

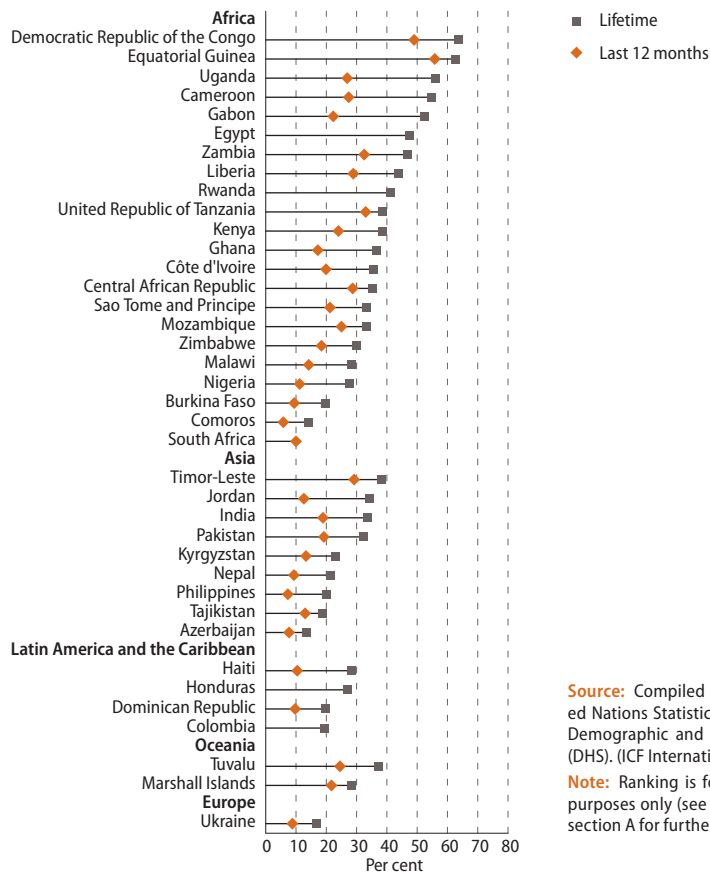
The abandonment of violence against women: Experimental evidence from Tanzania

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Figure 6.1

Proportion of women aged 15–49 years experiencing physical violence (irrespective of the perpetrator) at least once in their lifetime and in the last 12 months, 1995–2013 (latest available)

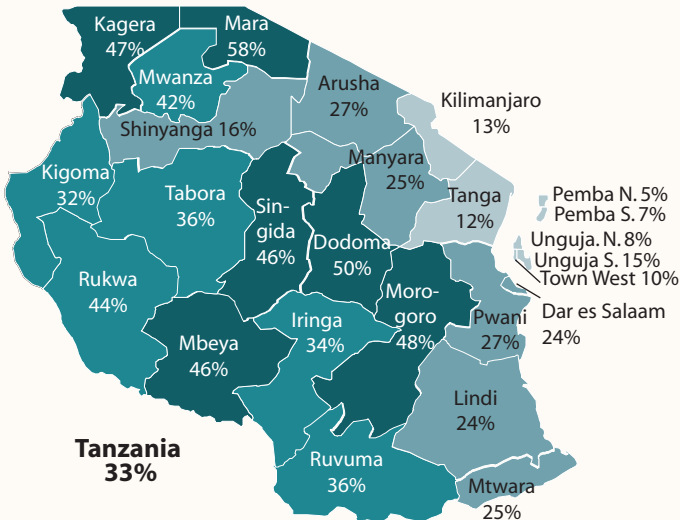


Source: Compiled by the United Nations Statistics Division from Demographic and Health Surveys (DHS). (ICF International, 2014).

Note: Ranking is for presentation purposes only (see introduction to section A for further details).

Experience of Physical Violence in the Past 12 months (All Women)

*Percent of all women 15-49 who have
experienced physical violence in the past 12 months*



Violence against women in Tanzania

Ongoing research aimed at understanding:

- its causes
- the mechanisms that sustain this harmful maladaptation
- policies to abandon it

Documentary films on violence against women

In 2009, the Tanzanian Ministry of Community Development, Gender and Children produced and broadcasted a documentary film showing severe cases of violence against:

- women
- albinos
- children

Did it work?

