.18%	11.79%	9.26%	6.48%
Barkha Dutt	Celebrity	12.67%	28.96%	22.58%	19.17%	16.62%
Varnika Kundu	Non-celebrity	34.29%	23.09%	17.08%	13.95%	11.59%
Nirbhaya	Non-celebrity	41.36%	24.73%	14.72%	10.77%	8.42%
Shreya Karla	Non-celebrity	78.85%	8.73%	5.94%	4.46%	2.02%
<b>Celebrity Average</b>		<b>46%</b>	<b>20%</b>	<b>14%</b>	<b>11%</b>	<b>9%</b>
<b>Non-celebrity Average</b>		<b>52%</b>	<b>19%</b>	<b>13%</b>	<b>10%</b>	<b>7%</b>

On YouTube, men out-viewed women across age groups (see *Exhibit 5.13*). A higher percentage of men (84%) viewed campaign films on YouTube compared to women (16%). This skew toward male viewership was higher on YouTube than on Facebook.

Like Facebook, most viewers were between 18 and 44 years old, and those between 25 and 34 had the highest share among them. The share of those between 45 and 54 years old was considerably higher on YouTube than on Facebook.

Exhibit 5.13 Age-Sex Distribution of YouTube Viewers

Age	Male	Female	Total
13–17 years	3%	1%	4%
18–24 years	18%	4%	22%
25–34 years	26%	4%	30%
35–44 years	16%	2%	18%
45–54 years	11%	3%	13%
55–64 years	6%	1%	7%
65+ years	4%	1%	5%
	84%	16%	100%

## Twitter

Reach and engagement data from Twitter was limited to data on hashtags used during the campaign (see *Exhibit 5.14*). Three hashtags were used overall. #EnoughisEnough had the highest reach, at 89,364,427 impressions on Twitter and 65,592 tweets with the same hashtag. #Lalkaar created the lowest reach, at 19,832,052, and the lowest number of tweets, at 797. However, it should be noted that #EnoughisEnough is also a colloquial phrase and any paid or unpaid hashtag trend on Twitter might have invited non-campaign related Tweets and/or subsequent impressions. Additional data on the amount spent on promotion, timing, and

duration of the three hashtags is required to understand the reach and engagement of each hashtag.

Exhibit 5.14 Reach and Engagement Twitter

Name of Hashtag	Impressions of the Hashtag	No. of Tweets including the hashtag
#BasAbBahutHoGaya	52,497,036	34,953
#EnoughisEnough	89,364,427	65,592
#Lalkaar	19,832,052	797

### Website

Data on visits and number of unique visitors between November 2017 and April 2018 (until 20 April, 2018) was available for the campaign website <https://basabbahuthogaya.in> (see **Exhibit 5.15**). Campaign activities overlapped during February and March 2018. The two months also registered a significantly high number of visits—at 18,358 and 19,018, respectively—compared to January and April, which registered 3,402 and 5,318 visits, respectively. However, this number did not translate to a proportionally high number of unique visitors. Unique visitors for February 2018 indeed dropped to 1,104 from 1,772 in January 2018. March 2018 received the highest number of unique visitors, at 2,431, and there was a drop in April 2018 to 777 unique visitors.

Exhibit 5.15 Campaign Website Metrics

Month	Campaign Events	Visits	Visitors
17-Nov	Concert	250	152
17-Dec	None	2,929	1,622
18-Jan	None	3,402	1,772
18-Feb	<ul style="list-style-type: none"> <li>• Varnika Kundu</li> <li>• Barkha Dutt's Poster</li> <li>• Barkha Dutt Film</li> </ul>	18,358	1,104
18-Mar	<ul style="list-style-type: none"> <li>• Anthem Poster</li> <li>• Anthem</li> <li>• Shreya Kalra's Poster</li> <li>• Shreya Kalra</li> </ul>	19,018	2,431
18-April (up to the 20 <sup>th</sup> )		5,318	777



## 5.2 Chatbot Survey

The following describes the findings from the analysis of the chatbot data, with consideration for the influence of celebrities in films.

### 5.2.1 Participant Characteristics

The Facebook posts that were used for each campaign film to garner chatbot participation were promoted for an average of one and half weeks. These yielded 562 audience responses to the chatbot survey between 13 February and 7 May, 2018. The mean age of the participants was 26.8 years. More men (76.7%) than women participated in the chatbot survey. Most of the respondents said they liked the film they viewed a lot (84.7%), thought this film was created for someone like them (87.4%), and would share it with their friends on Facebook (72.6%). About 78.8% reported that the film made them think differently about how women in India are treated or valued.

### 5.2.2 Response to Campaign Films

The following pages summarise the findings for each film from the chatbot data collection, followed by a comparative analysis of the responses to the celebrity and non-celebrity films.

### Film 1: Varnika Kundu

The Varnika Kundu film post and promotion for chatbot survey was done between February 13 and 21, 2018. About 119 people participated in the survey. The mean age of the participants was 25.1 years. About 84.9% of the participants were male. Most of the respondents said they liked the film a lot (89.1%) and thought this film was created for someone like them (87.4%). About 80.7% reported that the film made them think differently about how women in India are treated or valued.

Most participants said they would share the film with their friends on Facebook (75.6%). Their reasons for sharing included increasing awareness and improving perspectives about women.

*'Because I want my friends to watch it and learn something from it.'* 19-year-old, male

*'Because I value and respect women. I feel they deserve a much better space than our society has provided to them.'* 25-year-old, female

Among participants who reported they might or might not share the film, we asked what could be changed for them to like or share it more with their friends. Participants reported improving the content and the sound and film quality.

*'Make it more dramatic.'* 24-year-old, male

*'Improve shooting quality.'* 21-year-old, female

Lastly, we asked participants two film-specific questions: (1) Was the woman in the film stalked, raped, or bullied? (2) What is the punishment under the Indian Penal Code for stalking? Most of the respondents correctly reported that the woman was stalked (78.2%). However, only 26.1% participants correctly reported that the punishment under the Indian Penal Code for stalking is 3 years.

Varnika Kundu Film	N (%)
<b>Age (mean, range)</b>	25.1 (18–60) years
<b>Gender</b>	
Male	101 (84.9%)
Female	18 (15.1%)
<b>Did you like the film?</b>	
A lot	106 (89.1%)
A little	6 (5.0%)
Not really	7 (5.9%)
<b>Do you think this film was created for someone like you?</b>	
No	12 (10.1%)
Yes	104 (87.4%)
Maybe	3 (2.5%)
<b>Did this film make you think differently about how women in India are treated or valued?</b>	
A lot	96 (80.7%)
A little	18 (15.1%)
Not really	5 (4.2%)
<b>Are you going to share this film with your friends on Facebook?</b>	
No	4 (3.4%)
Yes	90 (75.6%)
Maybe	25 (21.0%)
<b>The woman in the film was*:</b>	
Stalked	93 (78.2%)
<b>What is the punishment under the Indian Penal Code for stalking*?</b>	
3 years	31 (26.1%)

\*Refer to Appendix B for additional response options

## Film 2: Barkha Dutt

The Barkha Dutt film post and promotion for chatbot survey was done between 22 February and 8 March, 2018. About 118 people participated in the survey. The mean age of the participants was 26.9 years. About 78% of the participants were men. Most of the respondents said they liked the film a lot (83.9%) and thought this film was created for someone like them (88.1%). About 85.6% reported that the film made them think differently about how women in India are treated or valued.

Most participants reported they would share the film with their friends on Facebook (81.4%). The reasons mentioned included increasing awareness, wanting the community to learn about the issue, and improving perspectives about women and respecting them.

*“Because it creates awareness related to sexual abuse” 27 year old, Male*

*“This has a strong message about violence set in our society and which women and girls are subjected to” 26 year old, Male*

Among participants who reported they might or might not share the film, we asked what could be changed for them to like or share it more with their friends. The reasons reported included adding more stories and having someone else talk about the issue.

*‘You should reveal more stories in the film. It would be better.’ 30-year-old, male*

*‘For me to share it, the film needs to be more ground breaking. Not that I did not like it. It’s nice but, the thing being that the universality of this film is reduced because of Barkha Dutt. Some people don’t consider her credibility because of her political ideologies.’ 21-year-old, Male*

Lastly, we asked participants two film-specific questions: (1) The featured person in this film, what was her mother’s job? (2) Roughly what percent of children in India are sexually abused? Most of the respondents correctly reported that Barkha Dutt’s mother was a journalist by profession (80.5%). Only 31.4% participants correctly reported that roughly half of all children in India are sexually abused.

Barkha Dutt Film	N (%)
<b>Age</b> (mean, range)	26.9 (19–60) years
<b>Gender</b>	
Male	92 (78.0%)
Female	26 (22.0%)
<b>Did you like the film?</b>	
A lot	99 (83.9%)
A little	11 (9.3%)
Not really	8 (6.8%)
<b>Do you think this film was created for someone like you?</b>	
No	14 (11.9%)
Yes	104 (88.1%)
Maybe	0 (0%)
<b>Did this film make you think differently about how women in India are treated or valued?</b>	
A lot	101 (85.6%)
A little	14 (11.9%)
Not really	3 (2.5%)
<b>Are you going to share this film with your friends on Facebook?</b>	
No	4 (3.4%)
Yes	96 (81.4%)
Maybe	18 (15.3%)
<b>The featured person in this film, what was her mother’s job?*</b>	
Journalist	95 (80.5%)
<b>Roughly what percent of children in India are sexually abused?</b>	
50%	37 (31.4%)

\*Refer to Appendix B for additional response options

### Film 3: Shreya Kalra

The Shreya Kalra film post and promotion for chatbot survey was done between 15 and 26 March, 2018. About 93 people participated in the survey. The mean age of the participants was 23.1 years. About 83.9% of participants were men. Most of the respondents said they liked the film a lot (88.2%) and thought this film was created for someone like them (89.2%). About 82.8% reported that the film made them think differently about how women in India are treated or valued.

Most participants reported they would share the film with their friends on Facebook (81.7%). The reasons mentioned included increasing awareness on perspectives of women and wanting the community to learn about the issue.

*'I want people to know that it can happen to anyone and not any special set of people.'* 34-year-old, male

*'Create awareness within the society to stop and reduce violence against women and girls.'* 20-year-old, female

Among participants who reported they might or might not share the film, we asked what could be changed for them to like or share it more with their friends. The reason reported included improving the content by adding more details in the film and other perspectives on the issue.

*'Also share information on punishment which could be given to the person if found guilty.'* 19-year-old, male

*'Men's rights activists always whine about bias and fake cases. Maybe include male survivors of assault also.'* 25-year-old, male

Lastly, we asked participants two film specific questions: (1) What happened to the woman featured in this film? (2) Under the Sexual Harassment Act, organisations with how many employees need to have an internal complaints committee? Most of the respondents correctly reported that the woman was sexually harassed in the workplace (77.4%). About 59.1% of participants correctly reported that any workplace with 10 employees is legally bound to set up an internal complaints committee as per the Sexual Harassment of Women at Workplace Act.

Shreya Kalra Film	N (%)
Age (mean, range)	23.1 (18–53) years
Gender	
Male	78 (83.9%)
Female	15 (16.1%)
Did you like the film?	
A lot	82 (88.2%)
A little	9 (9.7%)
Not really	2 (2.2%)
Do you think this film was created for someone like you?	
No	9 (9.7%)
Yes	83 (89.2%)
Maybe	1 (1.1%)
Did this film make you think differently about how women in India are treated or valued?	
A lot	77 (82.8%)
A little	13 (14.0%)
Not really	3 (3.2%)
Are you going to share this film with your friends on Facebook?	
No	4 (4.3%)
Yes	76 (81.7%)
Maybe	13 (14.0%)
What happened to the woman featured in this film?*	
Sexually harassed	72 (77.4%)
Under the Sexual Harassment Act, organisations with how many employees need to have an internal complaints committee?*	
10	55 (59.1%)

\*Refer to Appendix B for additional response options

#### Film 4: Nirbhaya

The Nirbhaya film post and promotion for chatbot survey was done between 27 March and 11 April, 2018. About 93 people participated in the survey. The mean age of the participants was 28.4 years. About 66.7% of the participants were men. Most of the respondents said they liked the film a lot (80.6%) and thought this film was created for someone like them (89.2%). About 75.3% reported that the film made them think differently about how women in India are treated or valued.

Most participants reported they would share the film with their friends on Facebook (67.7%). The reasons mentioned included increasing awareness and wanting the community to learn about the issue.

*'To make aware the communities for creating equal and safe space for girls.'* 27-year-old, male

*'The film greatly captures the judicial system. The delay it causes to punish the guilty that in turn gives courage to the accused.'* 28-year-old, male

Among participants who reported they might or might not share the film, we asked what could be changed for them to like or share it more with their friends. The reasons stated included providing more details in the film about what could be done to improve the laws and providing justice to the victims.

*'Showcase how we as people in different ways could improve the laws.'* 22-year-old, male

*'It's too depressing. It's important to remember Jyoti Singh and her struggle but, focusing on the sad story is not going to help. A film that maybe started from there and talked of how little progress we made would have been better.'* 22-year-old, male

Lastly, we asked participants two film-specific questions: (1) How many rape trials lead to conviction in India? (2) Is rape the fastest-growing crime among juvenile offenders in India? Only 37.6% correctly reported that 25% rape trials lead to conviction in India. Most of the respondents correctly reported that rape is the fastest-growing crime among juvenile offenders (94.6%).

Nirbhaya Film	N (%)
Age (mean, range)	28.4 (17–57) years
Gender	
Male	62 (66.7%)
Female	31 (33.3%)
Did you like the film?	
A lot	75 (80.6%)
A little	14 (15.1%)
Not really	4 (4.3%)
Do you think this film was created for someone like you?	
No	10 (10.8%)
Yes	83 (89.2%)
Maybe	0 (0%)
Did this film make you think differently about how women in India are treated or valued?	
A lot	70 (75.3%)
A little	17 (18.3%)
Not really	6 (6.5%)
Are you going to share this film with your friends on Facebook?	
No	5 (5.4%)
Yes	63 (67.7%)
Maybe	25 (26.9%)
How many rape trials lead to conviction in India?*	
25%	35 (37.6%)
Rape is the fastest growing crime among juvenile offenders in India.*	
True	88 (94.6%)

\*Refer to Appendix B for additional response options

### Film 5: Sania Mirza

The Sania Mirza film post and promotion was done between 11 and 23 April, 2018. About 78 people participated in the survey. The mean age of the participants was 27.8 years. About 70.5% of the participants were men. Most of the respondents said they liked the film a lot (83.3%) and thought this film was created for someone like them (88.5%). About 67.9% reported that the film made them think differently about how women in India are treated or valued.

Most participants reported they would share the film with their friends on Facebook (52.6%). The reasons mentioned included increasing awareness, wanting the community to have improved perspectives, and realising possibilities for women.

*'To encourage girls to think that they are much more beyond being just a daughter or a mother. They must break the stereotypes and have a dream for themselves.'* 24-year-old, female

*'For a nation to become resilient, the citizens have to be empowered irrespective of their gender. We should all be part of the solution to end gender-based violence.'* 34-year-old, male

Among participants who reported they might or might not share the film, we asked what could be changed for them to like or share it more with their friends. The reason stated include reducing the length of the film and providing better content.

*'Maybe add more pointers and shorten the interview. There is too much information.'* 21-year-old, male

Lastly, we asked participants two film-specific questions: (1) What are the subtle examples of gender discrimination mentioned by the woman in the film? 2) What is the ratio of girls to boys in India? About 32.1% of participants correctly reported that both stopping girls from following their passion and having unequal expectations about marriage and children are subtle forms of gender discrimination. Half of the respondents correctly reported that there are 900 girls to 1,000 boys.

Sania Mirza Film	N (%)
<b>Age (mean, range)</b>	27.8 (18–67) years
<b>Gender</b>	
Male	55 (70.5%)
Female	23 (29.5%)
<b>Did you like the film?</b>	
A lot	65 (83.3%)
A little	12 (15.4%)
Not really	1 (1.3%)
<b>Do you think this film was created for someone like you?</b>	
No	6 (7.7%)
Yes	69 (88.5%)
Maybe	3 (3.8%)
<b>Did this film make you think differently about how women in India are treated or valued?</b>	
A lot	53 (67.9%)
A little	25 (32.1%)
Not really	0 (0%)
<b>Are you going to share this film with your friends on Facebook?</b>	
No	1 (1.3%)
Yes	41 (52.6%)
Maybe	36 (46.2%)
<b>What are the subtle examples of gender discrimination mentioned by the woman in the film?*</b>	
Both	25 (32.1%)
<b>What is the ratio of girls to boys in India?*</b>	
900 girls to 1,000 boys	40 (51.3%)

\*Refer to Appendix B for additional response options

## Film 6: Vidya Balan

The Vidya Balan film post and promotion for the chatbot survey was done between 26 April and 7 May, 2018. About 61 people participated in the survey. The mean age of the participants was 31.7 years. About 70.5% of the participants were men. Most of the respondents said they liked the film a lot (80.3%) and thought this film was created for someone like them (78.7%). About 75.4% reported that the film made them think differently about how women in India are treated or valued.

Most participants reported they would share the film with their friends on Facebook (68.9%). The reasons mentioned included increasing awareness and perspectives about treating women equally.

*'We need many more Dads like Vidya Balan's to support and change mindsets and reduce discrimination against girls.'* 21-year-old, male

*'Women are the building pillar in today's world. So, I want to make society aware of it.'* 21-year-old, male

Among participants who reported they might or might not share the film, we asked what could be changed for them to like or share it more with their friends. The reasons mentioned included appealing more to the youth, including different perspectives, and improving the content.

*'Appeal more to youth.'* 33-year-old, male

*'Maybe be more specific, I mean to a particular point.'* 23-year-old, male

Lastly, we asked participants two film-specific questions: (1) Who played a significant role in the featured woman's life? (2) Gender bias is a form of attitude, myth, or violence? About 62.3% of the respondents correctly reported that Vidya Balan's father played a significant role in her life. Only 27.9% correctly reported that gender bias is a form of violence.

Vidya Balan Film	N (%)
<b>Age</b> (mean, range)	31.7 (18–78) years
<b>Gender</b>	
Male	43 (70.5%)
Female	18 (29.5%)
<b>Did you like the film?</b>	
A lot	49 (80.3%)
A little	9 (14.8%)
Not really	3 (4.9%)
<b>Do you think this film was created for someone like you?</b>	
No	10 (16.4%)
Yes	48 (78.7%)
Maybe	3 (4.9%)
<b>Did this film make you think differently about how women in India are treated or valued?</b>	
A lot	46 (75.4%)
A little	15 (24.6%)
Not really	0 (0%)
<b>Are you going to share this film with your friends on Facebook?</b>	
No	2 (3.3%)
Yes	42 (68.9%)
Maybe	17 (27.9%)
<b>Who played a significant role in the featured woman's life?*</b>	
Father	38 (62.3%)
<b>Gender bias is a form of*:</b>	
Violence	17 (27.9%)

\*Refer to Appendix B for additional response options



### 5.2.3 Association Between Perception, Personal Relevance, Attitude and Behavioural Intention by Campaign Films

We compared the chatbot survey participants' characteristics, perception, personal relevance, attitude, and behavioural intention by campaign films. Participants' age, gender and behavioural intention differed significantly by campaign film ( $p = <0.001$ ). However, there were no statistically significant associations between perception, personal relevance, and attitude by campaign films.

We dichotomised the films into celebrity and non-celebrity to see whether there were any associations between participants' characteristics, perception, personal relevance, attitude, and behavioural intention and these films. There were no statistically significant associations between the variables by type of campaign film. Even after we controlled for confounding factors such as age and gender, no statistically significant associations were identified between these variables.

**Exhibit 5.16** shows the associations by celebrity and non-celebrity films, and **Exhibit 5.17** shows associations between participant characteristics and the questions across all the campaign films

Exhibit 5.16 Associations by Celebrity and Non-celebrity Films

	Total (N = 562)	Celebrity (N = 257)	Non-celebrity (N = 305)	Unadjusted Model <i>p</i> -value	Adjusted Model** <i>p</i> -value
<b>Age</b>					
≤ 25 years	348 (61.9%)	149 (42.8%)	199 (57.2%)	0.08	
> 25 years	214 (38.1%)	108 (50.5%)	106 (49.5%)		
<b>Gender</b>					
Male	431 (76.7%)	190 (73.9%)	241 (79.0%)	0.16	
Female	131 (23.3%)	67 (26.1%)	64 (21.0%)		
<b>Did you like the film?</b>					
Yes	476 (84.7%)	213 (44.7%)	263 (55.3%)	0.27	0.31
No	86 (15.3%)	44 (51.2%)	42 (48.8%)		
<b>Do you think this film was created for someone like you?</b>					
Yes	491 (87.4%)	221 (45.0%)	270 (55.0%)	0.37	0.44
No	71 (12.6%)	36 (50.7%)	35 (49.3%)		
<b>Did this film make you think differently about how women in India are treated or valued?</b>					
Yes	443 (78.8%)	200 (45.1%)	243 (54.9%)	0.59	0.67
No	119 (21.2%)	57 (47.9%)	62 (52.1%)		
<b>Are you going to share this film with your friends on Facebook?</b>					
Yes	408 (72.6%)	179 (43.9%)	229 (56.1%)	0.15	0.15
No	154 (27.4%)	78 (50.6%)	76 (49.4%)		

\*Accessed the film directly from the Facebook page

\*\*Controlled for participant's age and gender



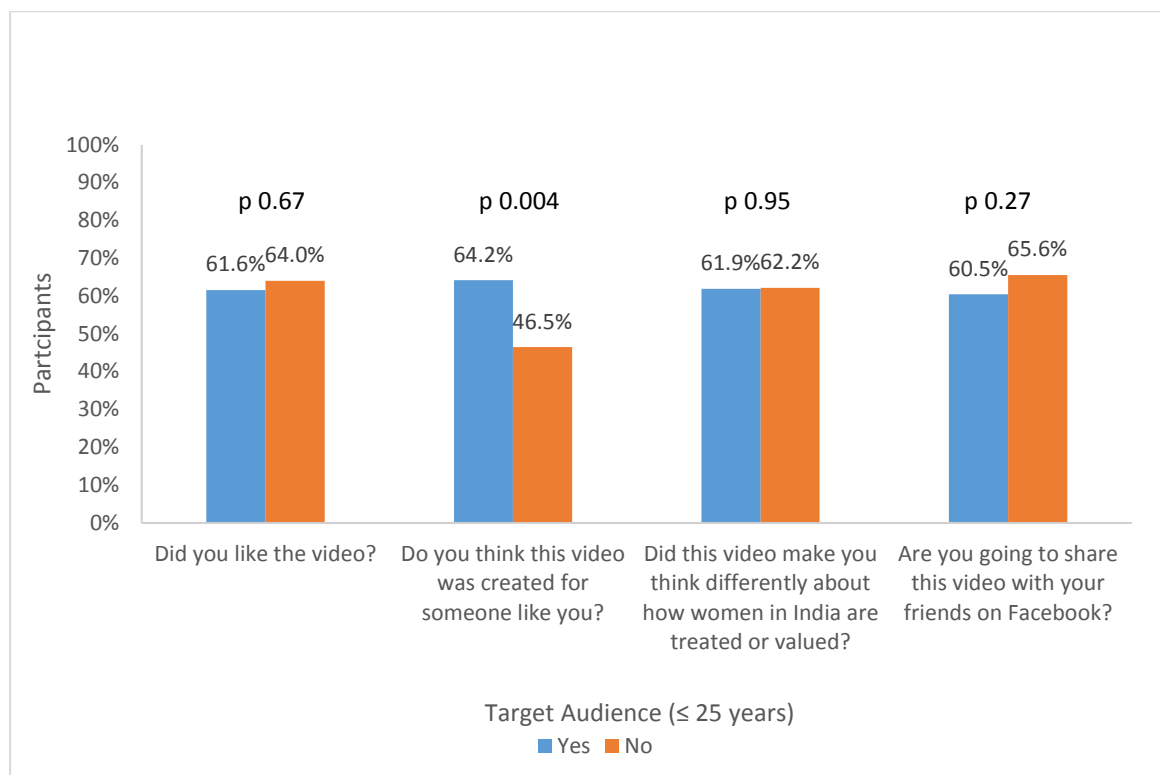
Exhibit 5.17 Associations Between Participant Characteristics and Standard Questions Across All Campaign Films

	Total (N = 562)	Varnika Kundu (N = 119)	Barkha Dutt (N = 118)	Shreya Karla (N = 93)	Nirbhaya (N = 93)	Sania Mirza (N = 78)	Vidya Balan (N = 61)	<i>p-value</i>
<b>Age</b>								
≤ 25 years	348 (61.9%)	82 (68.9%)	72 (61.0%)	71 (76.3%)	46 (49.5%)	48 (61.5%)	29 (47.5%)	< 0.0001
> 25 years	214 (38.1%)	37 (31.1%)	46 (39.0%)	22 (23.7%)	47 (50.5%)	30 (38.5%)	32 (52.5%)	
<b>Gender</b>								
Male	431 (76.7%)	101 (84.9%)	92 (78.0%)	78 (83.9%)	62 (66.7%)	55 (70.5%)	43 (70.5%)	0.009
Female	131 (23.3%)	18 (15.1%)	26 (22.0%)	15 (16.1%)	31 (33.3%)	23 (29.5%)	18 (29.5%)	
<b>Did you like the film?</b>								
Yes	476 (84.7%)	106 (89.1%)	99 (83.9%)	82 (88.2%)	75 (80.6%)	65 (83.3%)	49 (80.3%)	0.43
No	86 (15.3%)	13 (10.9%)	19 (16.1%)	11 (11.8%)	18 (19.4%)	13 (16.7%)	12 (19.7%)	
<b>Do you think this film was created for someone like you?</b>								
Yes	491 (87.4%)	104 (87.4%)	104 (88.1%)	83 (89.2%)	83 (89.2%)	69 (88.5%)	48 (78.7%)	0.43
No	71 (12.6%)	15 (12.6%)	14 (11.9%)	10 (10.8%)	10 (10.8%)	9 (11.5%)	13 (21.3%)	
<b>Did this film make you think differently about how women in India are treated or valued?</b>								
Yes	443 (78.8%)	96 (80.7%)	101 (85.6%)	77 (82.8%)	70 (75.3%)	53 (67.9%)	46 (75.4%)	0.05
No	119 (21.2%)	23 (19.3%)	17 (14.4%)	16 (17.2%)	23 (24.7%)	25 (32.1%)	15 (24.6%)	
<b>Are you going to share this film with your friends on Facebook?</b>								
Yes	408 (72.6%)	90 (75.6%)	96 (81.4%)	76 (81.7%)	63 (67.7%)	41 (52.6%)	42 (68.9%)	< 0.0001
No	154 (27.4%)	29 (24.4%)	22 (18.6%)	17 (18.3%)	30 (32.3%)	37 (47.4%)	19 (31.1%)	

### 5.2.4 Association Between Perception, Personal Relevance, Attitude, and Behavioural Intention by Age of Target Audience.

