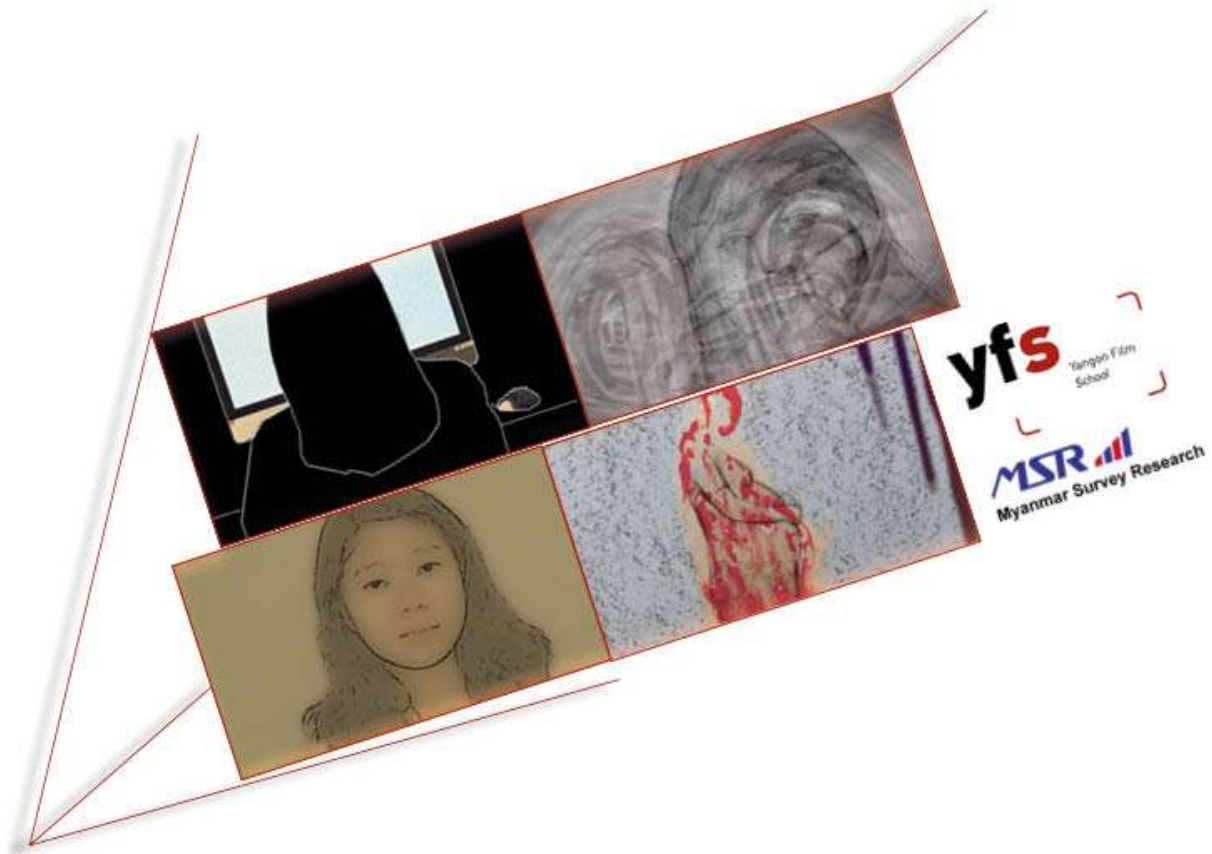


REPORT  
SOCIAL IMPACT RESEARCH SURVEY

ABOUT THE ANIMATED DOCUMENTARIES ON THE GENDER BASED VIOLENCE

PRODUCED BY THE YANGON FILM SCHOOL



this project has been funded by

**Trócaire**

Prepared by

**MSR**  
Myanmar Survey Research

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## **1. INTRODUCTION TO THE PROJECT**

Since 2005 the award-winning Yangon Film School (YFS) has provided solid skills in filmmaking to almost 200 filmmakers from all walks of life and ethnicities in Myanmar. During that time YFS has produced at least as many documentaries and short dramas, many of them for clients in the development sector and international broadcasters.

After a decade of world-class training, the YFS would now like to take it to the next level. The goal of the School is to create a permanent resource and a regular curriculum serving both the cultural and development goals of Myanmar. To this end the YFS is currently working on a strategic plan that will provide institutional and financial stability for the School as a hub for quality training in Myanmar and across the SEA region.