Documentary films

Non-fictional motion pictures "intended to document reality, primarily for the purposes of instruction, education, or maintaining a historical record."

Documentary films on violence against women:

- **information:** data, statistics, legal frames
- **emotional content:** increase awareness, sensitivity, solidarity

to inform and sensitize individuals and society:

- 1 deter perpetrators
- 2 encourage victims and survivors to resist and denounce



Documentary films on violence against women

Dox may work. Or not:

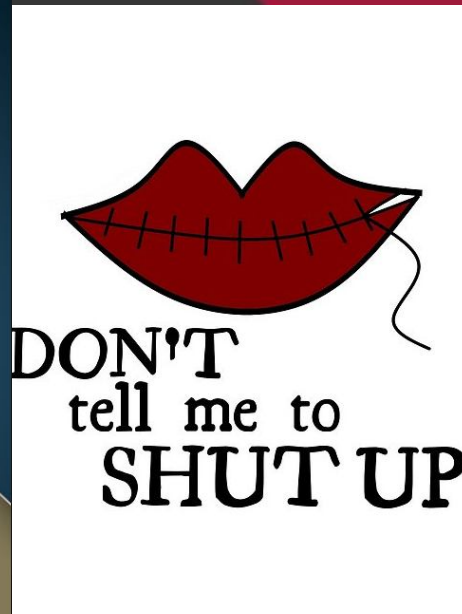
- may not be sufficiently convincing to perpetrators
- speaking up and about is difficult for victims and survivors

May even be harmful themselves:

- Harm to stop harm
- TV content rating systems: "Images not apt for all audiences"



**NO MORE EXCUSES
STOP IT NOW**



BATTERED WOMEN'S SUPPORT SERVICES PRESENTS



"MAN UP."

HE SHOULDN'T HAVE TO ACT SO TOUGH, BUT HE DOES HE'S CONSTANTLY BEING TOLD TO MAN UP.
"MANNING UP" IS A CRISIS IN MASCULINITY THAT CAUSES VIOLENCE AGAINST WOMEN AND GIRLS
JUNE: INTERNATIONAL CALL TO ALL MEN TO END VIOLENCE AGAINST WOMEN
WE'RE HELPING MEN OWN THEIR ROLE. THE VIOLENCE STOPS HERE.



Rygning er årsag til slagtilfælde og handicap

Ryggestoplinien: 80 31 31 31
www.stoplinien.dk



La letra entra con sangre (Goya 1785)



Effects of dox on violence against women

We did a Randomized Control Trial (RCT):

- **Experimental treatment:** dox on violence against women
- **Placebo:** dox on violence against albino: exploit info content, isolate violent images
- **Control:** no dox

Sample: 480 participants

(40 W + 40 M in 6 villages by Bagamoyo and Mwanza)