Among our target audience members, about 64.2% of the participants reported that the campaign films were created for someone like them (see **Exhibit 5.18**). Participants who were the primary target audience were 2.06 (95% confidence interval [CI]: 1.25–3.40) times more likely to think these films were created for someone like them than those who were not the primary target audience. About 61.6% of the target audience reported that they liked the film, 60.5% would share it with their friends on Facebook, and 61.9% said these films made them think differently how women in India are treated or valued. However, no statistically significant association were identified between these variables.

Exhibit 5.18 Associations by Age of Target Audience Members for the Campaign Films



# 6. Outcome Evaluation Results

## 6.1 Efficacy Experimental Study

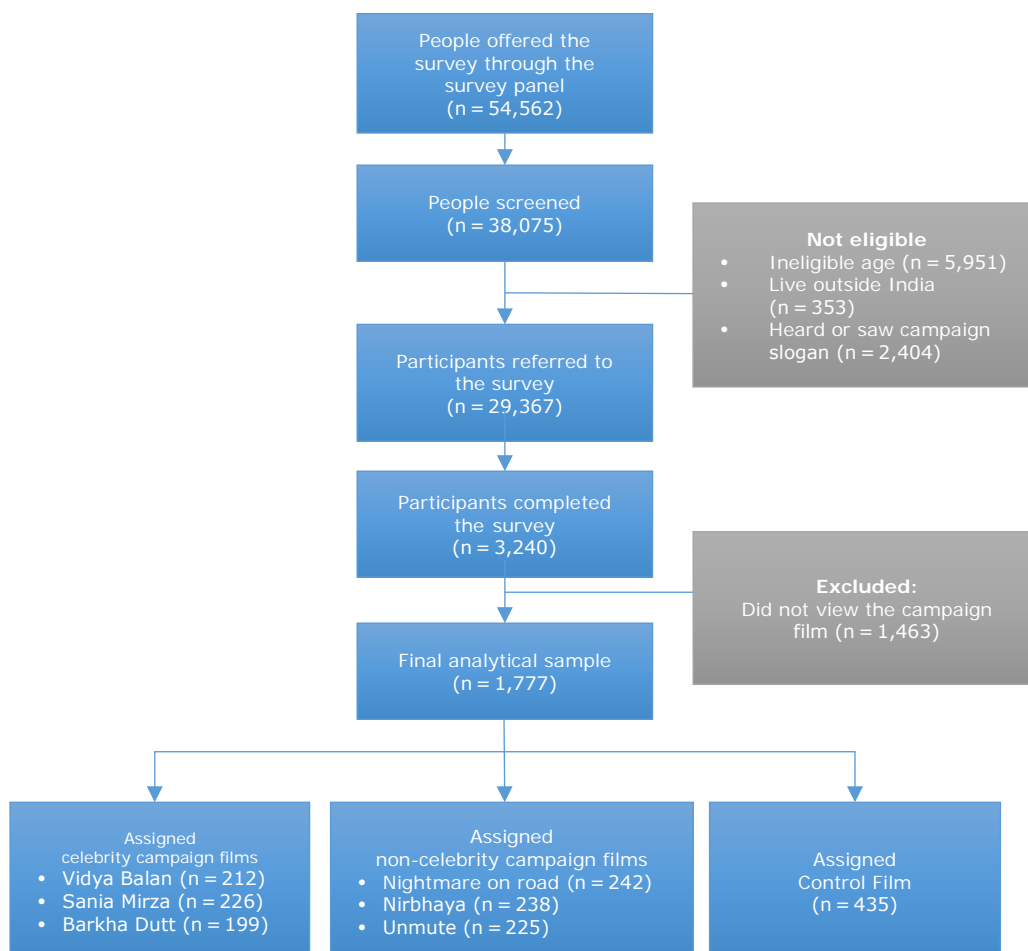
Summarised in this section are the findings from the Efficacy Experimental Study. We report first the characteristics of the participants in the study, followed by an analysis of the findings, organised by the study’s key research questions.

### 6.1.1 Results of Efficacy Experimental Study Recruiting

The survey for the Efficacy Experimental Study was offered to 54,562 people through the Cint online panel. Of these, 38,075 were screened for eligibility. About 29,367 participants met the eligibility criteria for age, place of residence, and exposure to the campaign and were referred to the survey. However, the clear majority of those referred to the survey chose not to participate (n = 26,172). Although 3,240 panel members completed the survey, 1,463 of those did not watch their assigned campaign film. These people were excluded from the survey, and we were left with 1,777 participants in the final analytical sample.

**Exhibit 6.1** shows the recruitment flow.

Exhibit 6.1 Efficacy Experimental Study Recruitment Flow



### 6.1.2 Participant Characteristics

**Exhibit 6.2** presents the demographics for the total sample and by film condition. Overall, the mean age was about 20 years old, and the gender distribution was balanced. About 41% of participants lived in a Southern state, while less than 4% were from the Northeast. Nearly two-thirds of participants reported living in an urban region. Over half of participants had college or higher education, while about 11% had completed secondary school up to 10<sup>th</sup> grade, and about 30% had completed senior secondary up to 12<sup>th</sup> grade. Remaining data indicated that most participants reported being unmarried, more than half of participants reported using social media more than once per day, and a substantial number had witnessed violence in the past (34.3%) or did not know whether they had witnessed violence (10.7%).

As shown in **Exhibit 6.2**, the demographics analysis indicated that the following characteristics significantly differed across film conditions: gender, education, marital status, state, and witnessing violence in the past. Therefore, all analyses testing the effects of the films on behavioural intentions and other outcomes controlled for these characteristics.

### 6.1.3 Main Effects and Moderated Effects on General Outcomes

We first tested the effects of celebrity status on general outcomes. Here, we describe the main effects and any instances where gender moderated those effects. Percentages, means and test coefficients presented for each outcome are based on the adjusted models that control for potential demographic confounders.

### 6.1.4 Perceived Effectiveness of Films

The first research question (RQ1) pertained to the perceived effectiveness (PE) of the celebrity and non-celebrity films. The mean PE score was 4.30 out of 5 (standard error [SE] = 0.03) across the celebrity films, and the score was 4.35 (SE = 0.03) across the non-celebrity films, indicating that participants tended to think the films were effective regardless of a celebrity presence. Given that the distribution of PE was skewed and to comply with statistical assumptions, we tested for differences in PE scores between celebrity and non-celebrity films using a cubed transformation. Results indicated that the type of spokesperson mattered to the PE of the films ( $F = 15.41$ ,  $DF = 2$ ,  $p < .001$ ). Participants rated the non-celebrity films ( $M = 87.2$ ,  $SE = 1.35$ ) as slightly more effective than the celebrity films ( $M = 84.3$ ,  $SE = 1.35$ ). This mean difference in the cubed PE score was borderline significant ( $t = -2.01$ ,  $p = .04$ ).

Although we observed a main effect of celebrity status on PE described above, further examination of our research question on gender moderation (RQ8) indicated that the effects on PE significantly differed by gender ( $F = 12.48$ ,  $DF = 2$ ,  $p < .001$ ). As shown in **Exhibit 6.3**, which relies on the cubed transformation of PE, females rated the films as highly effective regardless of celebrity status. However, males perceived the celebrity films to be less effective than the non-celebrity films ( $t = -2.88$ ,  $p = .004$ ). Interaction contrasts indicated that the differences in PE by celebrity versus non-celebrity films differed significantly between males and females ( $t = -2.16$ ,  $p = .0313$ ).

Exhibit 6.2 Participant Demographics by Film Condition

	Total (N = 1,777)		Film 1 Vidya Balan (n = 212)		Film 2 Nightmare on the Road (n = 242)		Film 3 Sania Mirza (n = 225)		Film 4 Nirbhaya (n = 238)		Film 5 Barkha Dutt (n = 198)		Film 6 Unmute (n = 225)		Control (n = 437)		Sig. Diff.
<b>Age (mean, SD)</b>	20.26	2.107	20.30	2.043	20.12	2.191	20.43	2.110	20.21	2.188	20.36	2.219	20.45	2.093	20.12	1.995	No
<b>Gender (n, %)</b>																	
Male	835	47.1%	94	44.3%	131	54.1%	115	51.1%	119	50.4%	97	49.0%	115	51.1%	164	37.6%	Yes
Female	939	52.9%	118	55.7%	111	45.9%	110	48.9%	117	49.6%	101	51.0%	110	48.9%	272	62.4%	
<b>State (n, %)</b>																	
North	341	19.2%	44	20.8%	43	17.8%	47	20.9%	48	20.2%	39	19.7%	64	28.4%	56	12.8%	Yes
Central	142	8.0%	21	9.9%	14	5.8%	21	9.3%	14	5.9%	24	12.1%	11	4.9%	37	8.5%	
East	236	13.3%	27	12.7%	35	14.5%	25	11.1%	28	11.8%	25	12.6%	23	10.2%	73	16.7%	
Northeast	69	3.9%	6	2.8%	9	3.7%	15	6.7%	9	3.8%	17	8.6%	4	1.8%	9	2.1%	
West	258	14.5%	34	16.0%	42	17.4%	27	12.0%	35	14.7%	25	12.6%	35	15.6%	60	13.7%	
South	731	41.1%	80	37.7%	99	40.9%	90	40.0%	104	43.7%	68	34.3%	88	39.1%	202	46.2%	
<b>Urbanicity (n, %)</b>																	
Urban	322	74.7%	154	72.6%	172	72.3%	171	76.3%	168	71.8%	140	70.7%	166	74.4%	322	74.7%	No
Rural	109	25.3%	58	27.4%	66	27.7%	53	23.7%	66	28.2%	58	29.3%	57	25.6%	109	25.3%	
<b>Education (n, %)</b>																	
Up to 10th standard	197	11.1%	21	9.9%	31	12.9%	37	16.4%	19	8.1%	25	12.6%	23	10.2%	41	9.5%	Yes
12th standard	523	29.6%	64	30.2%	82	34.2%	72	32.0%	79	33.5%	58	29.3%	63	28.0%	105	24.4%	
Graduate	803	45.4%	100	47.2%	107	44.6%	100	44.4%	108	45.8%	88	44.4%	99	44.0%	201	46.6%	
Postgraduate	244	13.8%	27	12.7%	20	8.3%	16	7.1%	30	12.7%	27	13.6%	40	17.8%	84	19.5%	
<b>Marital status (n, %)</b>																	
Unmarried	1387	79.1%	168	79.2%	202	84.2%	180	80.7%	191	81.6%	157	81.8%	175	78.5%	314	73.2%	Yes
Married	366	20.9%	44	20.8%	38	15.8%	43	19.3%	43	18.4%	35	18.2%	48	21.5%	115	26.8%	

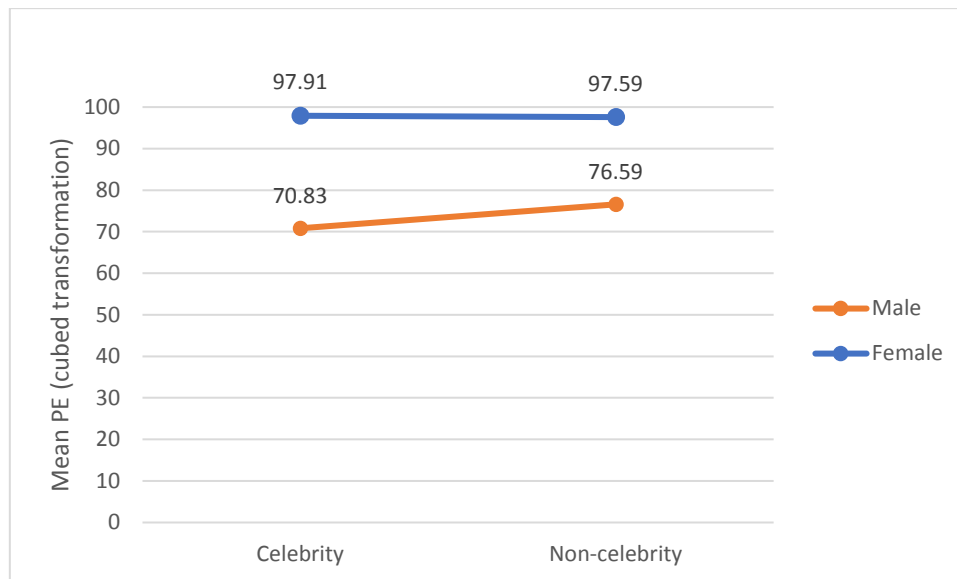
(Continued)

Exhibit 6.2 Participant Demographics by Film Condition (Continued)

	<b>Total</b> (N = 1,777)	<b>Film 1</b> Vidya Balan (n = 212)	<b>Film 2</b> Nightmare on the Road (n = 242)	<b>Film 3</b> Sania Mirza (n = 225)	<b>Film 4</b> Nirbhaya (n = 238)	<b>Film 5</b> Barkha Dutt (n = 198)	<b>Film 6</b> Unmute (n = 225)	<b>Control</b> (n = 437)	<b>Sig.</b> <b>Diff.</b>
<b>Use of social media (n, %)</b>									
> 1 per day	918 52.5%	105 50.5%	119 49.8%	102 45.7%	124 53.0%	105 53.6%	127 56.7%	236 55.5%	No
Daily	666 38.1%	85 40.9%	97 40.6%	92 41.3%	81 34.6%	75 38.3%	82 36.6%	154 36.2%	
Weekly	98 5.6%	9 4.3%	14 5.9%	18 8.1%	15 6.4%	12 6.1%	8 3.6%	22 5.2%	
Less than weekly	67 3.8%	9 4.3%	9 3.8%	11 4.9%	14 6.0%	4 2.0%	7 3.1%	13 3.1%	
<b>Witnessed violence (n, %)</b>									
No	966 55.1%	112 53.8%	148 61.7%	135 60.5%	145 62.0%	119 60.7%	111 49.6%	196 45.7%	Yes
Yes	601 34.3%	77 37.0%	57 23.8%	66 29.6%	70 29.9%	56 28.6%	80 35.7%	195 45.5%	
Don't know	187 10.7%	19 9.1%	35 14.6%	22 9.9%	19 8.1%	21 10.7%	33 14.7%	38 8.9%	

Note: The control condition was closed before other conditions. In the control condition, participants viewed a film about iodine supplement bindis.

Exhibit 6.3 PE of Films by Celebrity Status and Gender



### Intention to Share Films

The second research question (RQ2) asked whether celebrity and non-celebrity films influenced various behavioural intentions. We first tested whether celebrity status affected intention to share the film. Among those who saw a celebrity film, 37.16% fully intended to share the film with a friend (i.e., they reported that they were ‘very likely’ to share the film, rather than ‘likely,’ ‘unlikely,’ or ‘very unlikely’ to share it). Among those who saw a non-celebrity film, 30.51% fully intended to share the film. Logistic regression results indicated that the featured spokesperson significantly affected intention to share the film (Wald  $\chi^2 = 10.44$ ,  $p = .0054$ ). The odds of fully intending to share the film were 1.35 times higher across the celebrity conditions than the non-celebrity conditions (OR = 1.35, 95% CI = 1.03, 1.76,  $p = .0274$ ). In other words, participants were 35% more likely to fully intend to share celebrity films than non-celebrity films.

### Intention to Speak Out

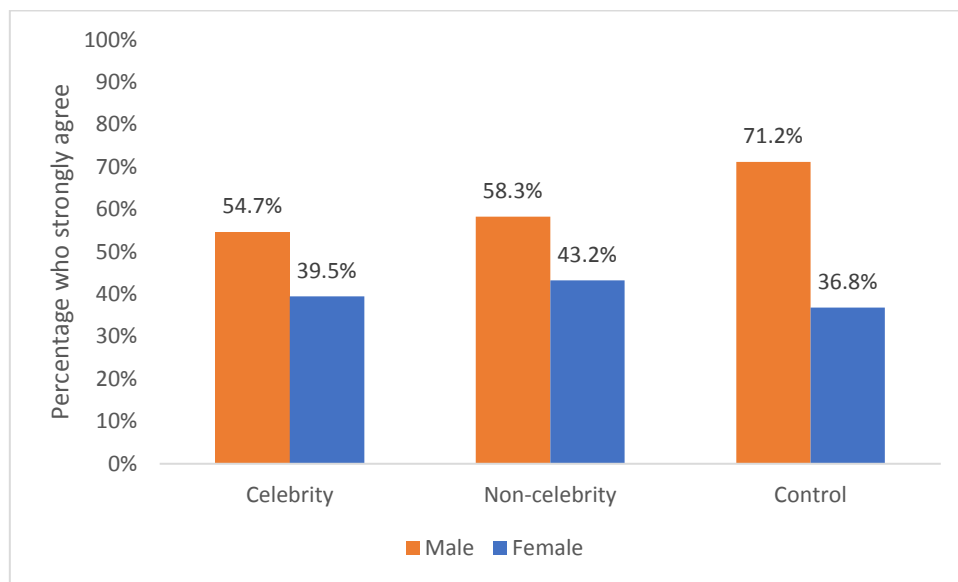
Another intention that differed by celebrity status was intention to speak out against violence toward women. Results indicated that 38.31% of people who saw a celebrity film fully intended to speak out, while 30.46% of those who saw a non-celebrity film held this intention, and 39.13% held this intention in the control group. Celebrity status significantly predicted intention to speak out (Wald  $\chi^2 = 10.78$ ,  $p = .0046$ ); those who saw a celebrity film were 42% more likely than those who saw a non-celebrity film to fully intend to speak out (OR = 1.42, 95% CI = 1.11, 1.81,  $p = .005$ ), and those who saw the non-celebrity film were 32% less likely than those in the control to fully intend to speak out (OR = 0.68, 95% CI = 0.52, 0.89,  $p = .006$ ). In other words, the celebrity films were the most successful in changing intention to speak out.

### Self-efficacy to Treat Women Without Violence

The third research question (RQ3) pertained to effects of celebrity and non-celebrity films on self-efficacy outcomes. Across the full sample, celebrity status did not affect self-efficacy

to treat women without violence. Instead, this effect was contingent on the audience's gender ( $F = 5.43$ ,  $DF = 2$ ,  $p = .0045$ ). Interaction contrasts indicated that between men and women, there were significant differences in the effects of celebrity vs. control ( $t = -2.93$ ,  $p = .0034$ ) and non-celebrity vs. control ( $t = -3.03$ ,  $p = .0025$ ) on this self-efficacy outcome. As illustrated in **Exhibit 6.4**, men who saw the celebrity films ( $t = -3.37$ ,  $p = .0008$ ) or non-celebrity films ( $t = -2.77$ ,  $p = .0056$ ) were less likely to report the highest self-efficacy level (i.e., to 'strongly agree' that if they really wanted to, they could treat women without violence) than were men who saw the control film. Among women, there was little difference in self-efficacy after seeing the films. Thus, the findings suggest that the celebrity and non-celebrity films produced lower self-efficacy among males (e.g., a lower percentage reported full self-efficacy) and had little impact on self-efficacy among females.

Exhibit 6.4 Effects of Celebrity Status on Self-efficacy to Treat Women Without Violence by Gender



### Self-efficacy to Treat Men and Women Equally

Results indicated that celebrity status affected self-efficacy to treat men and women equally (and gender did not moderate this effect). Among those who viewed the celebrity, non-celebrity, and control films, 40.09%, 41.16%, and 51.94% of participants reported the highest level of self-efficacy, respectively (i.e., they 'strongly agreed' that if they really wanted to, they could treat men and women equally). We found that the differences in self-efficacy by celebrity status were significant (Wald  $\chi^2 = 14.28$ ,  $p = .0008$ ). Pairwise comparisons showed that the odds of holding the highest self-efficacy level were 38% lower after viewing the celebrity film than the control (OR = 0.62, 95% CI = 0.47, 0.81,  $p = .0005$ ) and 35% lower after viewing the non-celebrity film than the control (OR = 0.65, 95% CI = 0.50, 0.84,  $p = .0012$ ). Self-efficacy did not significantly differ between celebrity and non-celebrity films, however. Thus, it appears that the celebrity and non-celebrity films did not successfully influence self-efficacy to treat men and women equally.



### Belief that Community Rejects Violence toward Women

The fourth research question (RQ4) asked whether celebrity and non-celebrity films influenced beliefs about GBV. Celebrity status affected participants' belief that their community rejects VAWG. Among those who saw a celebrity film, 59.33% fully endorsed this belief (i.e., 'strongly agreed' that their community rejects this violence). After seeing the non-celebrity film, 63.35% fully endorsed this belief, and after the control film, 55.25% fully endorsed the belief. Although celebrity status significantly predicted this belief overall (Wald  $\chi^2 = 6.33$ ,  $p = .0421$ ), only the difference between the non-celebrity and control conditions was significant, where those who saw a non-celebrity film were 40% more likely than those in the control condition to fully believe that their community rejects VAWG (OR = 1.40, 95% CI = 1.07, 1.82,  $p = .0127$ ). Thus, the non-celebrity films appeared to positively change this belief.

### Other General Outcomes

Results indicated that celebrity status did not significantly affect the remaining general outcomes, including intention to treat women without violence, believing that one's community respects equal treatment of men and women, and believing that equal treatment reduces violence against women. Although gender moderated the effects of celebrity status on PE and self-efficacy to treat women without violence, effects on other outcomes were not contingent on gender.

### Main Effects on Target Outcomes

The next set of research questions asked whether individual films impacted the intentions (RQ5), self-efficacy (RQ6), and beliefs (RQ7) promoted in each. Most of the main effects of the films were not significant, except for an effect on one outcome regarding support of women's ambitions.