The YFS intends to measure the impact of media interventions and at the same time it assumes that the endeavour can be very challenging. For this reason, the school is interested in collating baseline survey data and find out about the reception of their films to create better indicators for their donors within a results assessment framework.

Chiefly, the YFS would like to develop data that underlines the value of film (and especially documentary) as a development tool that can promote social cohesion, equality and peace.

### **Context**

Gender-based violence (GBV) describes any harmful act that is perpetrated against a person's will and undermines the health, dignity, security and autonomy of its survivors. Violence against women and girls is one of the most prevalent human rights violations in the world and yet is the most silent. Survivors of violence often do not report or seek assistance due to fear of reprisal or stigmatisation.

According to the Myanmar's Gender Equality Network (GEN), little is known of the magnitude of violence encountered by women and girls in Myanmar as gender-focused information and sex-disaggregated data is severely lacking. However, a qualitative study published by GEN on women's experiences of abuse and violence by their husbands and other men, has contributed significantly to filling a gap in the understanding of the consequences and coping strategies of women. The study's findings note not only the frequent and debilitating nature of violence against women, but also its role in cycles of poverty and disenfranchisement, especially among marginalized groups. The findings also point to a lack of available support services for the survivors, and limited faith in the justice system.

### **Animation Documentary Training**

In consultation with GEN, the Yangon Film School organised in November 2016 – January 2017 an animation-documentary training to produce three short animated documentaries on gender-based violence (GBV) in Myanmar that were successfully broadcasted on television networks and distributed across a variety of other platforms. The training took place over a total of 6 (six) weeks and covered crucial aspects of research and sensitive interviewing as well as innovative and emotive animation techniques, resulting in three strong animated documentaries produced in Burmese with English and Burmese subtitles that effectively communicate key messages about GBV issues in Myanmar.

Nine students from across the country aged between 22 and 38 years were trained in docuanimation by Lisa Crafts (USA), an award-winning filmmaker, animator and educator specialising in docuanimation and Paromita Vohra, an award-winning filmmaker, writer and gender activist from India.

The three 30-second animated documentaries produced during the workshop highlight issues identified jointly by the students and GEN with regard to key concepts and models for prevention of violence. Each animated film covers a different story of violence against women: domestic violence, sexual violence and cyber violence; and leaves the viewer with the message that violence is never acceptable and is inappropriate behaviour.

The key objective of the workshop was not only to train young Burmese filmmakers in animation film techniques which can be used in the future for educative film-making, but also to increase people's understanding that violence against women is not a private affair but a matter of social concern.

### **The Social Impact Research**

The Social Impact Research study aims to understand the effectiveness of three short animated documentaries produced by the YFS and their impact on gender-based violence advocacy efforts. To this end and collect feedback about the reaction from audiences and non-audiences, YFS contracted MSR to conduct a **social impact survey** that will provide reliable and nuanced quantitative and qualitative data and evidence-based analysis. Such a survey will provide useful baseline and final data that would be invaluable – both for YFS and the project partners – when designing future interventions of a similar nature. The objective of the social impact survey is to measure the relevance of content, satisfaction level and contribution to behavioural change if applicable.

## 2. EXECUTIVE SUMMARY

The main objectives of the current study are to better understand the effectiveness of the three short animated documentaries, their impact on the gender-based violence advocacy efforts and explore people's perceptions about various forms of violence namely; domestic violence, sexual violence and violence committed using the internet or mobile technology. The study used a questionnaire that contained mixed research methods, with mostly quantitative questions, but also qualitative in the form of open-ended questions. The questionnaire was administered to 400 individuals from the Yangon and Mandalay regions, with people from urban and rural areas responded the survey.

A multi-stage sampling approach was used in this survey. A total of 10 townships from the two regions were selected through Probability Proportionate to Size (PPS) sampling method. Among the 10 townships selected using PPS, 6 were selected from Yangon and 4 were selected from Mandalay. From Yangon, a ward and a village tract was selected randomly from each of the 6 townships and in the same manner for the 4 townships in Mandalay, a ward and a village tract was selected randomly from each.

The wards and village-tracts were chosen randomly using a simple random sampling approach, and from there 400 households were selected for interviewing. A total of 20 households we included in the survey from each ward or village. In the selection of the household respondent, a Kish Grid was used. The use of the Kish Grid provided the best random mean for the selection of an equal number of males and females to participate in the survey. This was done by ensuring that households in each enumeration area had an allocated questionnaire number, with odd or even numbers deciding the gender to take part in the study from each household.