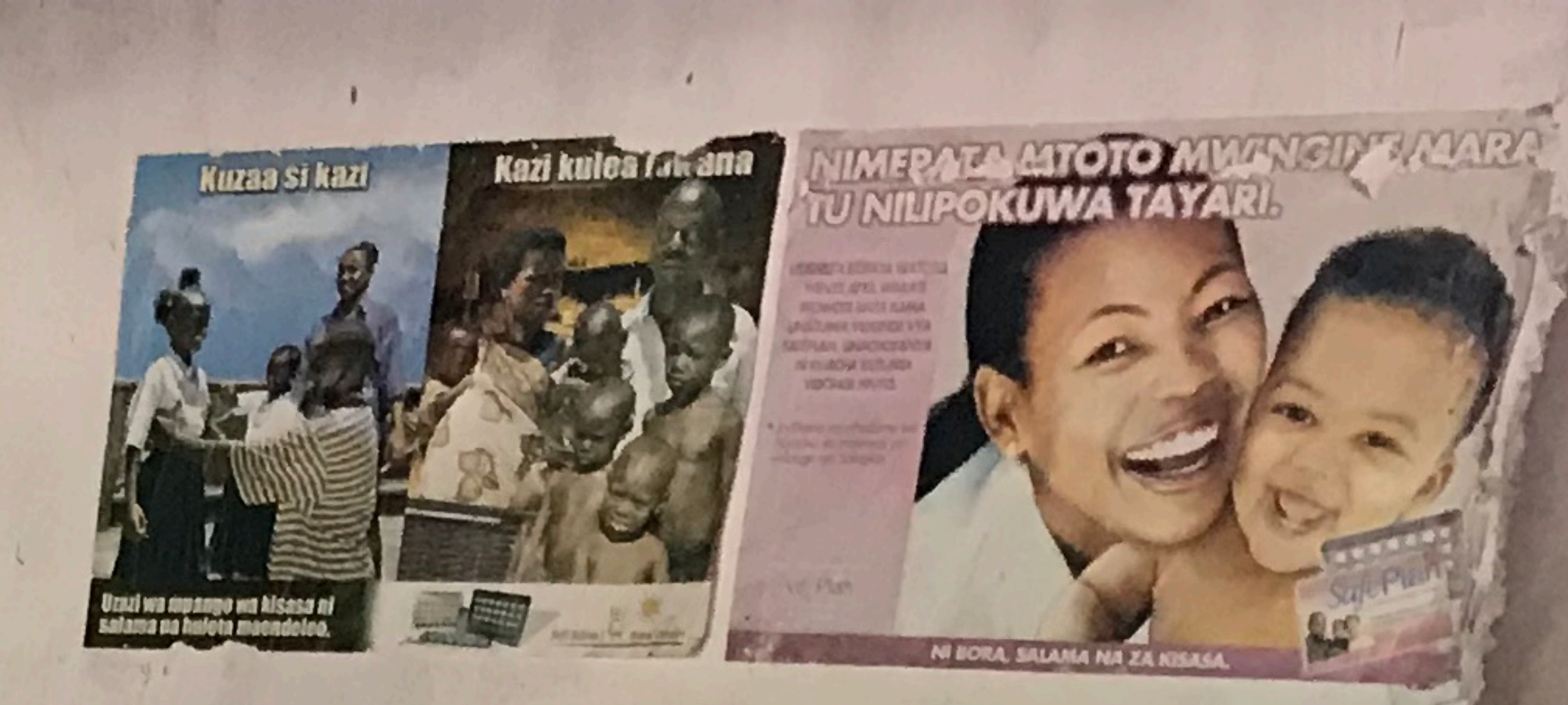
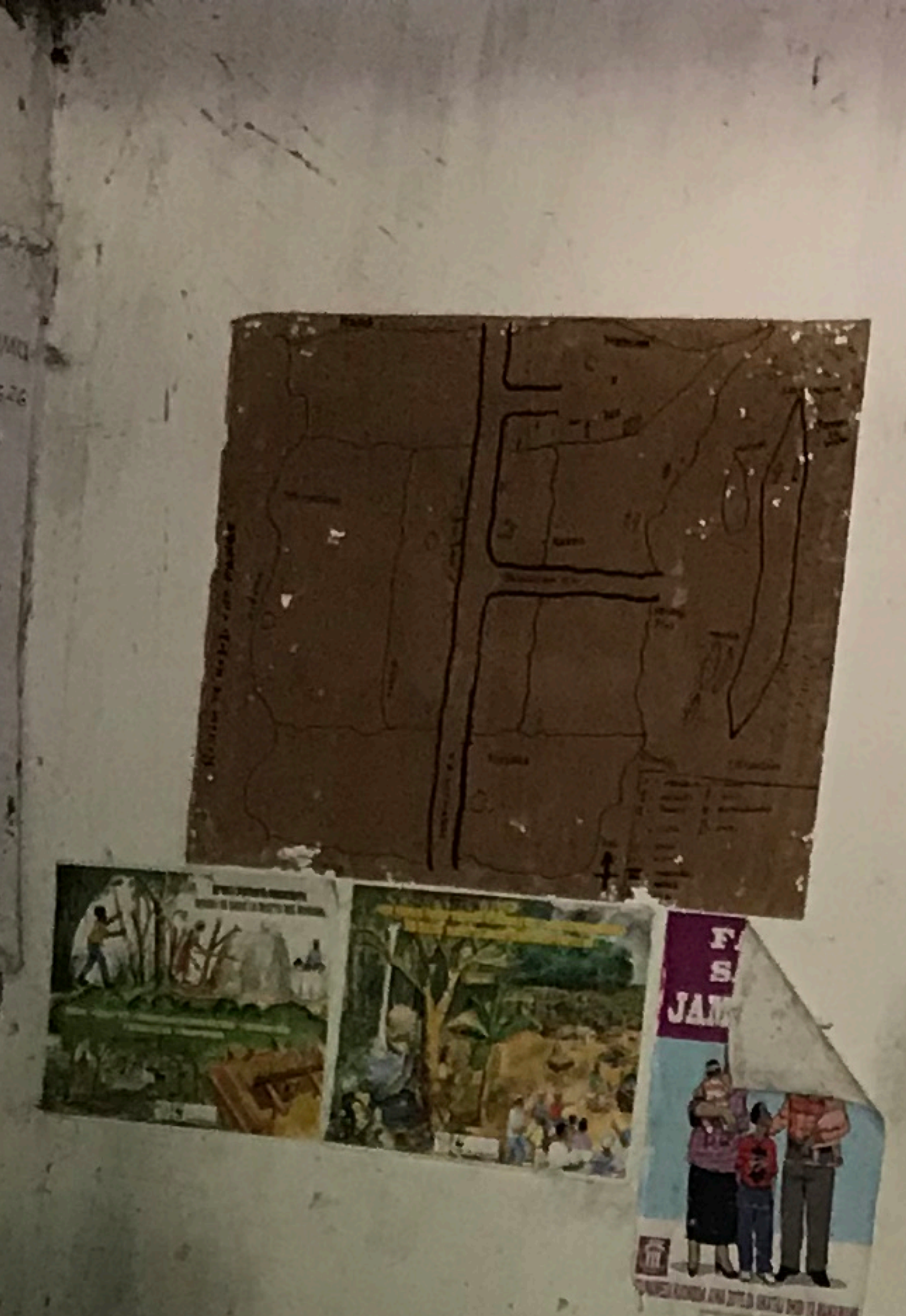