### Intention to Support Women's Career Ambitions

The Vidya Balan film affected intention to support women's career ambitions. Among those who saw the Vidya Balan film ( $n = 212$ ), 34.92% reported being very likely (i.e., fully intending) to support women's career ambitions. Among those in the control group ( $n = 437$ ), 45.22% fully intended support these ambitions. Logistic regression results showed that viewing the Vidya Balan film significantly influenced intention to support ambitions, but in a negative direction. The odds of fully intending to support ambitions were 35% lower after watching Vidya Balan than after watching the control film (OR = 0.65, 95% CI = 0.45, 0.94,  $p = .0218$ ). Thus, the Vidya Balan film did not appear to affect the behavioural intention that it promoted.

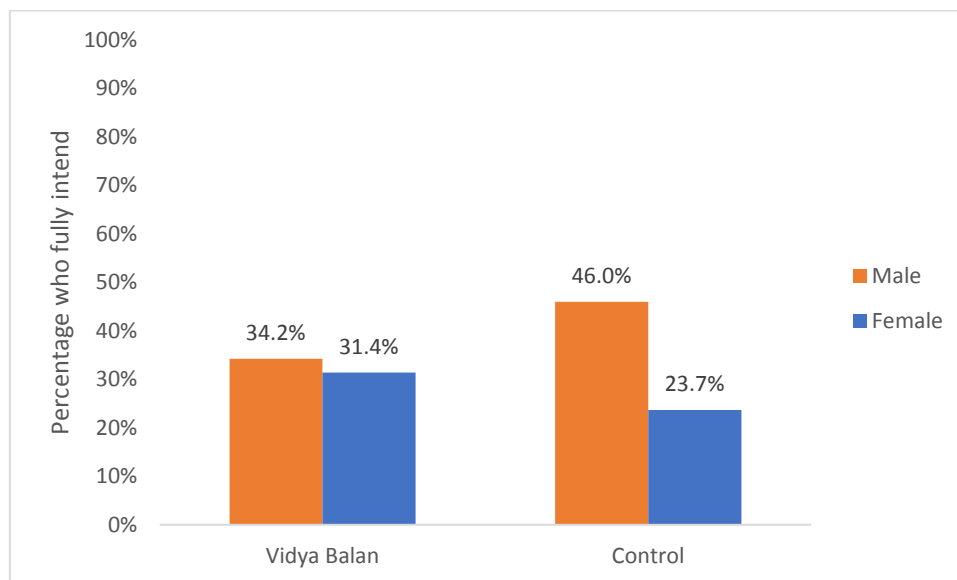
### Moderated Effects on Target Outcomes

Although the individual films did not change most target outcomes across the full sample, we observed several notable results suggesting that effects occurred within specific gender groups. These findings, which pertain to the research question about gender moderation (RQ8), are described below.

### Intention to Celebrate Fathers Who Support Daughters

Gender moderated the effect of the Vidya Balan film on intention to celebrate fathers who support their daughter's ambitions. **Exhibit 6.5** illustrates this interaction. A lower percentage of males who saw the Vidya Balan film than the control film reported fully intending to celebrate fathers who support their daughter's ambitions, although this difference in intention was borderline non-significant ( $t = -1.76, p = .0787$ ). In contrast, the percentage of females who reported this level of intention was somewhat higher after watching Vidya Balan versus the control film, but again, the difference was non-significant ( $t = 1.54, p = .1229$ ). Thus, the effect of the Vidya Balan film on this intention trended downward for males and upward for females, and the difference in these opposite trends was statistically significant ( $t = -2.32, p = 0.0203$ ).

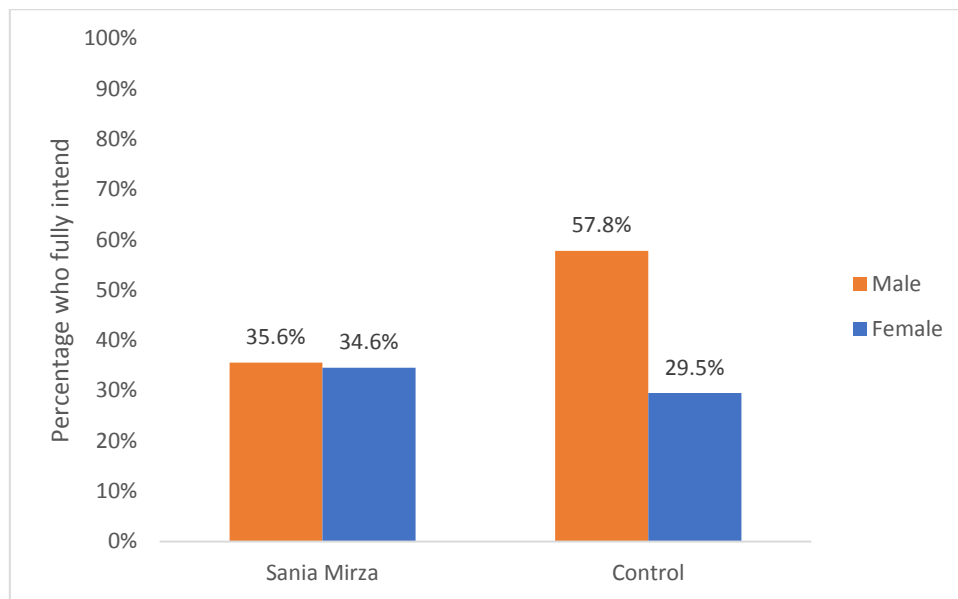
Exhibit 6.5 Effects of Vidya Balan Film on Intention to Celebrate Fathers Who Support Their Daughter's Ambitions by Gender



### Intention to Treat Women as Equals

Gender moderated the effect of the Sania Mirza film on intention to treat women and men as equals. As shown in **Exhibit 6.6**, males who saw the Sania Mirza film were less likely than males who saw the control film to report fully intending to treat women as equals ( $t = -3.43, p = .0006$ ). In contrast, the percentage of females who reported this level of intention was slightly higher after seeing Sania Mirza versus control, but this difference was non-significant ( $t = 0.92, p = 0.3594$ ). The difference in effects between males and females was significant ( $t = -3.11, p = .0019$ ). These findings suggest that the Sania Mirza film did not have the intended effect among males and had little impact among females.

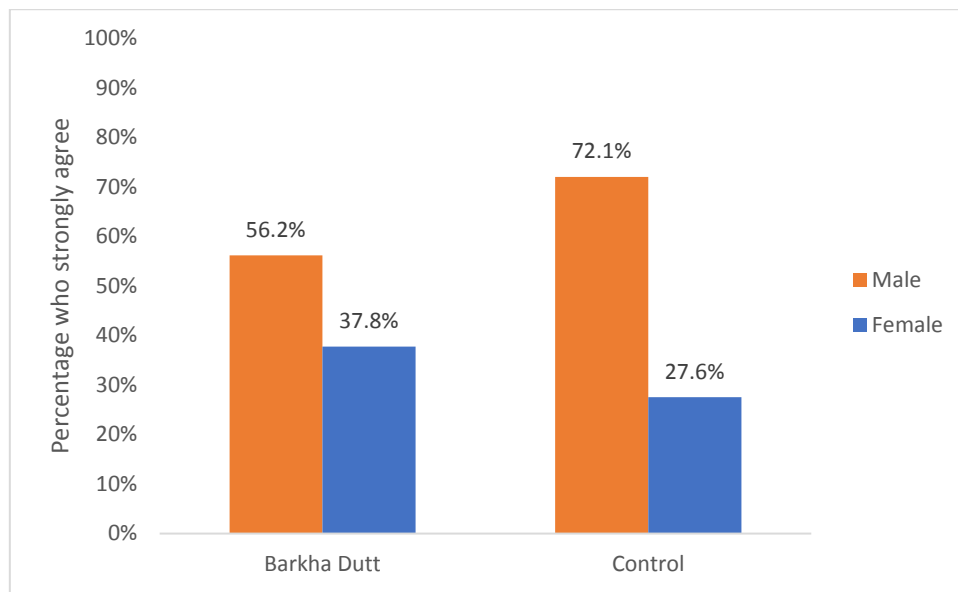
Exhibit 6.6 Effects of Sania Mirza Film on Intention to Treat Women and Men as Equals by Gender



#### Belief that Encouraging Talk about Sexual Assault Will Help

The Barkha Dutt film promoted the belief that encouraging people to tell someone if they were sexually assaulted as a child will help them feel less alone. The impact of this film on its target belief significantly differed by gender, as shown in **Exhibit 6.7**. Males who saw the Barkha Dutt film were less likely than males who saw the control film to fully endorse this belief (i.e., 'strongly agreed' that encouraging people to tell someone if they were sexually assaulted as a child will help them feel less alone;  $t = -2.40, p = .0164$ ). A higher percentage of females fully endorsed this belief after seeing the Barkha Dutt than control, but this difference among females was non-significant ( $t = 1.77, p = .0776$ ). The effects between males and females significantly differed ( $t = -2.96, p = .0031$ ). The findings suggest that the Barkha Dutt may not have effectively promoted the target belief among males, but this film's influence on the target belief among females trended in a positive direction.

Exhibit 6.7 Effects of Barkha Dutt Film on Belief that Encouraging People to Talk About Sexual Assault Will Help



## 6.2 Endline Survey

In this section, we summarize the findings from the Endline survey, reporting first on participant characteristics, followed by analysis of the findings organized by key research questions.

### 6.2.1 Results of Recruiting

RTI's original recruitment plan was to elicit participation in the Endline survey through Facebook ads, with ads initially focused on a custom Facebook audience that was made up of individuals who had interacted with the campaign through either liking, commenting, or sharing the campaign. However, it became apparent that this approach was not going to achieve our survey sample goals in a reasonable time or at a reasonable cost, despite following the same approach that had been used successfully with the precampaign survey.

Ads for the survey were posted on 3 June and continued through 19 June. We originally ran the ads just on Facebook to users in the lookalike audience group. But given limited response, subsequently, we increased our recruiting to a broader audience and posted ads to Instagram and Facebook's online ad network, specifically targeting the campaign audience age group in India. In total, our 14 days of ads yielded high numbers of impressions and reach, 2,969,671 and 2,005,504 respectively, which garnered a total of 48,123 link clicks. However, this translated into just 641 individuals initiating the survey. Out of that 641, only 134 people completed the survey sufficiently for their responses to be included in the analysis. With a total of \$1,918.89 spent on ads, the cost per complete was approximately four dollars.

Given the results of the Facebook recruiting, we opted to increase the survey sample we received from the survey panel provider. Cint sent out 8,512 invitations to take the survey.

Of those, 3,125 surveys were initiated, and 2,180 surveys met the eligibility criteria and were collected in June 2018.

Among the 2,180 individuals that completed the survey with valid responses, 94% participants took the survey through the panel and 6% through Facebook. Valid surveys were any survey that the participant completed at least one questions in each section of the survey.

## 6.2.2 Participant Characteristics

The mean age of the participants was 21.1 years (see **Exhibit 6.8**). Most of the participants were male (51.8%), unmarried (89.3%) and studied up till the 12<sup>th</sup> grade (50.5%). The southern region of India had the most participants (29.2%), and most participants reported growing up in an urban setting (82.1%). The central region had the most representation in the Facebook survey (36.6% of participants), and the southern region had the most representation in the survey panel (30.8% of participants).

Exhibit 6.8 Participant Characteristics

Participant Characteristics	Overall	Survey Panel	Facebook
Number	2,180	2,046 (93.9%)	134 (6.1%)
Sex			
Male	1,129 (51.8%)	1,059 (51.8%)	70 (52.2%)
Female	1,038 (47.6%)	976 (47.7%)	62 (46.3%)
Not identified	13 (0.6%)	11 (0.5%)	2 (1.5%)
Age			
Less than 18 years	297 (13.6%)	244 (11.9%)	53 (39.6%)
19–22 years	1,270 (58.3%)	1,220 (59.6%)	50 (37.3%)
23–24 years	603 (27.7%)	576 (28.2%)	27 (20.1%)
Not identified	10 (0.5%)	6 (0.3%)	4 (3.0%)
Region			
North	497 (22.8%)	461 (22.5%)	36 (26.9%)
Central	240 (11.0%)	191 (9.3%)	49 (36.6%)
East	349 (16.0%)	331 (16.2%)	18 (13.4%)
Northeast	37 (1.7%)	36 (1.8%)	1 (0.7%)
West	420 (19.3%)	403 (19.7%)	17 (12.7%)
South	636 (29.2%)	623 (30.8%)	13 (9.7%)
Not identified	1 (0.0%)	1 (0.0%)	0 (0%)
Location			
Urban	1,789 (82.1%)	1,697 (82.9%)	92 (68.7%)
Rural	384 (17.6%)	342 (16.7%)	42 (31.3%)
Not identified	7 (0.3%)	7 (0.3%)	0 (0%)
Education			
None	127 (5.8%)	107 (5.2%)	20 (14.9%)
Up to 10 <sup>th</sup> standard	508 (23.3%)	471 (23.0%)	37 (27.6%)
Completed high school	1,101 (50.5%)	1,040 (50.8%)	61 (45.5%)
Undergraduate or higher	441 (20.2%)	425 (20.8%)	16 (11.9%)
Not identified	3 (0.1%)	3 (0.1%)	0 (0%)
Marital Status			
Unmarried	1,946 (89.3%)	1,815 (88.7%)	131 (97.8%)
Currently married	229 (10.5%)	226 (11.0%)	3 (2.2%)
Not identified	5 (0.2%)	5 (0.2%)	0 (0%)
Survey Language			
English	2,046 (93.9%)	1,960 (95.8%)	86 (64.2%)
Hindi	134 (6.1%)	86 (4.2%)	48 (35.8%)

## 6.2.3 Results

The following provides a summary of the results from the Endline survey.

### Campaign Exposure

We explored whether the participants were able to recall where and how many times they had seen or heard about the six campaign films (see **Exhibit 6.9**). Most participants reported being exposed to the campaign films (87.4%). Nearly half of the participants reported seeing or hearing about a film where Barkha Dutt shares her own experience of sexual abuse as a child (53.3%) and Varnika Kundu describing her experience of being stalked by a group of men while driving (50.6%). Roughly 60% of the participants saw or heard about films where Vidya Balan and her father discuss her ambitions and success as an actor and Sania Mirza and her father discuss her ambitions and success as a tennis player. Most participants reported seeing or hearing about parents of Nirbhaya describing the long process of fighting for justice after the rape of their daughter (78.3%) and Shreya Karla sharing her own experience of sexual harassment at her job (70.1%). Participants reported seeing or hearing most about the Nirbhaya films (mean: 16.5 times), followed by Shreya Karla (mean: 13.6 times) and Vidya Balan (mean: 10.2 times) films. YouTube and Facebook were the most popular social media platforms reported for viewing of these films.

Exhibit 6.9 Campaign Film Recall

	Vidya Balan	Sania Mirza	Barkha Dutt	Varnika Kundu	Nirbhaya	Shreya Karla
<b>Have you seen or heard of the campaign films?</b>						
Yes	1264 (58%)	1235 (56.7%)	1162 (53.3%)	1104 (50.6%)	1706 (78.3%)	1528 (70.1%)
No	909 (41.7%)	938 (43.0%)	1010 (46.3%)	1064 (48.8%)	458 (21.0%)	636 (29.2%)
Not identified	7 (0.3%)	7 (0.3%)	8 (0.4%)	12 (0.6%)	16 (0.7%)	16 (0.7%)
<b>How many times in the past year did you see or hear about these campaign films?</b>						
Mean	10.2	9.1	7.2	7.6	16.5	13.6
Median	2.0	1.0	1.0	1.0	3.0	2.0
Mode	0	0	0	0	0	0
<b>Did you see or hear about the campaign films on . . . ?</b>						
YouTube	1056 (48.4%)	972 (44.6%)	838 (38.4%)	744 (34.1%)	1252 (57.4%)	1108 (50.8%)
Facebook	772 (35.4%)	721 (33.1%)	648 (29.7%)	636 (29.2%)	1108 (50.8%)	972 (44.6%)
Twitter	254 (11.7%)	269 (12.3%)	287 (13.2%)	264 (12.1%)	450 (20.6%)	361 (16.6%)
WhatsApp	550 (25.2%)	446 (20.5%)	408 (18.7%)	373 (17.1%)	806 (37.0%)	630 (28.9%)
Instagram	303 (13.9%)	290 (13.3%)	244 (11.2%)	243 (11.1%)	458 (21.0%)	396 (18.2%)
Other	48 (2.2%)	55 (2.5%)	47 (2.2%)	32 (1.5%)	248 (11.4%)	145 (6.7%)

About two-thirds of the participants were able to recognize the campaign slogan and logo (69.6%) (see **Exhibit 6.10**). However, only 40.5% of the participants were correctly able to

complete the campaign slogan *Bas Ab Bahut Ho Gaya*: Enough is Enough. Among those participants who recognized the campaign, we asked where they saw or heard about the campaign. About 66.7% reported seeing it on Facebook, followed by 62.2% on YouTube and 43.7% on WhatsApp. Friends were the most common source reported for learning about the campaign (27.5%), followed by teachers (12.6%) and parents (12.4%). Furthermore, participants reported hearing about the campaign activities through campus events (41.9%), film (30.0%), and the anthem (24.0%).

Exhibit 6.10 Campaign Recognition

Recognize Logo and Slogan	
Yes	1517 (69.6%)
No	486 (22.3%)
Don't know	157 (7.2%)
Not identified	20 (0.9%)
<b>Slogan</b>	
Correct	882 (40.5%)
Mostly correct	458 (21.0%)
Incorrect	840 (38.5%)
<b>Did you see the campaign slogan or message on...?</b>	
YouTube	1355 (62.2%)
Facebook	1453 (66.7%)
Twitter	598 (27.4%)
WhatsApp	953 (43.7%)
Instagram	715 (32.8%)
<b>Did you hear about the campaign from a . . . ?</b>	
Parent	271 (12.4%)
Friend	599 (27.5%)
Teacher	274 (12.6%)
Other_____	11 (0.5%)
<b>Did you see or hear any of these <i>Bas Ab Bahut Ho Gaya</i>: Enough is Enough campaign activities? Through the . . . ?</b>	
Anthem	523 (24.0%)
Concert	492 (22.6%)
Film	653 (30.0%)
Campus Event	914 (41.9%)

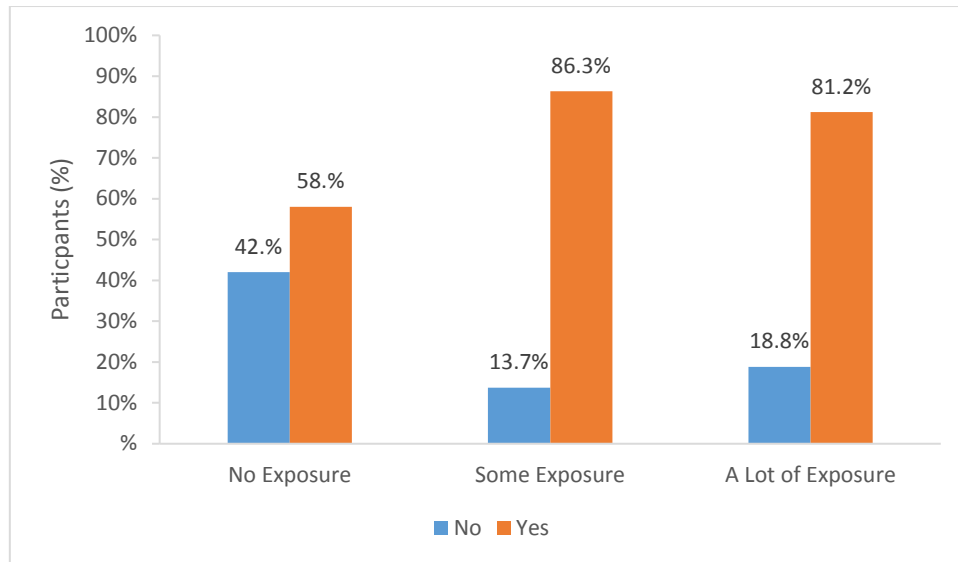
### Knowledge of GBV and VAWG

We conducted bivariate analysis to assess the relationship between campaign exposure and the percentage of survey participants that correctly answered each question relating to what constitutes GBV and VAWG as identified in the campaign films.

First, we asked participants whether forcing a woman or girl to perform sexual act that she does not want to is considered VAWG (**Exhibit 6.11**). About 86% and 81% participants with some and a lot of exposure to the campaign, respectively, reported it as violence. However, only 58% of the participants not exposed to the campaign reported it as violence. Exposure to the campaign significantly predicted agreeing that it is considered VAWG (Wald  $\chi^2 = 104.09, p < 0.0001$ ). Those in the no exposure group were 78% less likely (OR = 0.22,

95% CI: 0.16–0.29) compared to those with some exposure to the campaign and 68% less likely (OR = 0.32, 95% CI: 0.26–0.46) compared to those with a lot of exposure to the campaign to consider it VAWG. Also, those with some exposure to the campaign were 46% more likely than those with a lot of exposure to the campaign to consider it VAWG (OR = 1.46, 95% CI: 1.09–1.95,  $p = 0.011$ ).

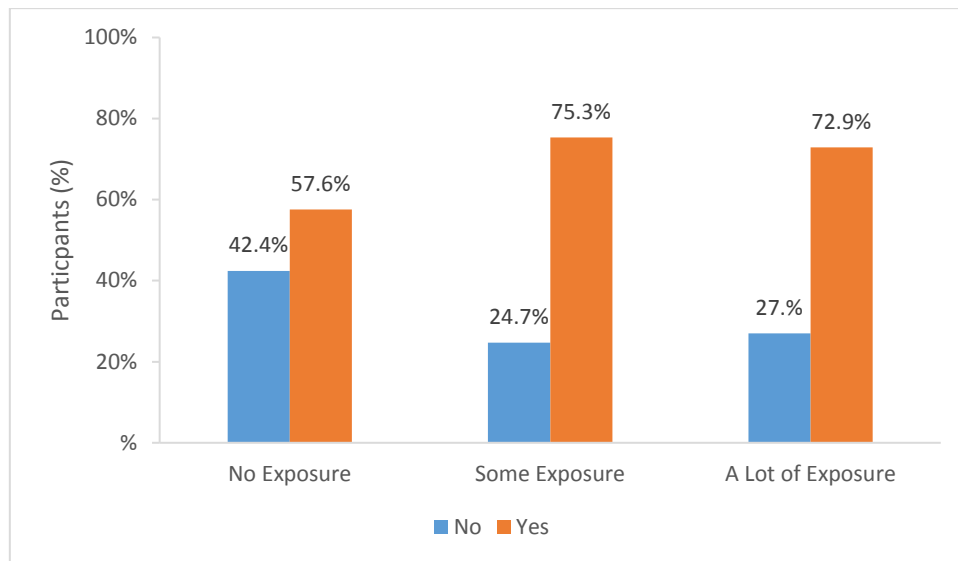
Exhibit 6.11 Forcing a Women or Girl to Perform a Sexual Act that She Does Not Want To



Second, we asked participants whether valuing a son’s education over a daughter’s is considered VAWG (**Exhibit 6.12**). About 70% participants exposed to the campaign and 58% of participants not exposed to the campaign reported it as violence. Exposure to the campaign significantly predicted agreeing that it is considered as VAWG (Wald  $\chi^2 = 32.23$ ,  $p < 0.0001$ ). Those in the no exposure group were 55% less likely (OR = 0.45, 95% CI: 0.34–0.59) compared to those with some exposure to the campaign and 49% less likely (OR = 0.51, 95% CI: 0.36–0.70) compared to those with a lot of exposure to the campaign, to consider it VAWG. There were no significant differences between those with some exposure and those with a lot of exposure to the campaign regarding this outcome ( $p=0.323$ ).