From the 400 respondents interviewed, 240 were from the Yangon Region and the rest from the Mandalay Region. Thanks to the use of Kish grid, the age groups of respondents were well spread, except for those who are 60 years and above from Mandalay, their proportion was lower compared to other age groups

In terms of media consumption, a higher portion of men (40%) rely on printed media compared to women (32%) as their main source of information and news. No significant difference can be found among men and women on the use of other forms of media such as word of mouth, radio, TV or Internet / Social Media. A higher percentage of men (71%) watch news programs compared to women (54%). On the other hand, more women (67%) watch videos compared to men (35%).

Regarding domestic violence, almost a quarter of respondents stated that it is not right for a member of a household to hit another under any circumstances. Most common reasons cited by the respondents about when it is acceptable to beat a household member are: if he or she uses drugs or alcohol (48%), or getting involved in forms of gambling (23%). A high percentage of respondents cited that household members can be beaten when they talk back (32%) or going out without telling parents/elders of the household (43%).

More women (46%) were aware of the violence that can be committed through online compared to men (23%). Respondents could explain how they understand acts of violence through the use of modern technology, including posting or sharing embarrassing photos, or uploading a girl's photo / video often with indecent messages associated with them; sending offensive / abusive / threatening messages through social media or emails, or posting rumours or fabricated reports via social media.



Two-thirds of the respondents could identify what sexual violence actually means. Some of them specifically said that acts of sexual violence include marital rape and date rape. In describing about who is to blame for such acts of violence, some said the perpetrators were responsible (25%), while some others stated that the victims were to blame (7%) and still some others reasoned that both the perpetrators and victims were responsible (5%).

As far as domestic violence was concerned, respondents stated that more men / boys in the households are hit compared to girls / women. Most common reasons cited were due to their disobedience (32%) and their drinking of alcohol and the use of drugs (14%). As many as 38 respondents (10%) said that children are often beaten when they do not do their school lessons, refuse to go to school or fail their exams.

Most respondents believed that the content of the three Video Clips were relevant, and they were satisfied with them. Some changes were suggested, mainly to the animation, to the voice of the narrators and the story lines, yet overall the video clips were well received, with respondents find them relevant. Respondents are satisfied with the videos and they believe that the clips can help bring about behavioural change and help reduce the occurrence of violence in the community.

### **3. PROJECT BACKGROUND AND OBJECTIVES**

The Yangon Film School contracted the services of Myanmar Survey Research to conduct a survey among the potential audience of short film clips produced by the school. The aim of the research is to better understand the effectiveness of the short clips, collect feedback and the reaction from the respondents.

The YFS produced three 30-second TV-spots which relate to gender based violence and to the advocacy against gender based violence. The short clips are intended to be broadcasted on well-known broadcasters of both paid and free-to-air TV channels. The objective of the survey is to have an idea of the audience reaction to these TV-spots, to see if the information was relevant and to check satisfaction levels among the audience.

### **4. RESEARCH METHODOLOGY**

#### **Approach**

The data collection was carried out by face-to-face interviews with each respondent within his or her own household. The respondents were aged at least 18 years or above, and they are Myanmar citizens who fulfil the voter requirements.

The total sample required for this project was n=400. This was a quantitative survey administered through face to face interviews with respondents and using Computer Assisted Personal Interviewing (CAPI) devices. Although the questionnaire was for the most part quantitative in nature, it also included open ended questions which helped to define the level of knowledge and understanding that respondents have about gender based violence. The open ended 'qualitative' questions were then coded and quantified and were appropriate their tabulations have been included.

#### **Sample**

A multi-stage sampling approach was used in this survey. A total of 10 townships from Yangon and Mandalay were selected through Probability Proportionate to Size (PPS). Wards were chosen randomly, with systematic random sampling used for household selection. A total of 400 respondents were interviewed, 240 from Yangon and 160 from Mandalay Regions.

A total of 10 townships were selected, 6 from Yangon and 4 from Mandalay. One ward and one village was selected randomly from each of the 6 townships in the Yangon Region. In the same manner, urban and rural districts were selected randomly from the 4 selected townships in the Mandalay Region.