KAMATI YA WCR
1. MWAJUMBE WA KAMATI YA MIPANI
2. NA FEDHA KITIJI CHA PANDE
3. MWAJUMBE WA KAMATI YA MIPANI
4. JAFARI RAMISI - KATIJI
5. HADIJA ALLY - MURIA
6. SULTANI WAZIRI - MURIA
7. ASHA MURAMBA - MURIA
8. RAMADHANI MURAMBA - MURIA
9. SIASA THADITI - MURIA
10. MWANDU KALI - MURIA
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Outcomes

- 1 Reporting of violence against women (women)
- 2 Justification of violence against women (women and men)

Do dox affect violence reporting and attitudes?

		(1) Any violence	(2) Violence index	(3) Any violence is justified	(4) Violence justification index
Women	Video 1 vs. No video	-0.20** (0.09)	-0.90** (0.41)	-0.07 (0.09)	-0.10 (0.35)
	Video 2 vs. No video	-0.16* (0.09)	-0.58 (0.43)	-0.01 (0.09)	0.05 (0.34)
	Video 1 vs. Video 2	-0.05 (0.09)	-0.26 (0.41)	-0.09 (0.09)	-0.27 (0.35)
Men	Video 1 vs. No video	-0.06 (0.07)		-0.19** (0.09)	-0.46 (0.29)
	Video 2 vs. No video	-0.08 (0.06)		-0.14* (0.09)	-0.33 (0.28)
	Video 1 vs. Video 2	0.06 (0.06)		-0.06 (0.09)	-0.06 (0.28)

Results

- 1 **Women report less** after seeing the documentary film
- 2 No effect on justification among women
- 3 **Men justify less** – detected also with albino dox

Conclusions and more work

- Violence against women is a maladaptation (Edgerton 1992).
- It is pervasive and persistent: associated with socio-economic and institutional limitations, but supported by *social norms* that become part of our *culture*.
- How to promote cultural change against harmful practices?
- A common tool – dox – has a mixture of effects (similar to visual cues in tobacco packs).
- Films work but they have to be re-designed to avoid the negative unintended consequences of dox (Vogt 2016, La Ferrara et al 2019).