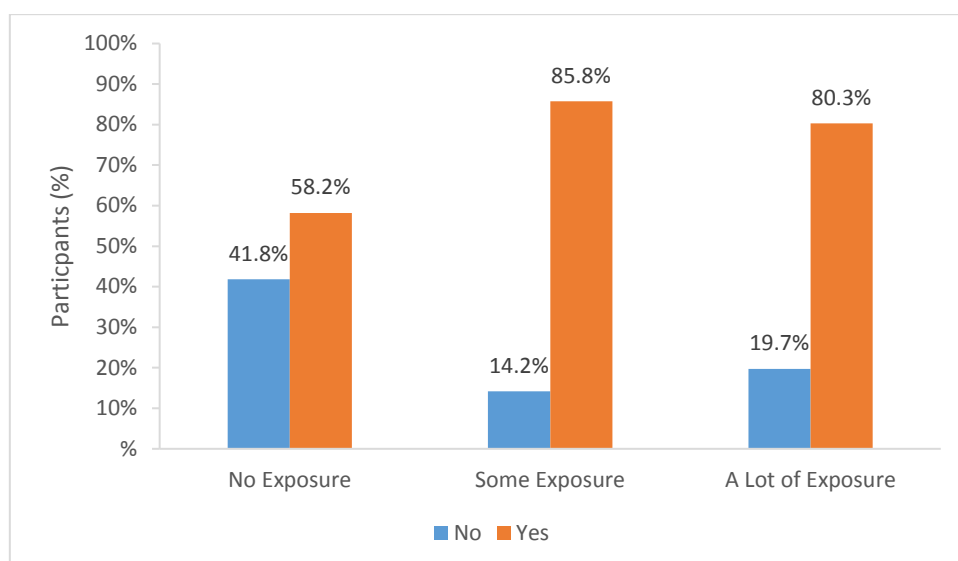


Exhibit 6.12 Valuing a Son's Education Over a Daughter's



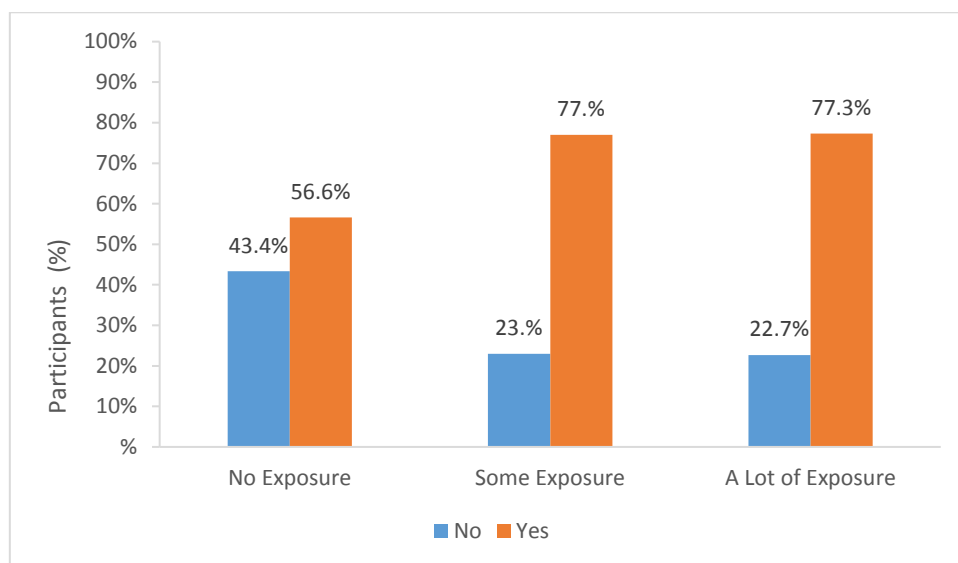
Third, we asked participants whether following (or stalking) a woman against their will or with intent to harm is considered VAWG (**Exhibit 6.13**). About 86% and 80% participants with some and a lot of exposure to the campaign, respectively, reported it as violence. However, only 58% of the participants not exposed to the campaign reported it as violence. Exposure to the campaign significantly predicted agreeing that it is considered as VAWG (Wald  $\chi^2 = 96.59$ ,  $p < 0.0001$ ). Those in the no exposure group were 77% less likely (OR = 0.23, 95% CI: 0.17–0.31) compared to those with some exposure and 66% less likely (OR = 0.34, 95% CI: 0.24–0.48) compared to those with a lot of exposure to consider it VAWG. Further, those with some exposure to the campaign were 48% more likely than those with a lot of exposure to consider it VAWG (OR = 1.48, 95% CI: 1.11–1.97,  $p = 0.008$ ).

Exhibit 6.13 Following (or Stalking) a Woman Against Her Will or with Intent to Harm



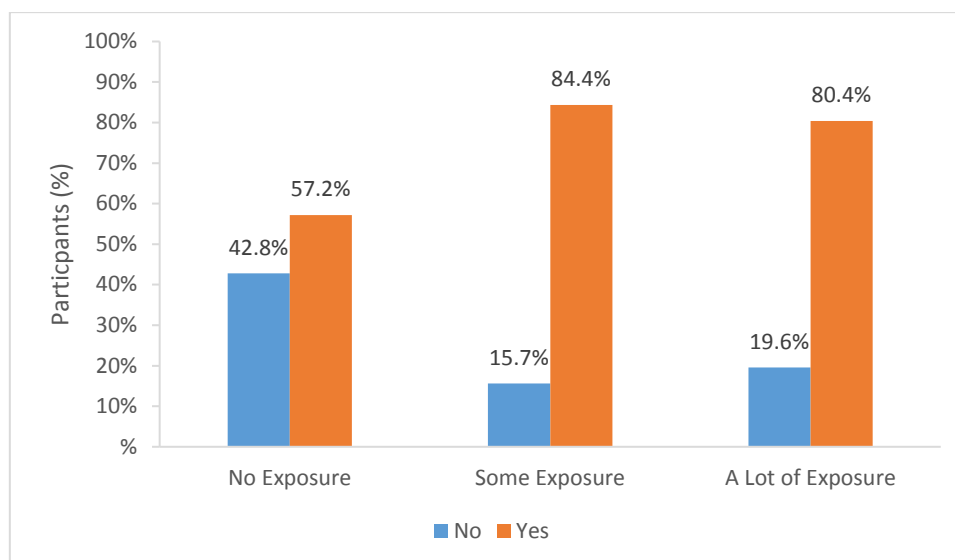
Fourth, we asked participants whether preventing opportunities for women to work or engage in professional activities because of their gender is considered VAWG (**Exhibit 6.14**). About 77% of participants exposed to the campaign and 57% of participants not exposed to the campaign reported it as violence. Exposure to the campaign significantly predicted agreeing that it is considered VAWG (Wald  $\chi^2 = 45.79$ ,  $p < 0.0001$ ). Those in the no exposure group were 61% less likely (OR = 0.39, 95% CI: 0.29–0.52) compared to those with some exposure to the campaign and 62% less likely (OR = 0.38, 95% CI: 0.27–0.54) compared to those with a lot of exposure to the campaign to consider it VAWG. There were no significant differences between those with some exposure and those with a lot of exposure to the campaign regarding this outcome ( $p=0.900$ ).

Exhibit 6.14 Preventing Opportunities for Women to Work or Engage in Professional Activities Because of Their Gender



Lastly, we asked participants whether indecent touching of a child (male or female) by an adult is considered VAWG (**Exhibit 6.15**). About 84% and 80% of participants with some and a lot of exposure to the campaign, respectively, reported it as violence. However, only 57% of the participants not exposed to the campaign reported it as violence. Exposure to the campaign significantly predicted agreeing that it is considered VAWG (Wald  $\chi^2 = 89.63$ ,  $p < 0.0001$ ). Those in the no exposure group were 75% less likely (OR = 0.25, 95% CI: 0.19–0.33) compared to those with some exposure and 67% less likely (OR = 0.33, 95% CI: 0.23–0.46) compared to those with a lot of exposure to the campaign to consider it VAWG. There were no significant differences between those with some exposure and those with a lot of exposure to the campaign regarding this outcome ( $p=0.059$ ).

Exhibit 6.15 Indecent Touching of a Child (Male or Female) by an Adult



The findings from the bivariate analysis persisted even after controlling for age, gender, setting, education, and marital status (**Exhibit 6.16**).

Exhibit 6.16 Results of Multivariate Analysis of Campaign Knowledge

Questions	DF	Wald Chi-Square	P-value
<i>Forcing a woman or girl to perform a sexual act that she does not want to.</i>	2	107.6729	< 0.0001
<i>Following (or stalking) a woman against their will or with intent to harm.</i>	2	96.5851	< 0.0001
<i>Valuing a son's education over a daughter's.</i>	2	48.8914	< 0.0001
<i>Preventing opportunities for women to work or engage in professional activities because of their gender.</i>	2	67.8856	< 0.0001
<i>Indecent touching of a child (male or female) by an adult.</i>	2	103.3539	< 0.0001

After controlling for these confounding factors, we obtained the following findings.

Participants with no exposure to the campaign were 83% less likely (OR = 0.17, 95% CI: 0.12–0.24,  $p < 0.0001$ ) than those with some exposure and 75% less likely (OR = 0.25, 95% CI: 0.17–0.37,  $p < 0.0001$ ) than those with a lot of exposure to the campaign to consider forcing a woman or girl to perform a sexual act that she does not want to as VAWG. In addition, those who had some exposure to the campaign were 47% more likely than those with a lot of exposure to the campaign to consider it VAWG (OR = 1.47, 95% CI: 1.09–1.98,  $p = 0.012$ ).

Participants with no exposure to the campaign were 67% less likely (OR = 0.34, 95% CI: 0.25–0.46,  $p < 0.0001$ ) than those with some exposure and 62% less likely (OR = 0.38, 95% CI: 0.26–0.54,  $p < 0.0001$ ) than those with a lot of exposure to the campaign to consider valuing a son's education over a daughter's as VAWG. Those with some exposure versus those with a lot of exposure did not differ significantly regarding this outcome ( $p=0.359$ ).

Participants with no exposure to the campaign were 81% less likely (OR = 0.19, 95% CI: 0.14–0.27,  $p < 0.0001$ ) than those with some exposure and 72% less likely (OR = 0.28, 95%

CI: 0.19–0.42,  $p < 0.0001$ ) than those with a lot of exposure to the campaign to consider following (or stalking) a woman against her will or with intent to harm as VAWG. In addition, those with some exposure to the campaign were 47% more likely to consider it VAWG than those with a lot of exposure to the campaign (OR = 1.47, 95% CI: 1.09–1.97,  $p = 0.011$ ).

Participants with no exposure to the campaign were 72% less likely (OR = 0.28, 95% CI: 0.20–0.38,  $p < 0.0001$ ) than those with some exposure and 73% less likely (OR = 0.27, 95% CI: 0.18–0.39,  $p < 0.0001$ ) than those with a lot of exposure to consider preventing opportunities for women to work or engage in professional activities because of their gender as VAWG. Those with some exposure versus those with a lot of exposure did not differ significantly regarding this outcome ( $p=0.775$ ).

Participants with no exposure to the campaign were 82% less likely (OR = 0.18, 95% CI: 0.13–0.25,  $p < 0.0001$ ) than those with some exposure and 76% less likely (OR = 0.24, 95% CI: 0.16–0.36,  $p < 0.0001$ ) than those with a lot of exposure to the campaign to consider indecent touching of a child (male or female) by an adult as VAWG. Those with some exposure versus those with a lot of exposure did not differ significantly regarding this outcome ( $p=0.059$ ).

The following table describes the analysis of the interaction between campaign exposure and gender (**Exhibit 6.17**).

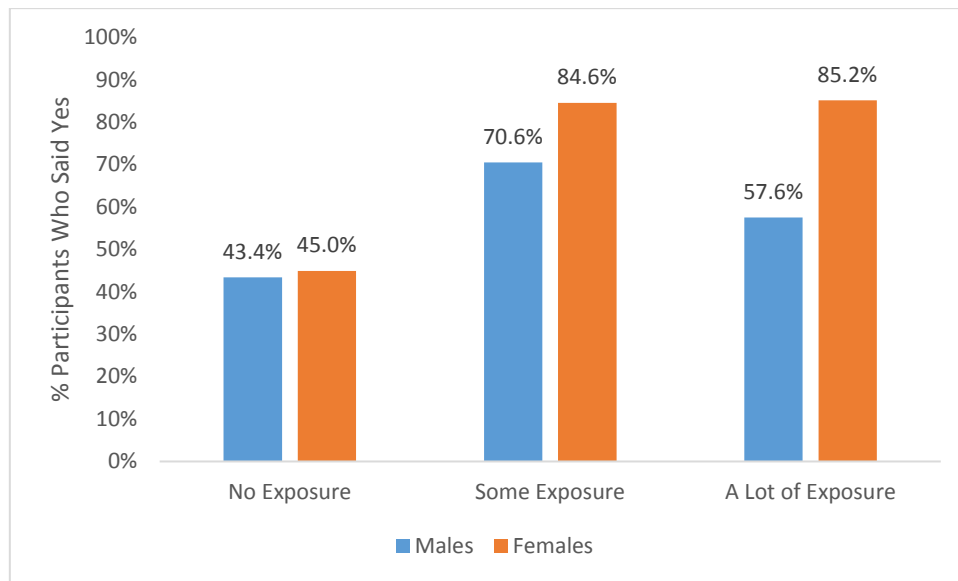
Exhibit 6.17 Results of Multivariate Analysis of Campaign Knowledge by Gender

Questions	DF	Wald Chi-Square	P-value
<i>Forcing a woman or girl to perform a sexual act that she does not want to.</i>	2	9.0441	0.011
<i>Following (or stalking) a woman against her will or with intent to harm.</i>	2	6.7768	0.034
<i>Valuing a son's education over a daughter's.</i>	2	2.5954	0.273
<i>Preventing opportunities for women to work or engage in professional activities because of their gender.</i>	2	3.261	0.196
<i>Indecent touching of a child (male or female) by an adult.</i>	2	9.5522	0.008

After controlling for confounding factors such as age, gender, setting, education and marital status, the interaction effect between campaign exposure and gender was statistically significant for considering forcing a woman or girl to perform sexual act that she does not want ( $p < 0.011$ ), following (or stalking) a woman against her will or with intent to harm ( $p = 0.034$ ), and indecent touching of a child (male or female) by an adult ( $p = 0.008$ ) as VAWG. Indicating that effect of exposure on the outcomes differs by participants' gender.

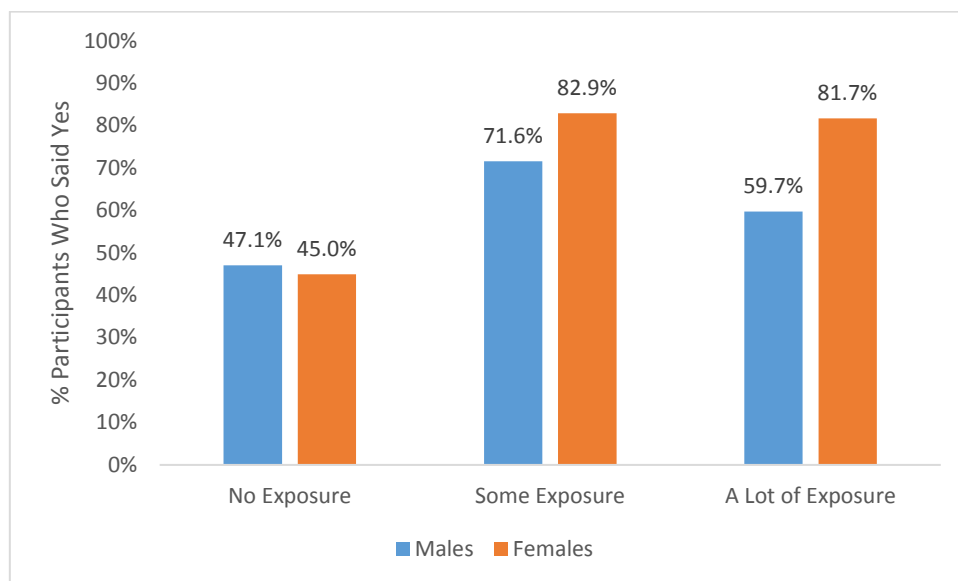
Specifically, seeing the campaign 100+ versus not at all seemed to make a bigger difference in females' VAWG knowledge than males' VAWG knowledge with regard to whether forcing a women or girl to perform a sexual act that she does not want to is considered VAWG (OR = 1.38,  $p = 0.003$ ) (**Exhibit 6.18**).

Exhibit 6.18 Forcing a Women or Girl to Perform a Sexual Act that She Does Not Want To



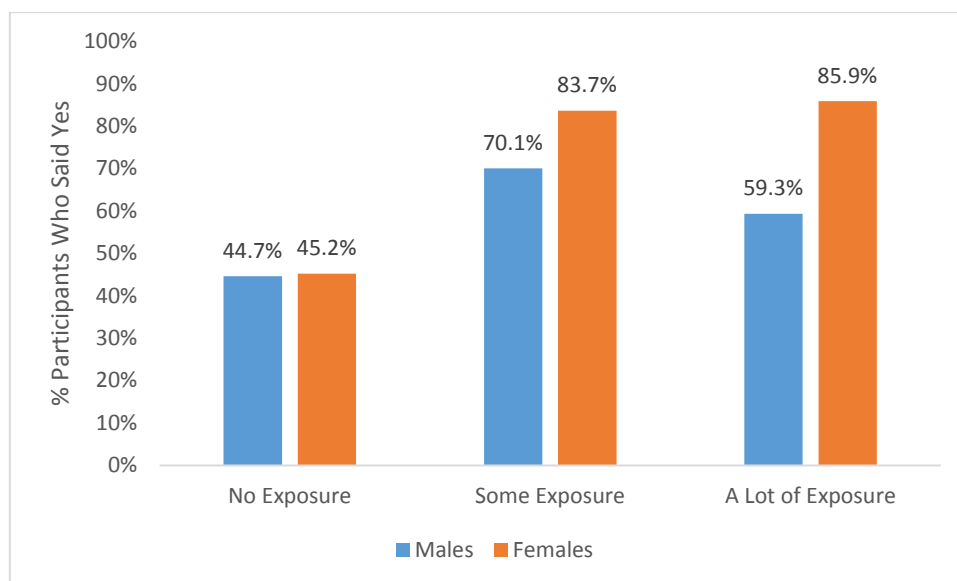
Similarly, seeing the campaign 100+ versus not at all seemed to make a bigger difference in females' VAWG knowledge than males' VAWG knowledge with regard to whether following (or stalking) a woman against their will or with intent to harm is considered VAWG (OR = 1.87,  $p = 0.009$ ) (**Exhibit 6.19**).

Exhibit 6.19 Following (or Stalking) a Woman Against Her Will or with Intent to Harm



And, seeing the campaign 100+ versus not at all seemed to make a bigger difference in females' VAWG knowledge than males' VAWG knowledge with regard to whether indecent touching of a child (male or female) by an adult is considered VAWG (OR = 1.41,  $p = 0.002$ ) (**Exhibit 6.20**)

Exhibit 6.20 Indecent Touching of a Child (Male or Female) by an Adult

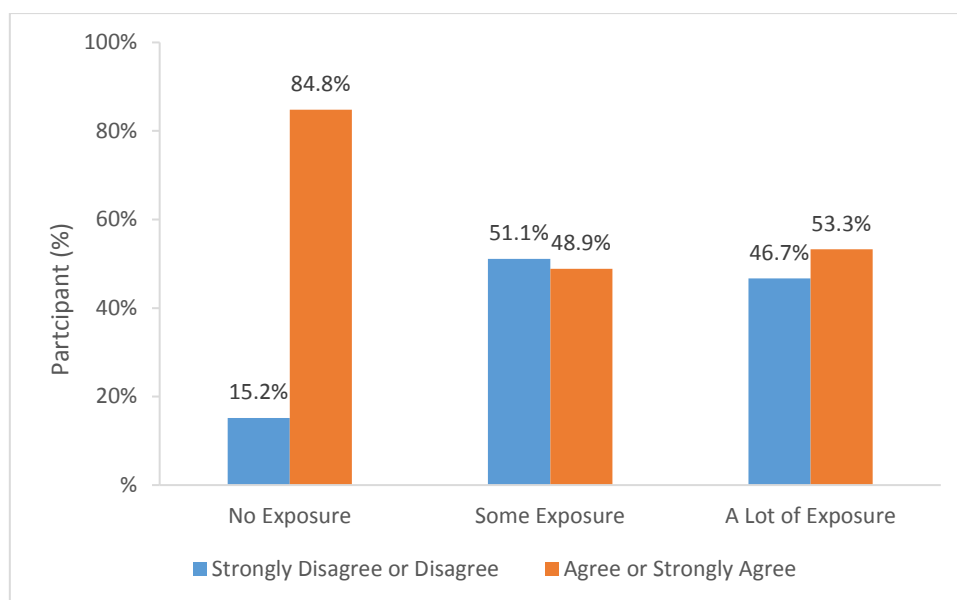


### Attitudes and Beliefs about GBV and VAWG

We conducted bivariate analysis to assess the relationship between campaign exposure and the percentage of survey participants that expressed supportive or positive beliefs or attitudes towards GBV and VAWG issues discussed in the films.

We asked participants how supportive they are of the statement that there are times when beating a woman is justified (**Exhibit 6.21**).

Exhibit 6.21 There Are Times When Beating a Woman Is Justified

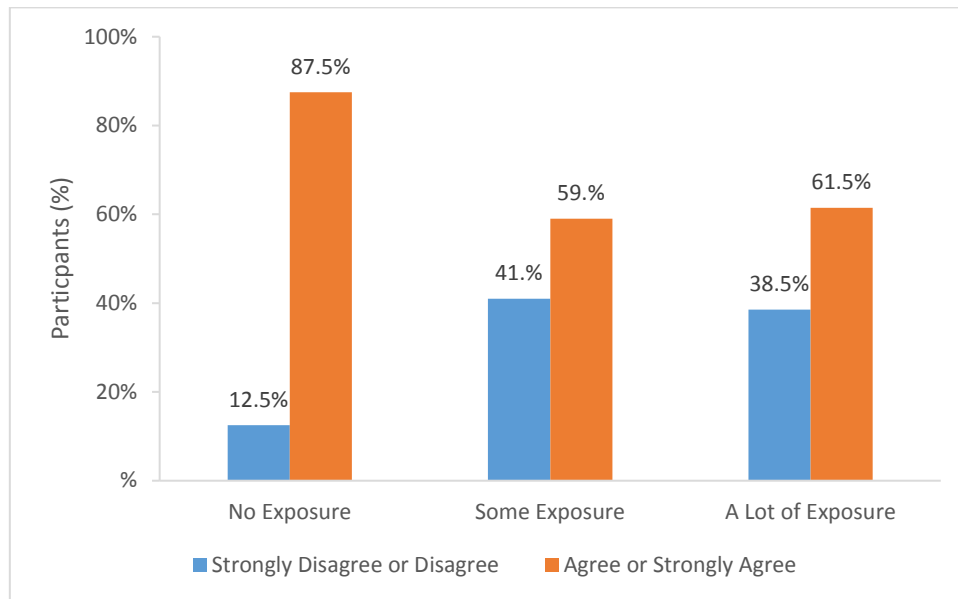


Roughly 50% of the participants with exposure to the campaign opposed the statement. However, in the no exposure group, only 15% of the participants disagreed that beating a woman at times is justified. Exposure to the campaign significantly predicted disagreeing that this kind of VAWG can be justified (Wald  $\chi^2 = 94.37$ ,  $p < 0.0001$ ). Those with no exposure to the campaign were 83% less likely (OR = 0.17, 95% CI: 0.12–0.24) than those

with some exposure to the campaign and 80% less likely (OR = 0.20, 95% CI: 0.14–0.30) than those with a lot of exposure to the campaign to disagree with the statement. Those with some exposure and those with a lot of exposure did not differ significantly from each other with regards to this outcome (p=0.115).

We asked participants how supportive they are of the statement that a woman’s behaviour is sometimes to blame when she is followed or stalked by a man (**Exhibit 6.22**).