#### **Respondent selection**

A Kish Grid was used for respondent selection. To achieve gender balance, all households were assigned a questionnaire number, and the odd or even questionnaire number decided if the respondent from a household would be a male or a female. If a household is for female respondent, the interviewer had to record the number of all women of aged 18 and above who are members of the selected household. (From the oldest to the youngest).

The household number was taken from the questionnaire number used for the male/female household skip pattern selection. The serial number of the respondent (to be interviewed) is at the point where the columns whose top number of the skip pattern and the row starting with the youngest person's name meet.

**Table 1 - Project Schedule**

Date	Activity
24-Jan 2017	Questionnaire translation finished
25-26 Jan 2017	Training
27 Jan 2017	Pilot Test
30 Jan 2017	Debriefing
1 Feb 2017	Field started in Yangon
2 Feb 2017	Field started n Mandalay
8 Feb 2017	Field completed in Yangon
10 Feb 2017	Field completed in Mandalay
13-17 Feb 2017	Data cleaning and coding for open-ended responses
20-27 Feb 2017	Analysis and tabulation for reporting
3 Mar 2017	Submitting the draft report

## Project Implementation

### Training

Training was given at MSR's Head Office in Yangon, located at the Central Railway Station Building on Kyun Chan Road, Mingalar Taungnyunt Township, Yangon. MSR conducted a two-day training (25, 26-Jan-2017) with 27 trainees, including interviewers and supervisor in the training. The CAPI script writer and field manager joined the training as well. At the end of the training, 12 interviewers and 3 supervisors were deployed to undertake the field interview process.

#### Brief information about the training

Venue	MSR Main Office, Yangon Central Railway Station, Mingalartaungnyunt, Yangon.
Time	9.30 am to 5.30 pm
Dates	January 25-26, 2017
No of attendees	27 MSR staff members attended the training

### Topics discussed at the training

The following topics were dealt with at the training:

**Table 2 - Training topics**

No	Topic
1.	Detailed explanation of the objectives of the survey
2.	Sampling design, method of selecting households and CAPI system
3.	Survey ethics and interviewer deportment
4.	Detailed explanation of the questionnaire, question by question
5.	Practice interview between the trainer and a supervisor in front of the interviewers under training.
6.	Discussion of problems or respondent queries that may arise
7.	Each interviewer with a partner, role-playing as both interviewer and respondent, for practice interview.

**Table 3 - Field Work and Data Collection**

Sr.	Location	Township	Ward/Village	Field Date	Substituted Village
1	Yangon	Hlinethaya	Nyaung	1-Feb	
2	Yangon	South Okkalapa	No (5) Ward	1-Feb	
3	Yangon	South Okkalapa	No (8) Ward	1-Feb	Ward 5
4	Yangon	Hlinethaya	Ku Lar Gyi Su	2-Feb	
5	Mandalay	Aungmyetharzan	U Poke Htaw Ward	2-Feb	
6	Yangon	South Okkalapa	No (13) Ward	2-Feb	
7	Yangon	Insein	Kan Nar (West) Ward	3-Feb	
8	Yangon	Botathaung	No (10) Ward	3-Feb	
9	Mandalay	Aungmyetharzan	Oe Bo Ward	3-Feb	
10	Yangon	Botathaung	No (2) Ward	4-Feb	
11	Mandalay	Pyigyidagun	Thin Pan Kone Ward	4-Feb	
12	Yangon	Insein	Myo Thit Ward	4-Feb	Pein Hne Kone Ward
13	Mandalay	Pyigyidagun	(Kha Gway) Ward	5-Feb	
14	Yangon	Hlegu	Ye Mun	5-Feb	
15	Yangon	Khayan	Ah Htet Kha Mat	6-Feb	
16	Mandalay	Ngazun	Ma Gyi	6-7 Feb	
17	Yangon	Hlegu	Myitta	6-7 Feb	Swei Lat village
18	Mandalay	Ngazun	Thaung Pyin	7-8 Feb	
19	Yangon	Khayan	Aye Ywar	7- Feb	
20	Mandalay	Kyook Padaung	Sal Pauk	9-Feb	

21	Mandalay	Kyouk Padaung	Kan Pat Lal	10-Feb	
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**Reasons for substitution:**

- No.3. in South Okkalapa, No (8) Ward, the administrator of Ward 5 did not allow this survey. So, we conducted only 4 interviews in Ward 5. And the rest 16 interviews were conducted in Ward No 8.
- No.12. in Insein, administrative officer of selected ward (Pein Hne Kone) did not allow the team to conduct survey. So, Myo Thit Ward was replaced.
- No.17. In Hlegu, there are two villages in Swei Lat village-tract and the total no of HHs in those villages are around 20. So, we substituted it with “Myitta village” from “Nga Yant Zon” village tract, which has 315 HHs in total.