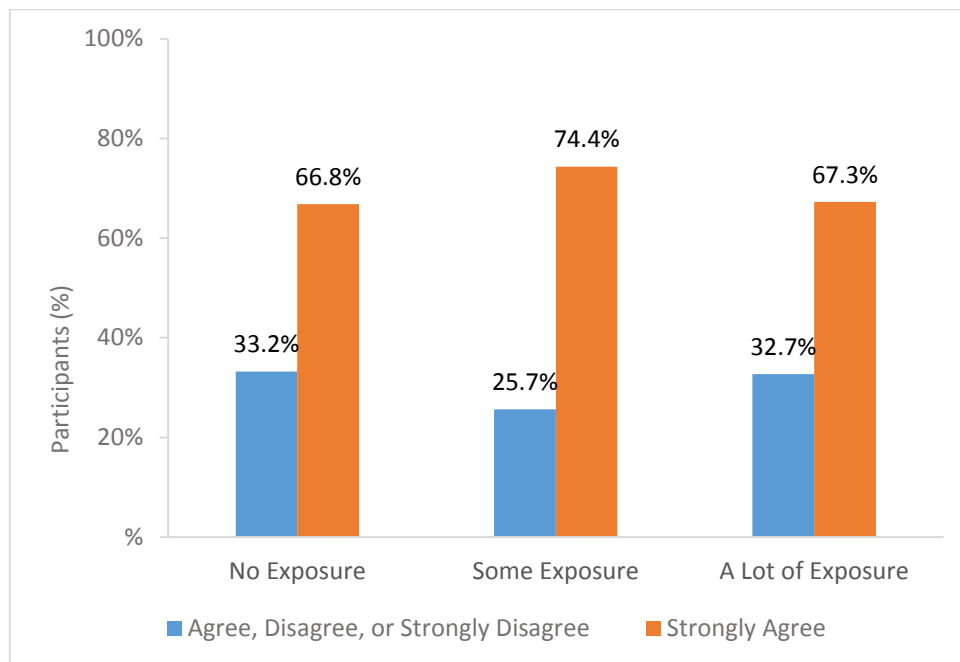
Exhibit 6.22 A Woman’s Behaviour Is Sometimes to Blame When She Is Followed or Stalked by a Man



About 41% and 39% of participants with some and a lot of exposure to the campaign, respectively, opposed the statement. However, in the no exposure group, only 13% of the participants disagreed with the statement. Exposure to the campaign significantly predicted disagreeing that this kind of VAWG is justified (Wald  $\chi^2 = 65.01$ ,  $p < 0.0001$ ). Those with no exposure to the campaign were 79% less likely (OR = 0.21, 95% CI: 0.14–0.30) than those with some exposure and 77% less likely (OR = 0.23, 95% CI: 0.15–0.35) than those with a lot of exposure to the campaign to disagree that a woman’s behaviour can be to blame for her being stalked. Those with some exposure and those with a lot of exposure did not differ significantly from each other with regards to this outcome (p=0.350).

We asked participants how supportive they are of the statement that parents should treat boys and girls the same in terms of education and work opportunities (**Exhibit 6.23**).

Exhibit 6.23 Parents Should Treat Boys and Girls the Same in Terms of Education and Work Opportunities

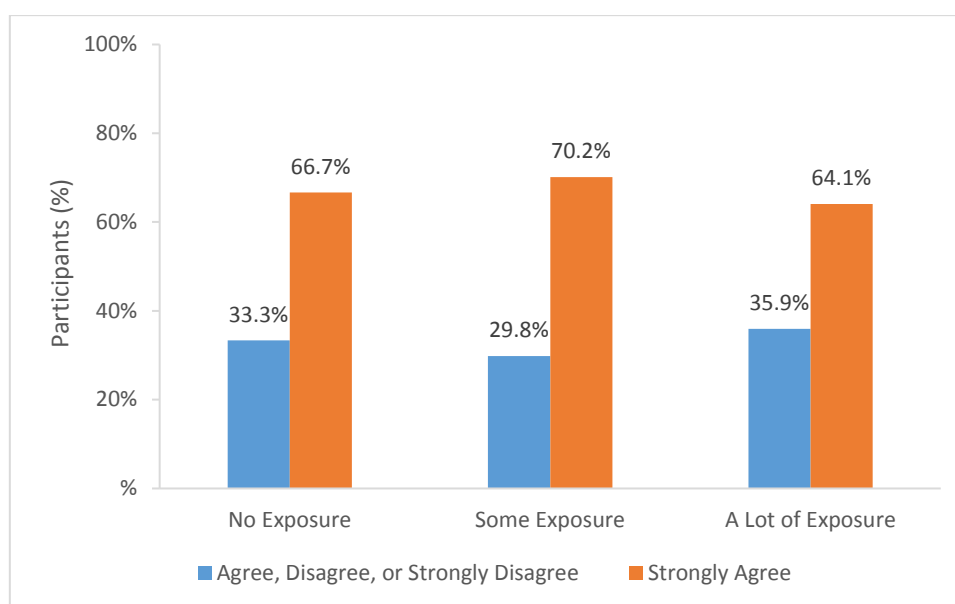


About 74% of participants with some exposure and 67% of participants with a lot of exposure or no exposure, respectively, strongly agreed with the statement. Exposure to the campaign significantly predicted supporting gender-equitable attitudes (Wald  $\chi^2 = 12.11$ ,  $p = 0.002$ ). Those with no exposure to the campaign were 31% less likely (OR = 0.69, 95% CI: 0.52–0.92) than those with some exposure to support positive attitudes about treating both genders equally. Those with some exposure to the campaign were 41% more likely (OR = 1.41, 95% CI: 1.12–1.78) than those with a lot of exposure to the campaign to support positive attitudes. Those with no exposure and those with a lot of exposure did not differ significantly from each other with regards to this outcome ( $p=0.894$ ).

We asked participants how supportive they are of the statement that sexual harassment at the workplace is never acceptable (**Exhibit 6.24**). About 64% of participants with a lot of exposure, 70% of participants with some exposure, and 67% of participant with no exposure strongly agreed with the statement. While the overall test indicated that exposure to the campaign significantly predicted agreement (Wald  $\chi^2 = 6.11$ ,  $p = 0.047$ ), pairwise comparisons suggested that there were no statistically significant differences between the three exposure level groups based on our adjusted p-value of 0.0167.



Exhibit 6.24 Sexual Harassment at the Workplace Is Never Acceptable



We also explored participants’ attitudes towards the statements ‘more should be done to seek justice for women who have been survivors of rape’ and ‘childhood sexual abuse is never a child’s fault’. Exposure to the campaign was not statistically significantly associated with expressing support or positive beliefs or attitudes towards these two issues discussed in the films ( $p=0.053$  for ‘more should be done to seek justice for women who have been survivors of rape’ and  $p=0.199$  for ‘childhood sexual abuse is never a child’s fault’).

The findings from the bivariate analysis were supported when also controlling for age, gender, setting, education, and marital status (**Exhibit 6.25**). In addition, support of the statement ‘*More should be done to seek justice for women who have been survivors of rape*’ became statistically significant in the multivariate analysis.

Exhibit 6.25 Results of Multivariate Analysis of Attitudes and Beliefs

Questions	DF	Wald Chi-Square	P-value
<i>There are times when beating a woman is justified.</i>	2	64.7393	<0.0001
<i>More should be done to seek justice for women who have been survivors of rape.</i>	2	9.3748	0.009
<i>Childhood sexual abuse is never a child’s fault.</i>	2	3.4968	0.174
<i>A woman’s behaviour is sometimes to blame when she is followed or stalked by a man.</i>	2	55.3981	<0.0001
<i>Parents should treat boys and girls the same in terms of education and work opportunities.</i>	2	7.1045	0.029
<i>Sexual harassment at the workplace is never acceptable.</i>	2	7.1045	0.029

After controlling for these confounding factors, we obtained the following findings.

Those with no exposure were 78% less likely (OR = 0.22, 95% CI: 0.15–0.32,  $p < 0.0001$ ) than those with some exposure and 74% less likely (OR = 0.26, 95% CI: 0.18–0.39,  $p < 0.0001$ ) than those with a lot of exposure to the campaign to disagree that there are times when

beating a woman is justified. Those with some exposure and those with a lot of exposure did not differ significantly from each other with regards to this outcome ( $p=0.135$ ).

Participants with no exposure were 33% less likely (OR = 0.67, 95%CI: 0.50–0.90,  $p = 0.008$ ) than those with some exposure to the campaign to strongly agree that more should be done to seek justice for women who have been survivors of rape. There were no statistically significant differences between participants with no exposure ( $p=0.323$ ) and some exposure ( $p=0.049$ ) those with a lot of exposure.

Participants with no, some or a lot of exposure to the campaign did not differ significantly in their beliefs (e.g. disagreement) that childhood sexual abuse is never a child’s fault (Wald  $\chi^2 = 3.50$   $p = 0.174$ ).

Participants with no exposure to the campaign were 78% less likely (OR = 0.22, 95% CI: 0.15–0.33,  $p < 0.0001$ ) than those with some exposure and 75% less likely (OR = 0.25, 95% CI: 0.16–0.38,  $p < 0.0001$ ) than those with a lot of exposure to disagree that a woman’s behaviour is sometimes to blame when she is followed or stalked by a man. Those with some exposure and those with a lot of exposure did not differ significantly from each other with regards to this outcome ( $p=0.413$ ).

Participants with no exposure to the campaign were 36% less likely (OR = 0.64, 95%CI: 0.47–0.86,  $p = 0.004$ ) than those with some exposure to strongly agree that parents should treat boys and girls the same in terms of education and work opportunities. There was no statistically significant difference between participants with no exposure and those with a lot of exposure ( $p=0.489$ ). Those who had some exposure to the campaign though were 39% more likely (OR = 1.39, 95% CI: 1.10–1.76,  $p = 0.007$ ) than those with a lot of exposure to strongly agree that parents should have gender-equitable attitudes towards their children.

While the overall chi-square test examining the effect of exposure ‘sexual harassment at the workplace is never acceptable’ was statistically significant (Wald  $\chi^2 = 7.10$ ,  $p = 0.029$ ), pairwise comparisons showed no statistically significant differences between the three exposure groups with regards to this outcome based on the adjusted p-value of 0.0167.

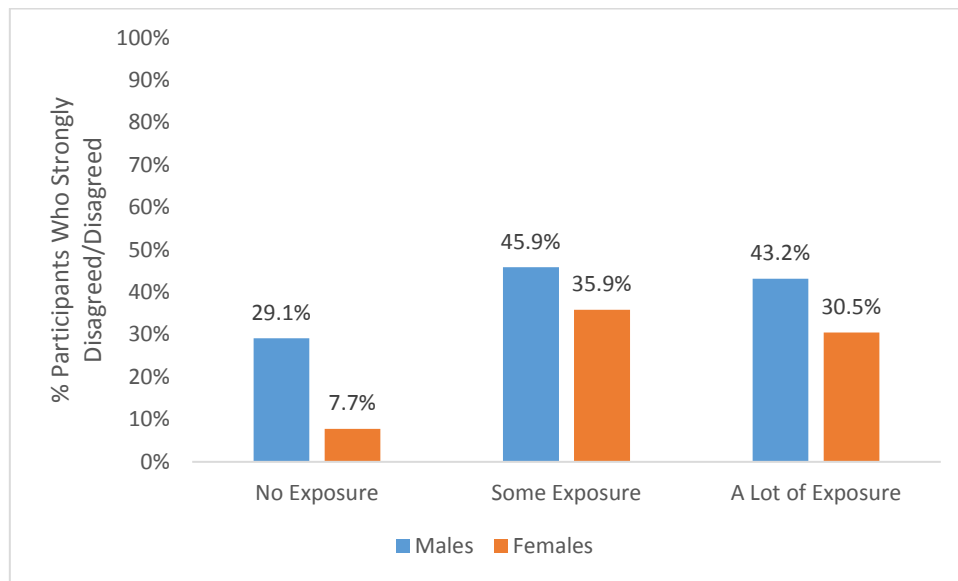
The following exhibit reports the results of the interaction between campaign exposure and gender (**Exhibit 6.26**).

Exhibit 6.26 Results of Multivariate Analysis of Attitudes and Beliefs by Gender

Questions	DF	Wald Chi-Square	P-value
<i>There are times when beating a woman is justified.</i>	2	8.7355	0.013
<i>More should be done to seek justice for women who have been survivors of rape.</i>	2	1.9562	0.376
<i>Childhood sexual abuse is never a child’s fault.</i>	2	3.4968	0.174
<i>A woman’s behaviour is sometimes to blame when she is followed or stalked by a man.</i>	2	9.5564	0.108
<i>Parents should treat boys and girls the same in terms of education and work opportunities.</i>	2	4.1387	0.126
<i>Sexual harassment at the workplace is never acceptable.</i>	2	0.2644	0.876

Only one interaction effect was statistically significant; the effect of exposure on beliefs about gender attitudes (e.g. ‘there are times when beating a woman is justified’) differed by participants’ gender ( $p = 0.013$ ), after controlling for confounding factors such as age, gender, setting, education, and marital status (see **Exhibit 6.27**). Specifically, seeing the campaign 1-99 times or 100+ times versus not at all seemed to have a stronger effect on females’ gender attitudes than males’ gender attitudes in terms of strongly disagreeing/disagreeing that there are times when beating a woman is justified.

Exhibit 6.27 There Are Times when Beating a Woman Is Justified



### Intentions to Positively Support GBV and VAWG

Only one of the intentions items, ‘I will speak out against men stalking women’, differed significantly by exposure level (Wald  $\chi^2 = 11.59$ ,  $p = 0.003$ ). Specifically, those in the no exposure group were actually 54% more likely than those with some exposure to positively support GBV and VAWG (OR = 1.54, 95% CI: 1.67–2.02,  $p = 0.002$ ). Multivariate analyses yielded no significant results (**Exhibit 6.28**). Similarly, moderation analyses did not show any effects by gender.

Exhibit 6.28 Results of Bivariate Analysis of Campaign Intentions

Questions	DF	Wald Chi-Square	P-value
<i>I will celebrate fathers who treat daughters and sons equally.</i>	2	2.77	0.251
<i>I will encourage others to speak out if they see or learn of sexual abuse.</i>	2	1.49	0.476
<i>I will speak out against men stalking women.</i>	2	11.59	0.003
<i>I will fight for justice for women who have been survivors of rape.</i>	2	4.81	0.090
<i>I will speak out against sexual harassment at the workplace.</i>	2	2.14	0.343
<i>I will treat women without violence.</i>	2	1.53	0.464
<i>I will speak out against violence toward women.</i>	2	0.48	0.789

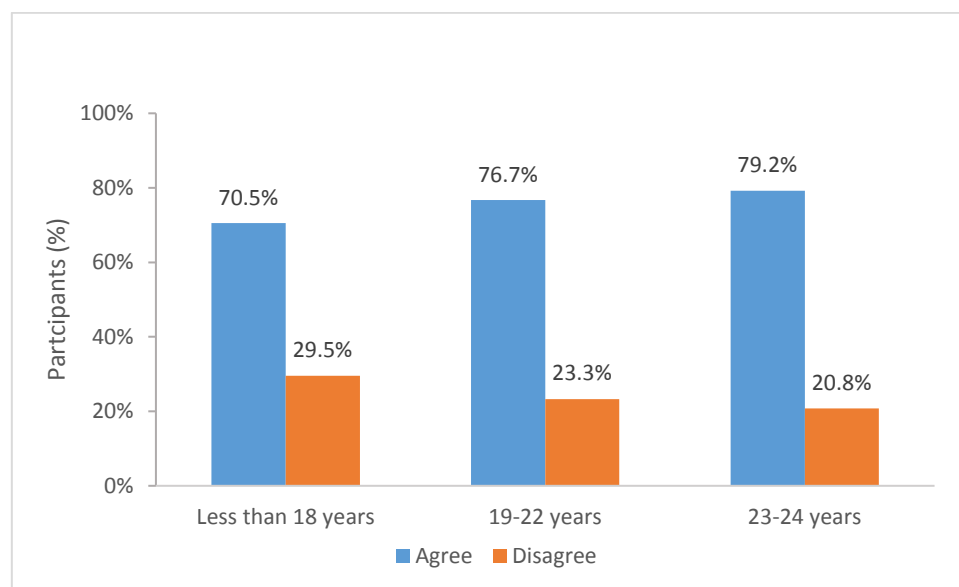
## Campaign Perceptions

### Campaign response by age of the participant

We conducted bivariate analyses to assess the relationship between participant age and campaign response (**Exhibit 6.29-6.32**).

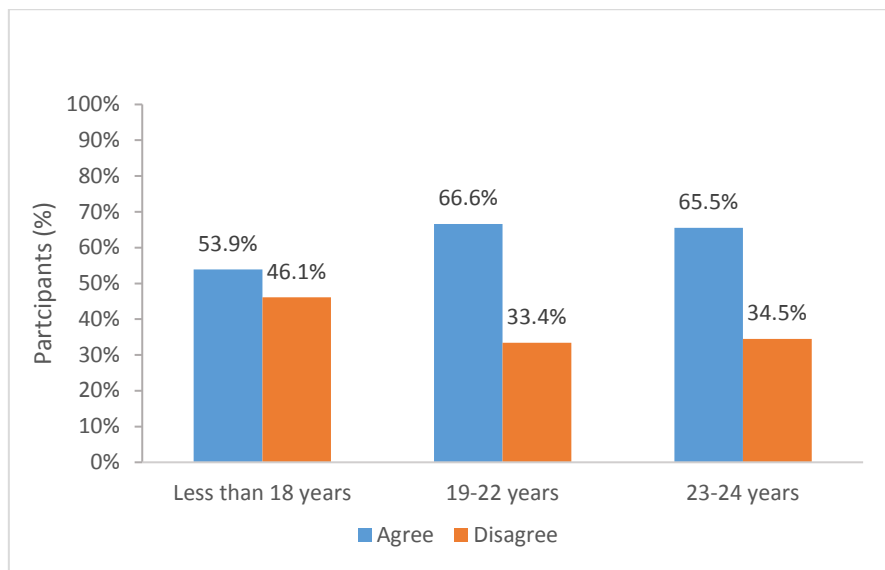
79.2% of the participants 23 to 24 years of age reported that the campaign films they saw were engaging, followed by 76.7% of participants 19 to 22 years of age and 70.5% of participants less than 18 years of age. Participant age significantly predicted agreement that the campaign films were engaging (Pearson  $\chi^2 = 7.438$ ,  $p = 0.024$ ). Participants 19–22 years of age were 1.37 times more likely than participants less than 18 years of age to agree the campaign films as engaging (95% CI: 1.02–1.85). Similarly, participants 23–24 years of age were 1.59 times more likely than those less than 18 years of age to agree that the campaign films were engaging (95% CI: 1.14–2.22).

Exhibit 6.29 The *Bas Ab Bahut Ho Gaya*: Enough is Enough Films I Saw Were Engaging



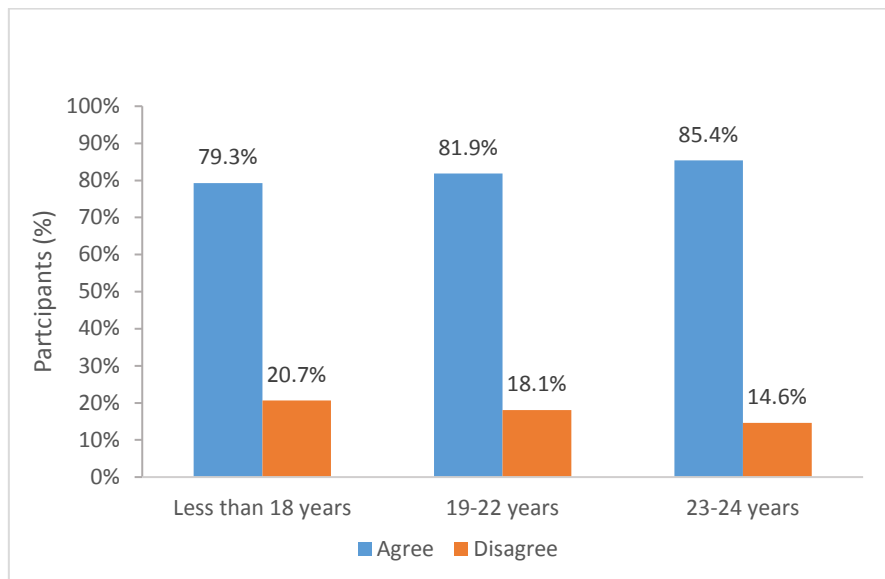
More participants of 19–22 years of age thought the inclusion of celebrity in the films made them pay more attention (66.6%) compared to those of 23–24 years of age (65.5%) and less than 18 years of age (53.9%). Participant age significantly predicted agreement that inclusion of celebrities made them more attentive to the campaign films (Pearson  $\chi^2 = 11.145$ ,  $p = 0.004$ ). Participants 19–22 years of age were 1.70 times more likely to agree than participants less than 18 years of age (95% CI: 1.24–2.34), and participants 23–24 years of age were 1.63 times more likely (95% CI: 1.16–2.29).

Exhibit 6.30 The Inclusion of Celebrity in the Films I Saw Made Me Pay More Attention to Them



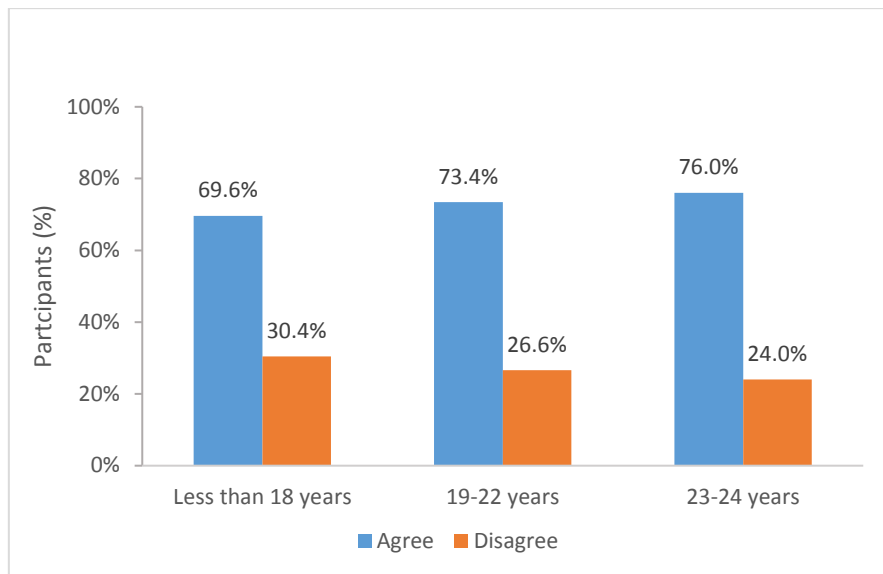
85.4% of the participants 23–24 years of age, 81.9% of participants 19–22 years of age, and 79.3% participants of less than 18 years of age thought the campaign films were informative. However, there was no significant difference between the age groups (Pearson  $\chi^2 = 5.541, p = 0.063$ ).

Exhibit 6.31 The *Bas Ab Bahut Ho Gaya*: Enough is Enough Videos I Saw Were Informative



Similarly, about 76.0% of the participants 23–24 years of age, followed by 73.4% of participants of 19–22 years of age and 69.6% of participants of less than 18 years of age, liked seeing celebrities in some of the campaign films. There were also no statistically significant difference by age group (Pearson  $\chi^2 = 2.959, p = 0.228$ ).

Exhibit 6.32 I Liked Seeing Celebrities in Some of the Videos

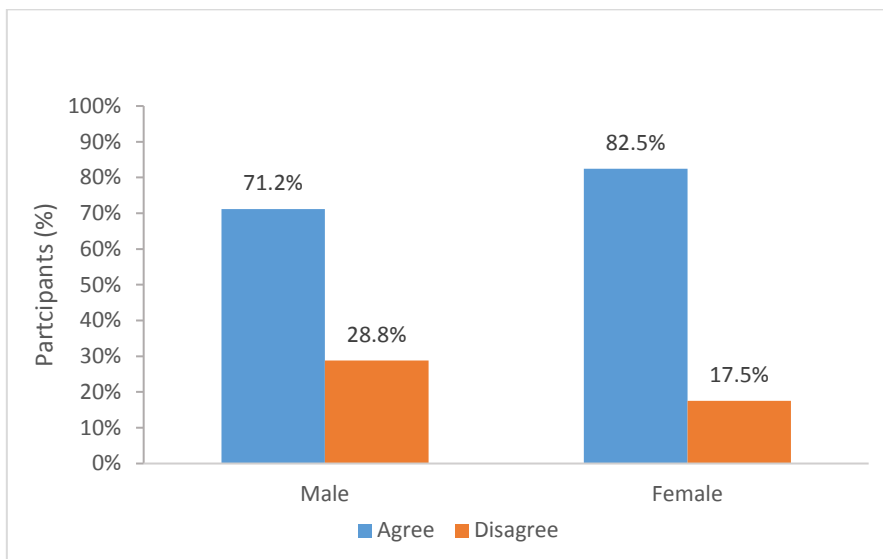


#### Campaign Response by Gender of the Participant

We conducted bivariate analysis to assess the relationship between participant gender and campaign response (**Exhibits 6.33-6.36**).

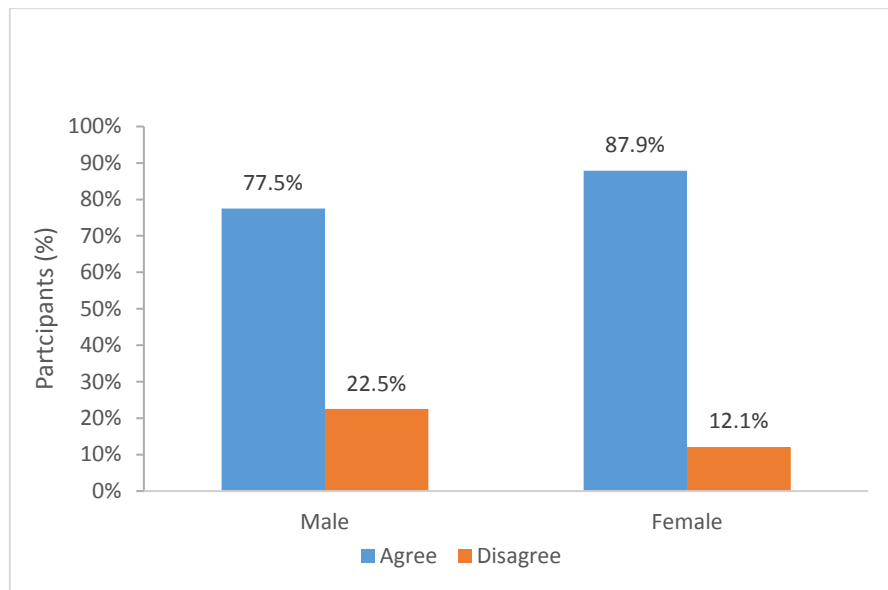
71.2% of male participants and 82.5% of female participants thought the campaign films were engaging. Participants' gender significantly predicted agreement that the campaign films were engaging (Pearson  $\chi^2 = 36.761$ ,  $p < 0.0001$ ). Female participants were 1.91 (95% CI: 1.55–2.36) times more likely than male participants to agree.

Exhibit 6.33 The *Bas Ab Bahut Ho Gaya*: Enough is Enough Videos I Saw Were Engaging



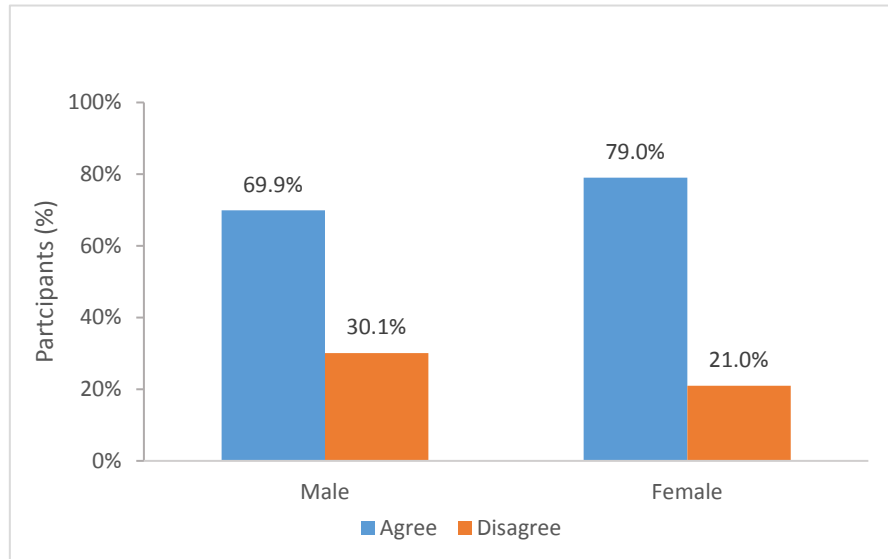
77.5% of male participants and 87.9% of female participants thought that the campaign films were informative. Participants' gender significantly predicted agreement that the campaign films were informative (Pearson  $\chi^2 = 38.842$ ,  $p < 0.0001$ ). Female participants were 2.12 times more likely than males to agree (95% CI: 1.67–2.69)

Exhibit 6.34 The *Bas Ab Bahut Ho Gaya*: Enough is Enough Videos I Saw Were Informative



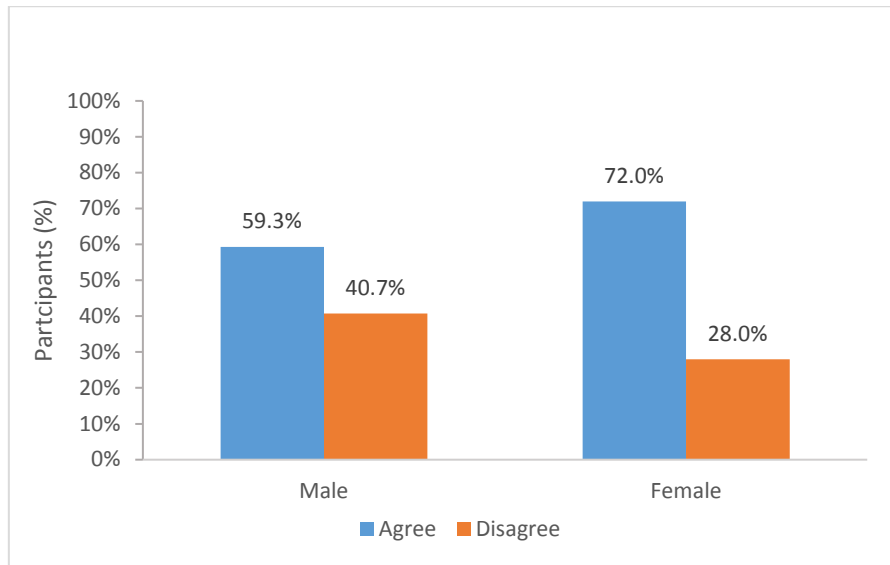
69.9% of male participants and 79.0% of female participants liked seeing celebrities in some of the campaign films. Participants' gender significantly predicted agreement of liking seeing celebrities in some of the campaign films (Pearson  $\chi^2 = 16.053$ ,  $p < 0.0001$ ). Female participants were 1.62 times more likely than males to agree (95% CI: 1.28–2.05).

Exhibit 6.35 I Liked Seeing Celebrities in Some of the Videos



59.3% of male participants and 72.0% of female participants thought the inclusion of celebrities in the campaign films made them pay more attention. Participants' gender significantly predicted agreement with celebrity inclusion and being more attentive to those campaign films (Pearson  $\chi^2 = 26.239$ ,  $p < 0.0001$ ). Female participants were 1.76 (95% CI: 1.42–2.18) times more likely than males to agree.

Exhibit 6.36 The Inclusion of Celebrity in the Videos I Saw Made Me Pay More Attention to Them

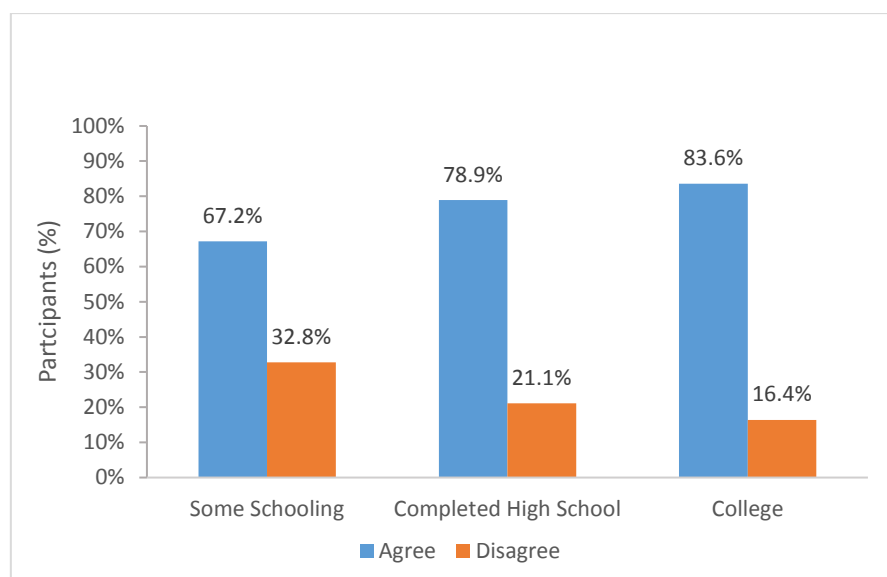


#### Campaign Response by Education Level of the Participant

We conducted bivariate analysis to assess the relationship between participant education and campaign response (**Exhibits 6.37-6.40**).

83.6% of the participants who completed college, followed by 78.9% of those who completed high school and 67.2% of those with some schooling, reported that the campaign films they saw were engaging. Participants' education level significantly predicted agreement that the campaign films were engaging (Pearson  $\chi^2 = 43.535$ ,  $p < 0.0001$ ). Compared to those participants with some schooling, participants who completed high school were 1.83 times more likely (95% CI: 1.46–2.30) and participants who were college graduates were 2.49 (95% CI: 1.83–3.39) times more likely to agree that the campaign films they saw were engaging.

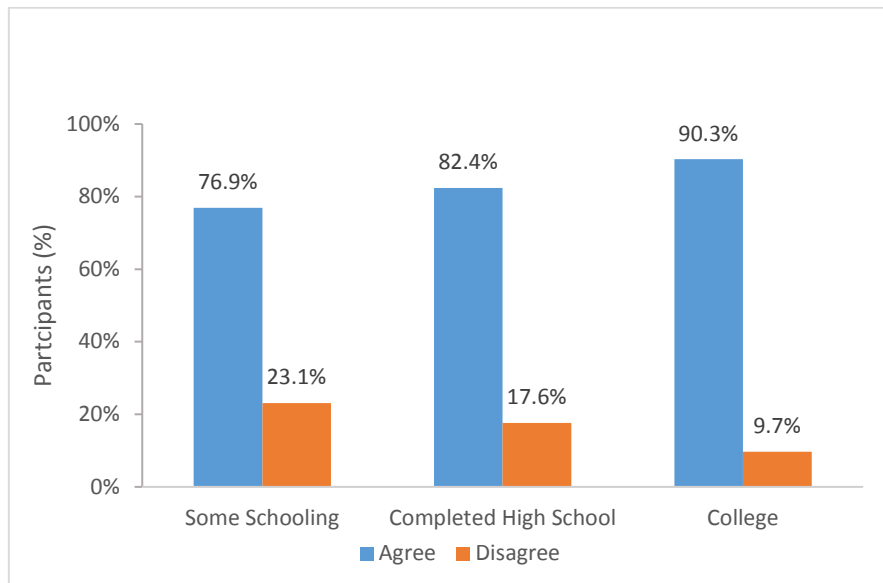
Exhibit 6.37 The *Bas Ab Bahut Ho Gaya*: Enough is Enough Videos I Saw Were Engaging





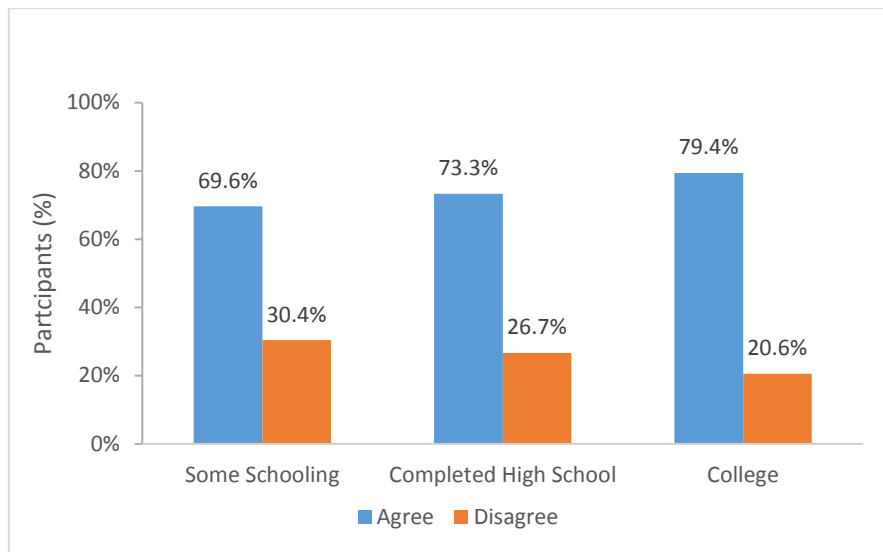
90.3% of participants who completed college, followed by 82.4% of those who completed high school and 76.9% of those with some schooling, thought the campaign films they saw were informative. Participants' education significantly predicted agreement that the campaign films were informative (Pearson  $\chi^2 = 31.229$ ,  $p < 0.0001$ ). Compared with participants with some schooling, participants who completed high school were 1.41 (95% CI: 1.10–1.81) times more likely and participants who were college graduates were 2.82 (95% CI: 1.94–4.09) times more likely to agree.

Exhibit 6.38 The *Bas Ab Bahut Ho Gaya*: Enough is Enough Videos I Saw Were Informative



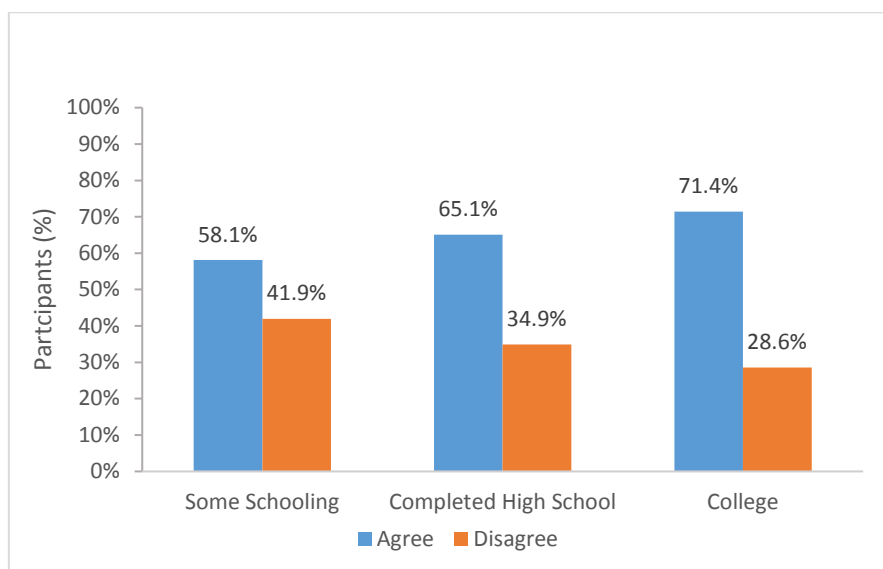
79.4% of participants who completed college, followed by 73.3% of those who completed high school and 69.6% of those with some schooling, reported that they liked seeing celebrities in some of the campaign films. Participants' education significantly predicted agreement to liking seeing celebrities in some of the films (Pearson  $\chi^2 = 9.653$ ,  $p = 0.008$ ). Participants who were college graduates were 1.68 (95% CI: 1.21–2.34) times more likely compared to those participants with some schooling to agree. However, no significant difference was found between those who completed high school and those with some schooling.

Exhibit 6.39 I Liked Seeing Celebrities in Some of the Videos



About 71.4% of participants who completed college, followed by 65.1% of those who completed high school and 58.1% of those with some schooling, thought the inclusion of celebrities in the campaign films made them pay more attention to them. Participants' education significantly predicted agreement that celebrity inclusion made them more attentive to those campaign films (Pearson  $\chi^2 = 15.012$ ,  $p = 0.001$ ). Compared to participants with some schooling, those who completed high school were 1.34 times more likely (95% CI: 1.05–1.72) and participants who were college graduates were 1.80 times more likely (95% CI: 1.33–2.43) to agree.

Exhibit 6.40 The Inclusion of Celebrity in the Videos I Saw Made Me Pay More Attention to Them

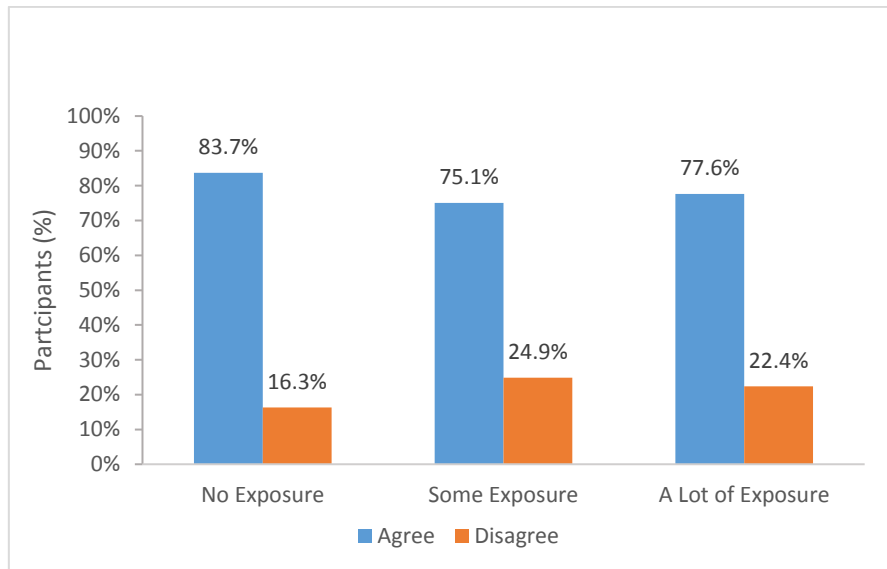


#### Campaign response by exposure of the participant

We conducted bivariate analysis to assess the relationship between participant exposure to the campaign and the response to it (**Exhibits 6.41-6.44**).

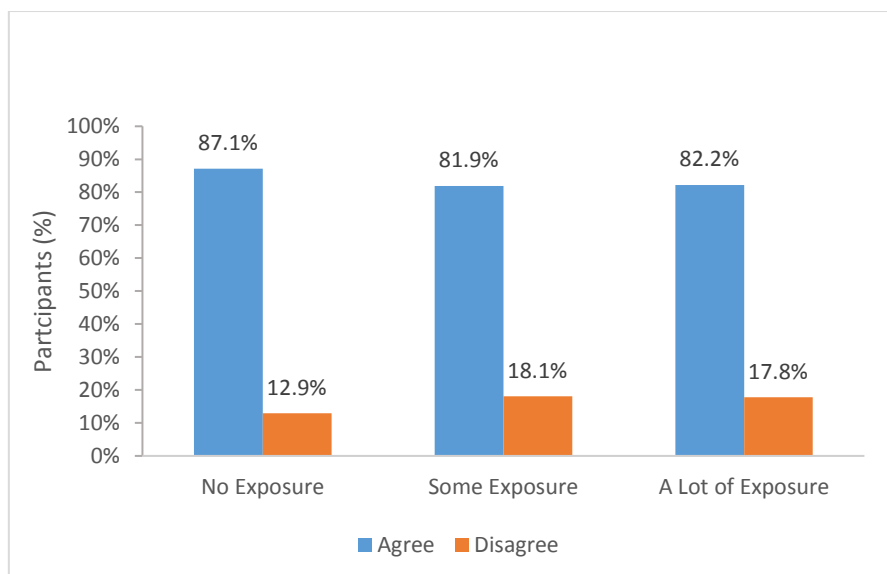
83.7% of participants not exposed to the campaign, followed by 77.6% of participants with a lot of exposure and 75.1% with some exposure, thought the campaign was engaging. Participants' exposure to the campaign was significantly associated with the campaign films being engaging (Pearson  $\chi^2 = 8.972$ ,  $p = 0.011$ ). Participants who had some exposure were 0.42 times less likely than those with no exposure to the campaign to agree that the campaign films were engaging (OR = 0.58, 95% CI: 0.41–0.84). There were no statistically significant differences between those who had a lot of exposure and those who had no exposure in terms of agreement.

Exhibit 6.41 The *Bas Ab Bahut Ho Gaya*: Enough is Enough Videos I Saw Were Engaging



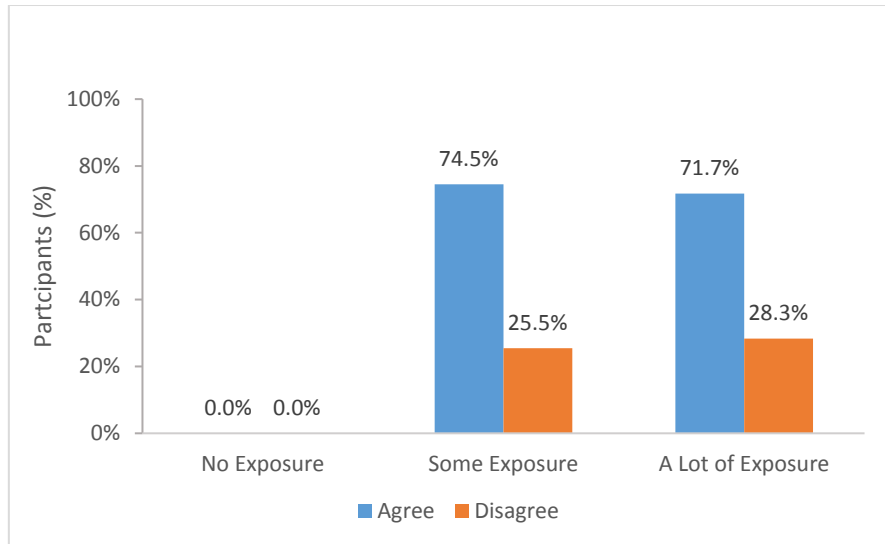
87.1% of participants not exposed to the campaign, followed by 82.2% of those with a lot of exposure and 81.9% of those with some exposure, thought the campaign was informative. However, no associations were statistically significant (Pearson  $\chi^2 = 4.153$ ,  $p = 0.125$ ).

Exhibit 6.42 The *Bas Ab Bahut Ho Gaya*: Enough is Enough Videos I Saw Were Informative



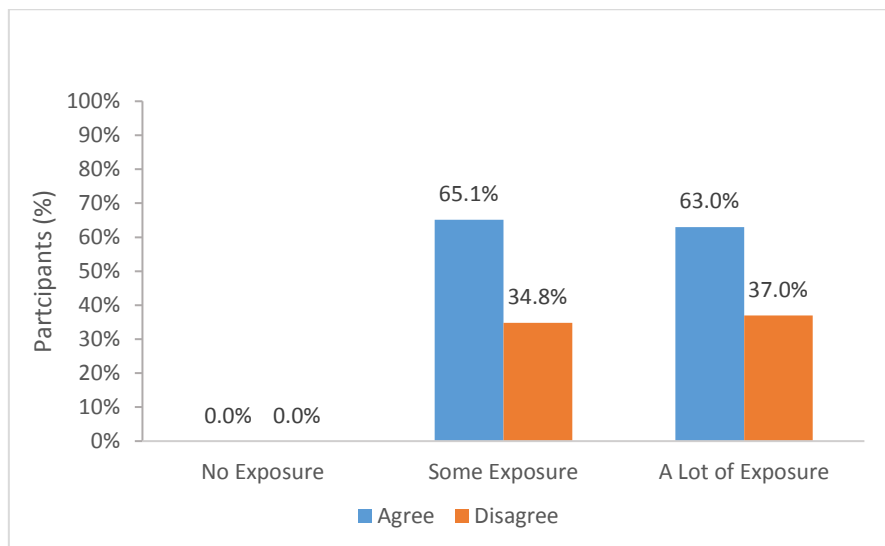
74.5% of participants with some exposure and 71.7% with a lot of exposure thought that they liked seeing celebrities in some of the campaign films. However, no associations were statistically significant (Pearson  $\chi^2 = 1.195$ ,  $p = 0.274$ ).

Exhibit 6.43 I Liked Seeing Celebrities in Some of the Videos



65.1% of participants with some exposure and 63.0% of those who had a lot of exposure thought the inclusion of celebrities in the campaign films made them pay more attention to them. However, no associations were statistically significant (Pearson  $\chi^2 = 0.661$ ,  $p = 0.416$ ).