**Quality Control Procedures**

**Supervisor level**

Each team comprised one supervisor and 4 interviewers. The supervisors selected sample households from the village household list in a village and had the interviewers do their work under his or her close supervision.

The supervisor accompanied each interviewer after sampled households were assigned. The supervisor listened to the whole interview conducted by each interviewer and he/she would make corrections to the interviewer during or after the interview depending on the level of mistake the interviewer had made. A CAPI program was developed for the supervisors to put the assessment of the interviewers after each interview was finished.

MSR has standard procedures that require its field supervisors to make a daily report on the progress of work unless they were in villages with no means of communication to do that. This ensures that MSR provides administrative and logistics support to the supervisors and interviewers for data collection and supervision.

**Live-check and Back-check**

One senior office staff member sent out for quality control. At a minimum, quality control measures included verification of the:

- fact that the interview took place;
- proper application of the sampling plan in selecting the households;
- the approximate duration of the interview;
- the proper administration of the various sections of the questionnaire;
- interviewer's general adherence to professional standards

**Table 4 - Live Checks and Back Checks Completed**

No.	Township	Village	Total Interviews completed	No of Live Checked per village	No of Back Checked per village	Percentage validated
1	Hlaingthaya	Nyaung	20	4	4	40%
2	Hlaingthaya	Ku Lar Gyi Su	20	4	4	40%
3	Hlegu	Nga Yant Zon	20	4	4	40%
4	Hlegu	Ye Mun	20	4	4	40%
5	Khayan	Aye Ywar	20	5	3	40%
6	Khayan	Kha Mat	20	5	3	40%
7	Insein	Kan Nar (West) Ward	20	4	4	40%
8	Insein	Myo Thit Ward	20	4	4	40%
9	South Oakkala	No (5) Ward	4	1	1	10%
10	South Oakkala	No (8) Ward	16	3	3	30%
11	South Oakkala	No (13) Ward	20	4	4	40%
12	Botahatung	No (10) Ward	20	5	3	40%
13	Botahatung	No (2) Ward	20	5	3	40%
14	Aungmyaetharzan	U Poke Htaw Ward	20	4	4	40%
15	Aungmyaetharzan	Oe Bo Ward	20	4	4	40%
16	Pyigyidagun	Thin Pan Kone Ward	20	4	4	40%
17	Pyigyidagon	(Kha Gway) Ward	20	4	4	40%
18	Kyaukpadaung	Inn Chaung	20	4	4	40%
19	Kyaukpadaung	Gway Kone	20	4	4	40%
20	Ngazun	Kan Ma	20	4	4	40%
21	Ngazun	Htan Chaung	20	4	4	40%

### Analysis and Reporting

Questionnaires were completed using Computer Assisted Personal Interviewing (CAPI) devices, but for open ended “qualitative” questions the answers were completed using pen and paper.

For the quantitative part, the scripting program used for CAPI was CS Pro with the data transferred on a regular basis to SPSS. Before the commencement of fieldwork, the questionnaire was thoroughly tested for logic. Throughout fieldwork, as well as after completion, a 100% verification and data cleaning of the data collected was conducted. Analysis was done using SPSS and Q Professional, producing multiple rounds of frequency tables with the data disaggregated by the main variables. The main variables used for analysis include; gender, age and education.

For the qualitative part, open-responses were grouped and coded to allow for a quantitative analysis of the responses, including the generation of frequency tabs as described above. Additional analysis of open responses was done to gain a closer understating of the context of the responses.

### **Study Limitations and Challenges faced during the project**

#### **Substitution**

3 villages were substituted as the village administrator didn't allow conducting survey in his ward. When field supervisor asked permission from village administrators, he read the questionnaire first and said the word "Violence" is sensitive and he was not wailing to give permission. One selected village was substituted because of insufficient household number.

#### **Respondents**

Respondents from rural areas and respondents who are old, mostly had no idea with question relating to "sexual violence". They sometimes said the word "sexual violence" is shameful to hear and they had no words to respond.