Exhibit 6.44 The Inclusion of Celebrities in the Videos I Saw Made Me Pay More Attention to Them



### Comparison to the Pre-Campaign Survey

Individuals in the Endline survey were demographically like those in the precampaign survey. This similarity allowed us to compare three questions that were included on both surveys (see **Appendix C** for a comparison of similar questions from both surveys). For two knowledge questions included in both surveys, 'Valuing a Son's Education Over a Daughter's' (Fisher's Exact  $\chi^2 = .211, p = 0.132$ ) and 'Forcing A Woman or Girl to Perform A Sexual Act that She Does Not Want To' (Fisher's Exact  $\chi^2 = .551, p = 0.314$ ), there was no statistical difference (see **Exhibit 6.45** and **Exhibit 6.46**).

Exhibit 6.45 Valuing a Son's Education Over a Daughter's

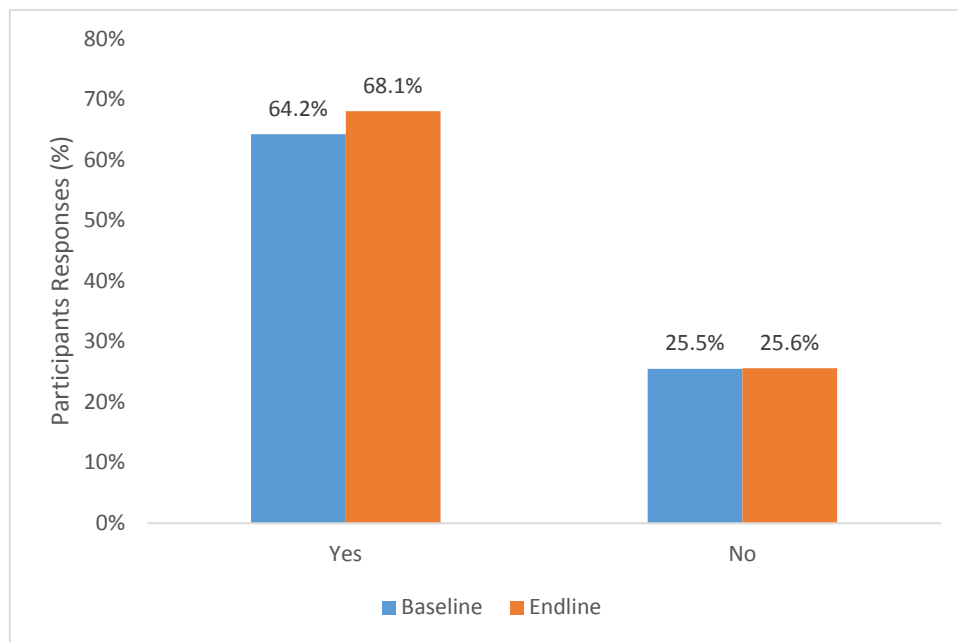
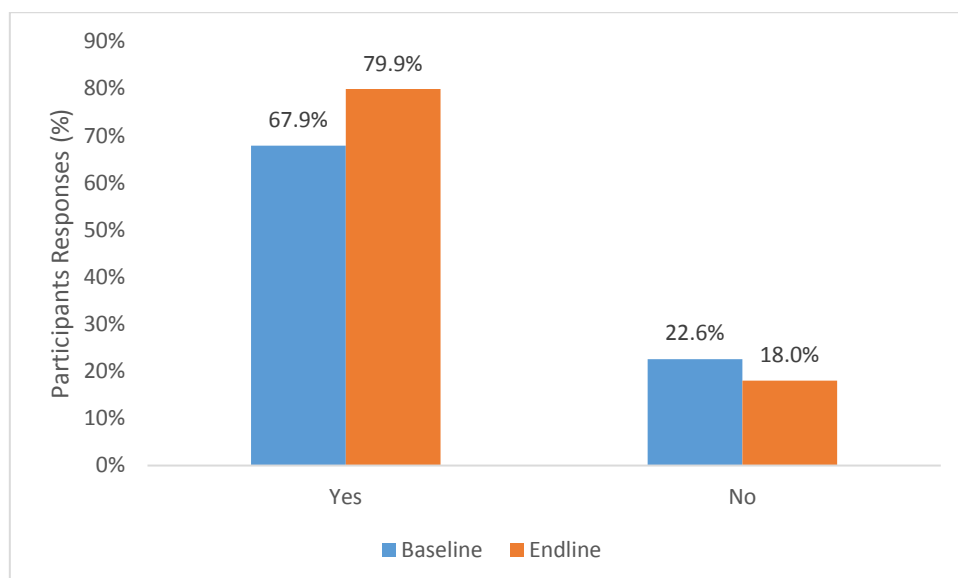


Exhibit 6.46 Forcing A Woman or Girl to Perform A Sexual Act that She Does Not Want To

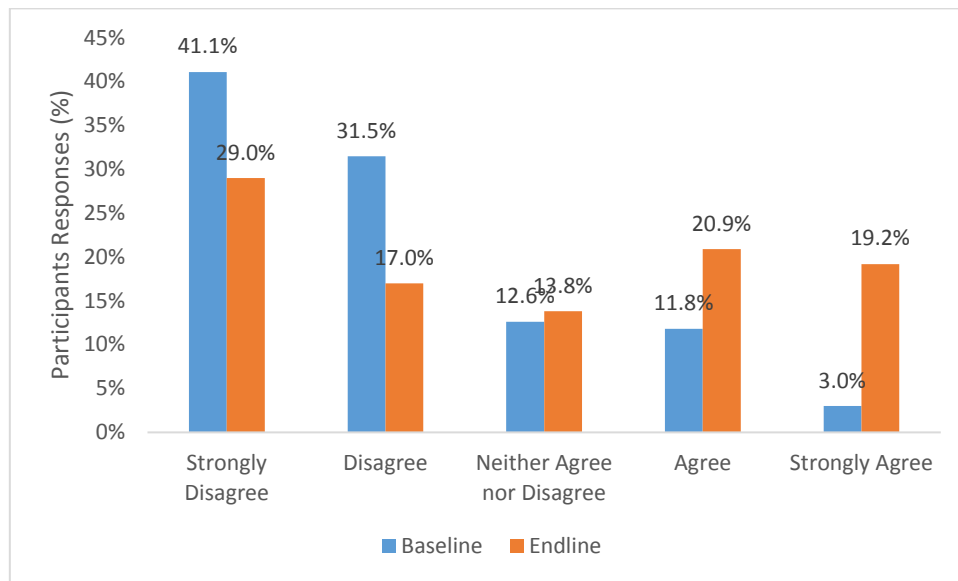


This finding is counter to what we might have expected, particularly given the strength of the association between campaign exposure and correctly answering the knowledge

questions in the Endline survey. Nonetheless, while the two survey samples are comparable in demographics, their recruited method may add to some differences. Those who completed the precampaign survey were individuals who opted into the survey from Facebook, while those who took the Endline survey were recruited largely through a survey panel. It may be the case that those recruited through the survey panel were less engaged or knowledgeable about issues of GBV and VAWG.

For the one belief question that was repeated (*'There are Times When Beating A Women is Justified'*), we did find a difference in results between the precampaign survey and Endline survey (Mann-Whitney = 285919.5,  $p = < 0.000$ ) (**Exhibit 6.47**)

Exhibit 6.47 There are Times When Beating A Women is Justified



The difference in results between the two surveys seems to be driven by differences in the number of people who 'Agreed' and 'Strongly Agreed' that there are times when beating a woman may be justified. Again, it seems likely that differences in the sample are a result of recruitment modes, with those recruited through the survey sample somehow being less engaged or informed on VAWG and GBV issues.

## 7. Summary and Discussion

### 7.1 Summary of Findings

In reporting on the efficacy of the *Bas Ab Bahut Ho Gaya* campaign, in this section, we summarize key findings from the campaign's evaluation activities, by revisiting the campaign research questions and identifying how they contribute to our understanding of the effectiveness of the campaign in reaching Indian youth and changing their knowledge, attitude, and perception on GBV and VAWG.

#### 7.1.1 Process Evaluation Questions

The following outlines our findings from the process evaluation activities undertaken as part of the campaign evaluation.

**How many campaign materials (e.g., films, posts) were developed and distributed throughout the campaign?**

Campaign media metrics shared by PFI suggest that the campaign products, as outlined in **Exhibit 2.1**, were developed and shared with the public via social media. Six campaign films addressing GBV and VAWG, some of which featured Indian celebrities, were produced and posted on social media, with four of those films preceded by a brief promo video. Key issues address in the films included the following:

- Valuing daughters
- Violence against women
- Child sexual assault
- Stalking of women
- Sexual harassment of women in the workplace

In addition to the campaign's films, a campaign anthem video featuring Farhan Akhtar was also released via the campaign's social media channels on International Women's Day.

*The Bas Ab Bahut Ho Gaya campaign was implemented with fidelity to its original plan of addressing GBV and VAWG through short films featuring a combination of celebrity and noncelebrity spokespeople.*

**What activities were implemented in support of the campaign?**

Supplementing the campaign's films and anthem, PFI and its partners hosted a Facebook Live discussion with the celebrity Farhan Akhtar (Lifetime Total Reach = 1,069,177) and streamed a concert event in Mumbai featuring celebrities from the film and music community, including Shah Rukh Khan. The concert received a reported 4.8 million viewers through Facebook Live. PFI also sponsored a digital film contest for college students that was promoted through social media. The contest received 1,700 entries.

*The Bas Ab Bahut Ho Gaya campaign was amplified through additional live campaign events. Although the in-person engagement of these live events was limited, their social media reach was much greater. Notably, the Facebook Live discussion with Farhan Akhtar had the fifth highest number for reach on Facebook of all the campaign's media activities.*

### What was the reach of the campaign?

Overall, the promotion of the campaign on Facebook created 26,026,864 impressions, out of which 20,497,368 were paid impressions. The campaign reached 18,751,214 Facebook users through all the campaign posts, out of which 16,014,967 were paid views. The six campaign films generated 5,087,809 views overall and received 2,794,352 minutes of views.

The six campaign videos posted on YouTube generated a total of 1,428,293 views and added a total of 342 new subscribers to the PFI YouTube channel. The six campaign films received views from 1,276,915 unique viewers and a total view time of 3,609,773 minutes.

The hashtags used for promotion of the campaign on Twitter created 109,196,479 impressions, appearing in 101,342 tweets. A total of 49,275 visits to the campaign website were recorded from 7,858 unique visitors.

The college film contest, which had a target of 600 entries, received more than 1,700.

*With approximately 191 million Facebook users in India, the campaign's Facebook media reach of 18,751,214 represents roughly 9.9% of the total Facebook audience in India, with this engagement driven largely by paid campaign views. Similarly, YouTube and Twitter posts had reach in the millions, suggesting a reasonably broad dissemination of the campaign media across the social media platforms used in the campaign.*

### Did the campaign reach its targeted audience?

The campaign's target audience was youth between 15 and 24 years of age. Although the campaign reached the targeted age group through its social media promotions, it received significant viewership across platforms from other age groups as well. On Facebook, 37.20% of the total viewers were 13 to 24 years of age, and 37.60% of the viewers were 25 to 34 years of age. On YouTube, only 26% of viewers were 13 to 24 years of age, and 30% of viewers were 25 to 34 years of age.

Although the participants in the Endline survey were not a representative sample of individuals, rather a convenience sample of internet users, we noted that most of the survey participants reported being exposed to the campaign films (87.4%), with most participants reporting seeing more than one of the films, with higher viewership on YouTube.

*Given the ability of social media content to spread beyond its intended audience, not unexpectedly, there is evidence of significant crossover of the campaign's films to audience groups outside of the campaign's target age range.*

### Did the target audience react favourably to the campaign films?

Among participants in the chatbot survey, who provided feedback during the campaign, most respondents said they liked the film they viewed a lot (84.7%), thought this film was created for someone like them (87.4%), and would share it with their friends on Facebook (72.6%). Notably, from participants in the chatbot survey, we also learned that members of the campaign's target audience were twice as likely to think that the campaign films were created for someone like them compared to those who viewed the films and were not in the campaign's target audience age range.



Among those in the Endline survey that were exposed to the campaign films, most reported the films to be engaging (70% or more). There was stronger support for this statement among participants 19 to 24 years of age, female participants, and those with a college education. Similarly, approximately 80% or more of participants thought the films were informative. This was particularly the case among female participants and participants with a college education.

Despite the positive feedback on the videos, we noted that the average viewing time for most of the videos was low, suggesting few people watched the videos, which ran upwards of 6 minutes, in their entirety.

*Generally, those who viewed the campaign films liked them, felt they were engaging, and that they were created for someone like them. However, few viewers watched the films in their entirety.*

#### Did the inclusion of a celebrity in the campaign film increase audience response to the film?

Films that included a celebrity had both higher total impressions—16,854,573 impressions for films with celebrities and 4,187,101 for films without—and total reach—11,629,428 people reached for films with celebrities and 3,459,150 for films without. However, because cost data for promotion of each film was not available, unpaid reach and impression to paid reach and impression ratio was calculated to assess the virality of the content. Films with celebrities had a higher unpaid to paid impression ratio (0.24 for films with celebrities against 0.15 for films without celebrities), but the reverse was true for unpaid to paid reach ratio (0.10 for films with celebrities against 0.16 for films without celebrities).

Another metric, reach to impression, ratio was calculated to assess how many of the total impressions converted into reach. Films without celebrities had a higher reach to impression ratio than films with celebrities (0.81 vs. 0.71). In terms of engagements, the celebrity status of the films clearly had an impact, with the celebrity films being shared three times more than the non-celebrity films on Facebook, having almost four times the number of total overall engagements (clicks, likes, shares and comments).

Films with and without celebrities had 0.51 minutes spent per video on Facebook. On YouTube, there was a marginal difference; films with celebrities received 2.8 minutes per view, compared with 2.7 minutes per view for films without celebrities. However, YouTube films without celebrities received more total views than films with celebrities (703,002 vs. 573,913), though more people viewed the films with celebrities till the end than viewed films without celebrities till the end (9% vs. 7%).

*The celebrity films achieved greater impressions and reach, almost three times that of non-celebrity films on Facebook, though this was largely from paid promotions. The non-celebrity films tended to generate more views from impressions. However, in terms of engagements, celebrity films clearly received more viewer responses.*

## Outcome Evaluation Questions: Campaign Efficacy

This section summarizes results from the campaign efficacy experimental study and other findings related to the effectiveness of the campaign with its audience.

### Does viewing each campaign film cause change in its targeted behavioural intention?

Among participants in the efficacy experiment, only the Vidya Balan film affected participants' intentions to support women's career ambitions. However, viewing the Vidya Balan film significantly influenced intention to support ambitions in a negative direction. This was the only film where participants' responses were significant compared to the control film on the films targeted behavioural intention. Further analysis by gender suggests that this film decreased intentions among male participants.

Gender also moderated the effect of the Sania Mirza film on intention to treat women and men as equals. Viewing this film appears to have increased intentions among women to treat women and men as equals but lowered them among men.

*Findings from the efficacy experimental study suggest the campaign films had little to no effect on the study participants' behavioural intentions related to the film.*

### Does viewing each campaign film cause change in its targeted attitude?

There was no significant difference between those who viewed the films and those who viewed the control on those set of attitudes: *If I really wanted to, I could treat women without violence; If I really wanted to, I could speak out against violence toward women; If I really wanted to, I could treat men and women equally; and If I really wanted to, I could support women's career ambitions.*

In the chatbot survey, we asked, 'Did this film make you think differently about how women in India are treated or valued?' The affirmative responses to this question were generally high, ranging from 85.6% to 67.9% for the individual films.

*Campaign films, when evaluated in the efficacy experimental study in terms of changes in targeted attitudes around self-efficacy, had no effect on participants. However, given responses from many people who viewed the campaign and answered questions about it through the chatbot survey, it was felt that the campaign films did make them think differently about how women in India are treated or valued.*

### Does viewing each campaign films cause change in its targeted belief?

Findings from the efficacy experiment suggest that the Barkha Dutt film had a slight impact on related beliefs (*Encouraging people to tell someone if they were sexually assaulted as a child will help them feel less alone*) among female participants. For the other films, there were no significant differences in related beliefs.

*We did not find in the efficacy experimental study that the campaign's films significantly affected targeted beliefs related to each of the campaign's films, apart from female participants being more supportive of people reporting sexual abuse of child.*

### What is the perceived effectiveness of the celebrity versus non-celebrity films?

In general, participants who viewed the films as part of the efficacy experimental study viewed the films as effective, regardless of whether they featured a celebrity or not. This mirrored findings from the chatbot surveys, where both celebrity and non-celebrity films were both highly liked.

Nonetheless, the participants in the efficacy experimental study reported that the non-celebrity films were slightly more effective ( $p = .04$ ), this difference seemed to be driven by a perception among male participants that the non-celebrity films were more effective than the celebrity films.

*Overall, participants in the efficacy study felt the campaign films, whether featuring a celebrity or not, were attention-grabbing, informative, convincing, and gave good reasons to treat women and men equally and speak out against violence toward women. Male participants in the efficacy study, however, tended to slightly favour the non-celebrity films over the celebrity films.*

### Do celebrity and non-celebrity films influence behavioural intentions differently?

Although some participants in the efficacy experimental study may not have viewed the celebrity films as being as effective as the non-celebrity, participants in the study were 35% more likely to fully intend to share celebrity films than non-celebrity films. This finding, however, was not replicated in the chatbot survey, where 43.9% of participants said they would share a celebrity film on Facebook versus 56.1% for non-celebrity films.

Regarding other behavioural intentions, having a celebrity in the film significantly predicted intention to speak out about violence toward women. Yet, celebrity status had no effect on intentions to celebrate fathers who support their daughter's ambitions, celebrate fathers who treat daughters and sons equally, support women's career ambitions, treat women and men as equals, encourage people to tell someone if they were sexually assaulted as a child, speak out against men stalking women, fight for justice for women who have been survivors of rape, speak out against sexual harassment in the workplace, and treat women without violence.

*Having a celebrity in the film could increase willingness to share it. Regarding behavioural intentions related to content in the films, viewing the celebrity films resulted in greater intention to speak out about violence toward women, but not to other intentions related to the films.*

### Do celebrity and non-celebrity films influence attitudes about gender-based violence differently?

The efficacy experiment also looked at the influence of celebrity and non-celebrity films on attitudes, looking primarily at participants' self-efficacy around key behaviours. Overall, we found few differences between celebrity and non-celebrity films on self-efficacy. In fact, where there were significant differences (*If I really wanted to, I could treat women without violence; If I really wanted to, I could treat men and women equally*), we found the

difference was between the control film and the celebrity and non-celebrity films, with efficacy being lowered among male participants who viewed the campaign films in one case and lowered among all participants in another. There was no difference for the statements *If I really wanted to, I could speak out against violence toward women* and *If I really wanted to, I could support women's career ambitions*.

*Examining attitudes related to self-efficacy by celebrity and non-celebrity films did not change the finding that viewing the campaign films did not result in significant changes in terms of study participants' self-efficacy to support or speak out about GBV and VAWG issues.*

### Do celebrity and non-celebrity films influence general beliefs about gender-based violence differently?

Celebrity or non-celebrity film status affected participants' belief only with regard to the statement that *their community rejects violence against women and girls*, with only non-celebrity films appearing to be significantly different than those of the control group. There was no differences between celebrity, non-celebrity, and control films for *fathers in my community support their daughters' ambitions; fathers in my community treat their daughters as equals to sons; encouraging people to tell someone if they were sexually assaulted as a child will help them feel less alone; speaking out against stalking helps protect women from harm; my community fights for justice for women who have been survivors of rape; my community would approve if I spoke out against sexual harassment in the workplace; my community respects people who treat women and men equally; if I treat women and men as equals, I will help reduce violence against women; and my community rejects violence against women and girls*.

*In the efficacy experimental study, celebrity status had little impact on beliefs about GBV and VAWG. When there was difference, a non-celebrity film showed only slight differences from the control, whereas the celebrity film showed none.*

### Outcome Evaluation Questions

In this section, we discuss the findings from the Endline survey that was conducted to evaluate the impact of campaign on a sample of the target audience exposed to the campaign as part of its implementation.

#### Does exposure to campaign films lead to increases in knowledge about violence against women and girls?

In the Endline, for all five of the statements about knowledge of what constitutes GBV and VAWG (in bullets below), individuals who reported seeing the campaign were significantly more likely to correctly identify GBV and VAWG, even when controlling for age, gender, setting, education, and marital status.

- Forcing a woman or girl to perform a sexual act that she does not want to.
- Preventing opportunities for women to work or engage in professional activities because of their gender.

- Following (or stalking) a woman against her will or with intent to harm.
- Valuing a son's education over a daughter's.
- Indecent touching of a child (male or female) by an adult.

We also saw significant gender interactions for three of the knowledge questions, for *forcing a woman or girl to perform a sexual act that she does not want to, following (or stalking) a woman against their will or with intent to harm, and indecent touching of a child (male or female) by an adult*. Female survey participants who viewed campaign films were more likely to report these statements as forms of GBV and VAWG than their male counterparts.

Although it is not clear why, we also observed that survey participants who had some exposure (1–99 views to the films) scored better on the knowledge questions than those with more exposures (100+ views).

*Exposure to the campaign appears to account for difference in knowledge related to GBV and VAWG, as discussed in the films. This difference in knowledge was particularly pronounced among female participants who reported viewing the films.*

### Does exposure to campaign films lead to increases in desired attitudes and beliefs about gender-based violence?

Analysis of responses on the Endline survey to a set of attitudes and belief statements about GBV and VAWG revealed several significant relationships with campaign exposure. After controlling for age, gender, setting, education, and marital status, participants with some or a lot of exposure to the campaign films were more likely to respond to the following statements in a manner supportive of GBV and VAWG rights or prevention.

- There are times when beating a woman is justified.
- More should be done to seek justice for women who have been survivors of rape.
- A woman's behaviour is sometimes to blame when she is followed or stalked by a man.
- Parents should treat boys and girls the same in terms of education and work opportunities.
- Sexual harassment at the workplace is never acceptable.

In contrast to the knowledge questions, responses to only one of these statements, *there are times when beating a woman is justified*, was moderated by gender. Men were less likely to 'strongly disagree' or 'disagree' with this statement than women.

*Exposure to the campaign films appears to be positively associated with many beliefs supportive of GBV and VAWG rights or prevention as expressed in the campaign films.*

### Does exposure to campaign films lead to changes in targeted behavioural intention?

Although a majority of Endline survey participants expressed intentions to positively address GBV and VAWG, none of the intention questions to positively support GBV and VAWG in the Endline survey returned significant results in bivariate and multivariate analysis.

*Among participants in the Endline survey, exposure to the campaign films was not associated with differences in intentions related to behaviours supportive of GBV and VAWG rights or prevention.*

### How did the use of celebrities influence perceptions of the campaign?

Among participants in the Endline survey, most suggested the inclusion of celebrities made them pay more attention to the films. This was true for participants 19 years of age and older; however, those younger (15–18) did not feel as strongly that the inclusion of celebrities made them pay more attention. Female participants and those with a college education were also more likely than males and those with lower education to report that the inclusion of celebrities made them pay more attention to the films.

Likewise, Endline survey participants of all ages reported liking seeing the celebrities, with no difference by age group. Female participants and participants with higher education or higher were more likely to agree that inclusion of celebrities in the campaign films made them pay more attention to them.

Greater exposure to the campaign films did not appear to affect attitudes towards the inclusion of celebrities in the films.

*The inclusions of celebrities, although generally liked and supported, seemed to particularly resonate with older members of the target audience, more well-educated individuals, and female participants.*

## 7.2 Discussion

There is no single measure that can summarize the success of all aspects of a communication campaign. As such, it is important in evaluating communication campaigns to use a variety of methods that provide a different view of the performance of the campaign in relation to its priority audience. Through use of multiple approaches, we are then better able to triangulate findings and obtain a better overall understanding of the strengths, weakness and successes of a given campaign.

This is the approach RTI has taken in understanding the implementation and outcomes of the *Bas Ab Bahut Ho Gaya* campaign. We reviewed process measures to help explain the reach of the campaign to its priority audience. We have collected data from actual campaign viewers, using a chatbots to create the digital equivalent of an intercept interview, so as to better understand campaign viewers' feelings about the campaign. We conducted an experimental study with non-viewers of the campaign with the purpose of investigating the use of celebrities in the campaign films and their impact on key attitudinal and behavioural outcomes— questions which could not be answered through only a post-campaign evaluation survey. We also conducted a postcampaign survey with a sample of the campaign audience to understand the campaign's effect on theorized campaign outcomes related to knowledge, attitudes, and behaviours. For this latter element, we used a rigorous measure of exposure to strengthen the findings from our analysis.

From these activities, we found that the *Bas Ab Bahut Ho Gaya* campaign was implemented as originally planned and was successful in reaching a large audience, including members of its priority audience, youth ages 15 and 24 living in India. The campaign's Facebook activities, which formed the largest part of the campaign's promotional activities, reached 18,751,214 Facebook users. The six campaign films, alone, generated 5,087,809 views and received 2,794,352 minutes of viewing. Among the sample of campaign audience members included in the Endline survey, 87% reporting exposure to the campaign films and approximately two-third of the participants recognized the campaign's logo. To note, the campaign's reach was significantly driven using paid impressions.

People who viewed the campaign films reported liking them, found them engaging, and, if in the campaign's priority audience, generally felt that the films were made for someone like them. We also observed that the average viewing time for the films on Facebook was short compared to the six-minute runtime of most of the films, suggesting a smaller number of those who encountered the films were able to watch them in their entirety. It is not unusual for videos shared on Facebook to not be watched in their entirety by many who encounter them, as well as does not offer any insights into their overall effectiveness. However, given the likely cost and resources required to develop films of this length, this finding does warrant consideration in planning future campaigns featuring films for social media.

In examining the impact of the campaign on the campaign's priority audience, changes in knowledge, beliefs and attitudes, and behavioural intentions related to GBV and VAWG were three of the key outcomes we assessed. We found that exposure to the campaign was associated with both increased knowledge on what constituted GBV and VAWG and supportive beliefs and attitudes related to the forms of GBV addressed in the films. For the knowledge assessment questions, we also found that women were able to identify significantly more correct responses than their male counterparts, suggesting potentially greater knowledge gains amongst women. At the same time, while those exposed to the campaign films expressed intentions to positively address GBV and VAWG through targeted behaviours, exposure to the film was not associated with differences in behavioural intentions.

This finding was mirrored in the efficacy study, where viewing an individual film had little to no effect on the study participants' behavioural intentions related to the film. Similarly, attitudes specific to one's self-efficacy to address GBV and VAWG and target beliefs about GBV and VAWG did not appear to be influence by exposure to the campaign. One explanation for the lack of association between campaign exposure and behaviours may have something to do with the type of behaviours in the films. For many in the campaign's priority audience, the specific behaviours may not feel as immediate given their current social position, particularly if unmarried or not a father. In addition, responses to many of the questions were highly skewed towards the more socially acceptable response. It may also be a case that we were not able measure these constructs with enough sensitivity to measure potential changes. We would also comment that the six campaign films addressed five different forms of GBV and VAWG, which may have contributed to some dilution in terms of intended modifiable behaviours for its audience.



***Overall, our findings suggest that the campaign and its films did a good job of informing its audience about GBV issues and raising awareness, but the campaigns impact stopped at viewers intentions to behave in response to GBV and VAWG.***

A key question for the campaign evaluation was understanding the effectiveness of celebrities in triggering change. Answering this question was the primary driver for including the experimental efficacy study in the evaluation design. But we also learned important information about the role of celebrities in the campaign from other aspects of the evaluation. We can see from process measures that the impressions and reach were greater for celebrity films. However, it is not possible to attribute this difference to the celebrity status of the films without also understanding if the celebrity films were also promoted differently using paid promotions. We can say that the celebrity films did engender greater engagement in terms of clicks, likes, shares and comments. The appeal of the celebrity films was also supported by participants in the efficacy study who reported being 35% more likely to fully intend to share celebrity films than non-celebrity films. Celebrity films were also slightly advantaged in terms of length of view and views to completion. Viewers of the films also reported that the celebrity films made them pay more attention, with the attraction to celebrities being highest among older members of the target audience, more well-educated individuals, and female participants.

At the same times, there was little evidence from the efficacy experimental study that the inclusion of the celebrities affected the effectiveness of the campaign. Questions asked in the efficacy experimental study on the perceived effectiveness of the films (*attention-grabbing, informative, convincing, and gave good reasons to treat women and men equally and speak out against violence toward women*) found the non-celebrity films slightly more effective. However, having a celebrity in the film did significantly predicted intention to speak out about violence toward women and the belief that one's community rejects violence against women and girls.

We would also note that several findings from the Efficacy Study suggested that the campaign films may have elicited negative responses from males, in terms of lower self-efficacy, intentions or beliefs pertaining to prevention of VAWG. It also appears possible that the films could have inadvertently threatened the men's worldview. If society has conditioned them to believe that men and women are not equal, then the messages or general topics that the films convey could decrease the men's perceptions about abstaining from or admonishing VAWG in an effort to maintain their worldview about gender inequality.

***The use of celebrities was effective at engaging the campaign's audience but made little or no difference in terms of influencing the audience on key campaign outcomes.***

### Limitations

This study does have limitations that should be noted with these findings. First, we used an online convenience sample for the efficacy experiment study and Endline survey, which limits generalizability of the findings to a broader population. The potential bias of using an online convenience sample cannot be quantified, although there is evidence to suggest that



this approach has comparable reliability and validity to more traditional survey methods (Evans and Mathur 2005). We would also note that use of an online survey panel for the Endline survey was not our original plan. However, we had to switch strategies when our original approach of using Facebook to recruit a sample was not effective. In addition, we had to turn away many individuals from the efficacy experimental study because they had seen the campaign. This brings up the concern that non-exposure to the campaign was driven by an unaccounted-for factor in the analysis. However, as already acknowledged in the methods section, this is a risk with all cross-sectional evaluation designs.

In the analysis, as already mentioned, we had to deal with potential social desirability effects, as many of the rating scale responses used in the survey questions were skewed towards GBV and VAWG supportive positions. As a result, for some questions, we set a higher threshold for what constituted GBV and VAWG supportive responses. We also noticed a pattern of greater exposure (100 + views) to campaign films often resulting in fewer correct responses compared those with just some exposure (1 to 99 views). There is obvious reason for this patterning in response, other than potentially those who reported higher exposure were less reliable respondents and reported less reliably on other questions.

## References

- Evans J., & A. Mathur (2005) The value of online surveys, *Internet Research*. 15: 195-219.
- Evans, W. D., Uhrig, J., Davis, K., & McCormack, L. (2009). Efficacy methods to evaluate health communication and marketing campaigns. *Journal of Health Communication*, 14(4), 315–330.
- Hornik, R. C. (Ed.). (2002). *Public Health Communication: Evidence for Behavior Change*. Mahwah, NJ: Lawrence Erlbaum Associates.
- International Institute for Population Sciences (IIPS) and ICF (2017) *National Family Health Survey (NFHS-4), 2015-16: India*. Mumbai: IIPS.
- Kakkar, V., Das B., and P. Josalkar (No Date) *Formative Study for Population Foundation of India's Grand Challenge Project*. Population Foundation of India, Unpublished.
- Karp A., Marwah S., and R. Manchanda (2015) *India Armed Violence Assessment: Issue Brief*. Retrieved from the Internet at <https://www.files.ethz.ch/isn/194723/IAVA-IB5-unheard-and-uncounted.pdf>
- Mannan, L. (2018) *Mobile internet users in India to reach 478 million by June 2018: IAMAI report*. Retrieved from the internet July 14, 2018 at <https://yourstory.com/2018/03/mobile-internet-users-india-reach-478-million-june-2018-iamai-report/>.
- National Crime Records Bureau, 2016  
<http://ncrb.gov.in/StatPublications/CII/CII2016/pdfs/Crime%20Statistics%20-%202016.pdf>
- Ramo, D.E., & Prochaska, J. J. (2012). Broad reach and targeted recruitment using Facebook for an online survey of young adult substance use. *Journal of Medical Internet Research*, 14(1), e28.
- Rosenthal, E. (2016) *Code of Silence: Evaluation Highlights*. Hollywood, Health & Society, The Norman Lear Center Annenberg School for Communication and Journalism, University of Southern California, Los Angeles, USA
- Safe Cities Global Initiative, UN Women, New York;  
[http://www.unwomen.org/~media/headquarters/attachments/sections/library/publications/2013/12/un%20women-evaw-safecities-brief\\_us-web%20pdf.ashx](http://www.unwomen.org/~media/headquarters/attachments/sections/library/publications/2013/12/un%20women-evaw-safecities-brief_us-web%20pdf.ashx)
- Youth in India: Situation and Needs 2006-07, 2010; International Institute of Population Sciences and Population Council. Available at [https://www.macfound.org/media/article\\_pdfs/2010PGY\\_YouthInIndiaReport.pdf](https://www.macfound.org/media/article_pdfs/2010PGY_YouthInIndiaReport.pdf)

# Appendix A- Surveys

# Efficacy Experiment Study Survey

Youth Issues Survey

**Welcome**

**Thank you for being willing to take this brief survey.**

**This survey is being conducted by RTI International and Population Foundation of India and is to get your opinions about a video on issues important to young people.**

**Please share your honest thoughts and opinions in the following survey questions. All survey responses will be kept confidential.**

हिंदी में सर्वे करने के लिए, कृपया ऊपरी दाएं कोने में भाषा बटन का टॉगल चुने ।

**If you have any questions about this survey, please contact [indiaprojects@rti.org](mailto:indiaprojects@rti.org)**

1

What is your age?

What is your sex?

- Male
- Female
- Other
- Preferred not to disclose

In which state do you currently live?

In the past year, did you see or hear of the following campaign slogan or message: Bas Ab Bahut Ho Gaya: Enough is Enough.

Yes

No



In the last year, have you seen any videos like the ones described below. If so, please share how many times you saw this video.

. . . Vidya Balan and her father discuss her ambitions and success as an actor.

. . . Sania Mirza and her father discuss her ambitions and success as a tennis player.

. . . Barkha Dutt shares her own experience of sexual abuse as a child.

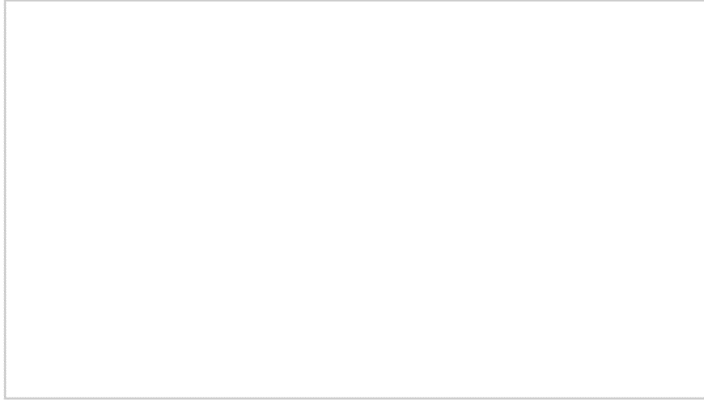
. . . a DJ describes when a group of men stalked her while she was driving.

. . . The parents of Nirbhaya describe the long process of fighting for justice after the rape of their daughter.

. . . A woman shares her own experience of sexual harassment at her job.

Please watch the video link below. You will need to watch the complete video to answer all the questions in this survey.

A 50.0%



B 50.0%



I certify I have watched the video in its entirety

Yes

No



Please tell us if you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree with the following statements.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
This video grabbed my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This video is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This video is convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This video gave me good reasons to treat women and men equally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This video gave me good reasons to speak out against violence toward women	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Youth Issues Survey

Please read each statement and then say whether you think it is very unlikely, unlikely, likely, or very likely...

	Very unlikely	Unlikely	Likely	Very likely
I will celebrate fathers who support their daughter's ambitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will celebrate fathers who treat daughters and sons equally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will support women's career ambitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will treat women and men as equals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will encourage people to tell someone if they were sexually assaulted as a child	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please read each statement and then say whether you think it is very unlikely, unlikely, likely, or very likely...

	Very unlikely	Unlikely	Likely	Very likely
I will speak out against men stalking women	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will fight for justice for women who have been survivors of rape	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will speak out against sexual harassment in the workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will treat women without violence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will speak out against violence toward women	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How unlikely or likely is it that you will share this video with at least one of your friends?

- Very unlikely
- Unlikely
- Likely
- Very likely

Please read each statement and then say whether you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree with it.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Fathers in my community support their daughters' ambitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fathers in my community treat their daughters as equals to sons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging people to tell someone if they were sexually assaulted as a child will help them feel less alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speaking out against stalking helps protect women from harm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My community fights for justice for women who have been survivors of rape	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My community would approve if I speak out against sexual harassment in the workplace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My community respects people who treat women and men equally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I treat women and men as equals, I will help reduce violence against women	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My community rejects violence against women and girls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please read each statement and then say whether you strongly disagree, disagree, neither agree or disagree, agree, or strongly agree with it.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
If I really wanted to, I could treat women without violence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I really wanted to, I could speak out against violence toward women	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I really wanted to, I could treat men and women equally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I really wanted to, I could support women's career ambitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Did you grow up in an urban or rural setting?

- Urban
- Rural

How much schooling have you completed?

- None
- Primary (up to 5th standard)
- Middle (up to 8th standard)
- Secondary (up to 10th standard)
- Senior Secondary (up to 12th standard)
- Undergraduate
- Postgraduate and above

What is your marital status?

- Unmarried
- Currently married
- Divorced
- Separated
- Widowed

Do you use any of the following social media platforms? Select all that apply.

- Facebook
- Twitter
- Instagram
- YouTube
- WhatsApp
- Other (please specify)

How often do you use social media?

- More than once a day
- Daily
- Weekly
- Less than weekly

When you were a child, did you ever witness violence towards female members of your family by a family member or a close friend?

- Yes
- No
- Don't Know



**Thank you for your participation in this survey.**

**If you have any questions about this survey, please contact**  
[indiaprojects@rti.org](mailto:indiaprojects@rti.org)

# Endline Evaluation Survey

Endline Survey Questionnaire

Welcome

**Thank you for being willing to take this brief survey.**

**This survey is being conducted by RTI International and Population Foundation of India and is to help us better understand young people's views on important issues.**

**Please share your honest thoughts and opinions in the following survey questions. All survey responses will be kept confidential.**

हिंदी में सर्वे करने के लिए, कृपया ऊपरी दाएं कोने में भाषा बटन का टॉगल चुने।

**If you have any questions about this survey, please contact [indiaprojects@rti.org](mailto:indiaprojects@rti.org)**

1

Please select the response for each of the following questions that best describes you.

1. What is your age?

2. What is your gender?

- Male
- Female
- Other
- Prefer not to disclose

\* 3. In which state do you currently live?

4. Did you grow up in an urban or rural setting?

- Urban
- Rural

5. How much schooling have you completed?

- None
- Primary (up to 5th standard)
- Middle (up to 8th standard)
- Secondary (up to 10th standard)
- Senior Secondary (up to 12th standard)
- Undergraduate
- Postgraduate and above

6. What is your marital status?

- Unmarried
- Unmarried but about to be married
- Currently married
- Divorced
- Separated
- Widowed

3

Please select the answer that best represents your knowledge.

7. Which of the following would you consider violence against women and girls?

	Yes	No	Don't Know
Forcing a woman or girl to perform a sexual act that she does not want to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Valuing a son's education over a daughter's.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Following (or stalking) a woman against their will or with intent to harm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preventing opportunities for women to work or engage in professional activities because of their gender.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indecent touching of a child (male or female) by an adult.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. How much do you agree with each of the following statements?

Please select the option that best describes your opinion

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
There are times when beating a woman is justified.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More should be done to seek justice for women who have been survivors of rape.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Childhood sexual abuse is never a child's fault.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A woman's behavior is sometimes to blame when she is followed or stalked by a man.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parents should treat boys and girls the same in terms of education and work opportunities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexual harassment at the workplace is never acceptable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Endline Survey Questionnaire

9. Please read each statement and then say whether you think it is very unlikely, unlikely, likely, or very likely. . .

	Very unlikely	Unlikely	Likely	Very likely
I will celebrate fathers who treat daughters and sons equally.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will encourage others to speak out if they see or learn of sexual abuse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will speak out against men stalking women.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will fight for justice for women who have been survivors of rape.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will speak out against sexual harassment at the workplace.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will treat women without violence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will speak out against violence toward women.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

About how many times in the past year have you seen or heard of a video where \_\_\_\_\_?  
**(Answer between 0 and 99 times)**

\* 10. . . . Vidya Balan and her father discuss her ambitions and success as an actor.



11. Where did you see or hear about this video in the past year? Select all that apply.

- Youtube
- Facebook
- Twitter
- WhatsApp
- Instagram
- Other (please specify)

About how many times in the past year have you seen or heard of a video where \_\_\_\_\_?  
(Answer between 0 and 99 times)

\* 12. . . . Sania Mirza and her father discuss her ambitions and success as a tennis player.

13. Where did you see or hear about this video in the past year? Select all that apply.

- Youtube
- Facebook
- Twitter
- WhatsApp
- Instagram
- Other (please specify)

About how many times in the past year have you seen or heard of a video where \_\_\_\_\_? (Answer between 0 and 99 times)

\* 14. . . . Barkha Dutt shares her own experience of sexual abuse as a child.

15. Where did you see or hear about this video in the past year? Select all that apply.

- Youtube
- Facebook
- Twitter
- WhatsApp
- Instagram
- Other (please specify)

About how many times in the past year have you seen or heard of a video where \_\_\_\_\_?  
(Answer between 0 and 99 times)

\* 16. . . . A music DJ describes an incident when a group of men stalked her while she was driving.

17. Where did you see or hear about this video in the past year? Select all that apply.

- Youtube
- Facebook
- Twitter
- WhatsApp
- Instagram
- Other (please specify)

About how many times in the past year have you seen or heard of a video where \_\_\_\_\_?  
(Answer between 0 and 99 times)

\* 18. . . . The parents of Nirbhaya describe the long process of fighting for justice after the rape of their daughter.



19. Where did you see or hear about this video in the past year? Select all that apply.

- Youtube
- Facebook
- Twitter
- WhatsApp
- Instagram
- Other (please specify)

About how many times in the past year have you seen or heard of a video where \_\_\_\_\_? **(Answer between 0 and 99 times)**

\* 20. . . . A woman shares her own experience of sexual harassment at her job.

21. Where did you see or hear about this video in the past year? Select all that apply.

- Youtube
- Facebook
- Twitter
- WhatsApp
- Instagram
- Other (please specify)

22. Please complete the following sentence if you saw or heard of this campaign in the last year: Bas Ab Bahut \_\_\_\_\_

23. In the past year, did you see or hear of the following campaign slogan or message: Bas Ab Bahut Ho Gaya: Enough is Enough.

- Yes
- No
- Don't Know



24. Where did you see or hear of this campaign?

- YouTube
- Facebook
- Twitter
- WhatsApp
- Instagram
- A parent
- A friend
- A teacher
- Another website or somewhere else, please specify

25. Did you see or hear any of these Bas Ab Bahut Ho Gaya: Enough is Enough campaign activities?

- Anthem
- Concert
- Film Competition
- Campus Event

26. The Bas Ab Bahut Ho Gaya: Enough is Enough videos I saw were engaging

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

27. The Bas Ab Bahut Ho Gaya: Enough is Enough videos I saw were informative

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

28. I liked seeing celebrities in some of the videos.

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

29. The inclusion of celebrity in the videos I saw made me pay more attention to them.

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree



Thank you for your participation in this survey.

If you have any questions about this survey, please contact [indiaprojects@rti.org](mailto:indiaprojects@rti.org)

# Appendix B- Chatbot Survey Video Specific Responses

Varnika Kundu Film	N (%)
--------------------	-------

The woman in the film was:

Stalked	93 (78.2%)
Raped	4 (3.4%)
Bullied	11 (9.2%)
Don't know	11 (9.2%)

What is the punishment under the Indian Penal Code for stalking?

No punishment	2 (1.7%)
1 year	18 (15.1%)
3 years	31 (26.1%)
5 years	47 (39.5%)
Other*	3 (2.5%)
Don't know	18 (15.1%)

\*Includes 4 years and hanged to death

Barkha Dutt Film	N (%)
------------------	-------

The featured person in this film, what was her mother's job?

Lawyer	11 (9.3%)
Journalist	95 (80.5%)
Other	5 (4.2%)
Don't know	7 (5.9%)

Roughly what percent of children in India are sexually abused?

25%	31 (26.3%)
50%	37 (31.4%)
75%	30 (25.4%)
Other	20 (16.9%)

Shreya Karla Film	N (%)
-------------------	-------

What happened to the woman featured in this film?

Raped	5 (5.4%)
Abused	5 (5.4%)
Sexually harassed	72 (77.4%)
Other	5 (5.4%)
Don't know	6 (6.5%)

Under the Sexual Harassment Act, organisations with how many employees need to have an internal complaints committee?

10	55 (59.1%)
50	22 (23.7%)
100	7 (7.5%)
Other	3 (3.2%)
Don't know	6 (6.5%)

<b>Nirbhaya Film</b>		<b>N (%)</b>
<b>How many rape trials lead to conviction in India?</b>		
10%	27	(29%)
25%	35	(37.6%)
50%	22	(23.7%)
Don't Know	9	(9.7%)
<b>Rape is the fastest growing crime among juvenile offenders in India.</b>		
False	3	(3.2%)
True	88	(94.6%)
Don't Know	2	(2.2%)

<b>Sania Mirza Film</b>		<b>N (%)</b>
<b>What are the subtle examples of gender discrimination mentioned by the woman in the film?</b>		
Stopping girls from following their passion	19	(24.4%)
Unequal expectation about marriage and children	24	(30.8%)
Both	25	(32.1%)
Don't know	10	(12.8%)
<b>What is the ratio of girls to boys in India?</b>		
830 girls to 1,000 boys	24	(30.8%)
900 girls to 1,000 boys	40	(51.3%)
1,050 girls to 1,000 boys	9	(11.5%)
Other	2	(2.6%)
Don't know	3	(3.8%)

<b>Vidya Balan Film</b>		<b>N (%)</b>
<b>Who played a significant role in the featured woman's life?</b>		
Mother	11	(18%)
Father	38	(62.3%)
Grandmother	2	(3.3%)
Other	7	(11.5%)
Don't know	3	(4.9%)
<b>Gender bias is a form of:</b>		
Attitude	22	(36.1%)
Myth	9	(14.8%)
Violence	17	(27.9%)
Other	8	(13.1%)
Don't know	5	(8.2%)

## Appendix C- Baseline and Endline Survey Comparison

	Response Options	Baseline Survey	Endline Survey
<b>Sample</b>		530	2,180
<b>Demographics</b>			
<i>Sex</i>			
Male		87.7%	51.8%
Female		12.3%	47.6%
Not Identified		1.5%	0.6%
<i>Age</i>			
Less than 18 years		38.9%	13.6%
19–22 years		42.6%	58.3%
23–24 years		18.5%	27.7%
<i>Education</i>			
None		1.4%	5.8%
Up to 10th standard		21.3%	23.3%
Completed high school		31.3%	50.5%
Undergraduate or higher		46.2%	20.2%
Not identified		2.5%	.01%
<i>Location</i>			
Urban		50.5%	82.1%
Rural		49.5%	17.6%
Not Identified			0.3%
<i>Married Status</i>			
Unmarried		92.4%	89.3%
Currently married		7.6%	10.5%
Not identified		3.0%	0.2%
<b>Knowledge</b>			
<i>'Valuing a Son's Education Over a Daughter's'</i>	Yes	64.2%	68.1%
	No	25.5%	25.6%
	Don't Know	10.4%	6.2%
<i>'Forcing A Woman or Girl to Perform A Sexual Act that She Does Not Want To'</i>	Yes	67.9%	79.9%
	No	22.6%	18.0%
	Don't Know	9.6%	2.4%
<b>Attitudes</b>			
<i>'There are Times When Beating A Women is Justified'</i>	Strongly Disagree	41.1%	29.0%
	Disagree	31.5%	17.0%
	Neither Agree nor Disagree	12.6%	13.8%
	Agree	11.8%	20.9%
	Strongly Agree	3.0%	19.2%