#### **Locations and refusals**

Some villages were too rural and it was difficult to select households as they all were within the same compound.

**Table 5 - Refusal rate and Call back**

No.	Ward/Village Tract	Total Completed		No of call backs	Not completed interview			
		Male	Female		Refused	Terminated	Locked	Not-eligible
1	Nyaung	10	10	-	-	1	-	-
2	Ku Lar Gyi Su	10	10	-	-	-	-	-
3	Kan Nar (West) Ward	10	10	-	-	-	-	-
4	No (5) Ward	2	2	-	-	1	-	-
5	No (8) Ward	8	8	-	-	-	-	-
6	No (10) Ward	10	10	-	8	1	13	-
7	No (2) Ward	10	10	1	-	-	-	-
8	U Poke Htaw Ward	10	10	2	1	-	2	1
9	Oe Bo Ward	10	10	5	-	-	1	1
10	Thin Pan Kone Ward	10	10	4	2	-	4	-
11	No (13) Ward	10	10	-	-	-	-	-
12	Myo Thit Ward	10	10	-	2	-	-	-
13	(Kha Gway) Ward	10	10	3	-	-	6	-
14	Ye Mun	10	10	-	-	-	-	-
15	Ah Htet Kha Mat	10	10	-	-	-	-	2
16	Ma Gyi	10	10	4	1	1	10	1
17	Myitta	10	10	-	2	-	-	-
18	Thaung Pyin	10	10	-	4	-	-	-
19	Aye Ywar	10	10	-	1	-	1	-
20	Nyaung Kan	10	10	1	-	-	1	-
21	Kan Pat Lal	10	10	-	4	1	6	-
		<b>200</b>	<b>200</b>	<b>26</b>	<b>25</b>	<b>5</b>	<b>44</b>	<b>5</b>

**Table 6 - Summary of D2D Approach**

	Total	Percentage
Completed	400	83.51%
Refused	25	5.22%
Terminated	5	1.04%
locked	44	9.19%
Eligible	5	1.04%
<b>Total</b>	<b>479</b>	<b>100%</b>



## Reasons for failures

- In Nyaung village, before the CAPI questions were started, respondent's phone rang and said he had an urgent matter and the interview was terminated.
- In No.5 Village, after responding to the qualitative research questions, the respondent said she had limited time and she had to go somewhere, so she stopped the interview.
- In No.10 Ward, 8 HHs refused said they did not want to participate as they were busy and some were going out soon. One interview was terminated because the respondent was not willing to participate anymore, he had no idea about the questions before CAPI questions were started. 13 houses selected were locked and the neighbours did not know where they went. Accordingly, those households were replaced.
- In No.2 Ward, respondent had to be called back for the appointment because he was not available at the time of first visit. After the rescheduling of the interview, it was completed.
- In U Poke Htaw Ward, one HH refused because respondent said he was not interested in this interview. In one HH, there was only one household member who was not eligible because of age (age is younger than 18). Two houses chosen were locked, they were out during the field visit. Neighbours informed the field team that they would be back in the evening. Appointments were scheduled and the interviews were completed.
- In Oe Bo Ward, in one HH, there was only one HH member whose age was younger than 18. One chosen house was locked because HH members were out during the field visit. Appointments were scheduled and the interviews were completed.
- In Myo Thit Ward, two HHs refused because they have somewhere to go very soon. Four selected houses were locked, HH members of two HHs had gone out for work and two HHs were visiting other places when the field team visited the HH.
- In Kha Gway Ward, 6 chosen houses were locked. According to neighbours, household members from 4 HHs were out at the time of the first visit and no one lives in the other 2 HHs.
- In Ah Hter Kha Mat Village, selected respondents were not eligible because they were aged under 18 years.
- In Ma Gyi Village, one HH refused because they said they were not interested in the survey. One HH terminated because respondent stopped the interview after question no.1. He said he has no idea about the questions and didn't want to continue the interview. Ten selected houses were locked because household members went for work during the field visit. One HH was not eligible because selected HH had only one member and she is younger than 18.
- In Myitta Village, in one HH, selected respondent suffered from asthma and said he did not want to participate because of his health condition. One HH, respondent did not want to participate because he is very old.
- In Thaung Pyin village, three HHs refused because they were busy at that time. Respondent from one HH left for an urgent trip during our field visit.
- In Aye Ywar village, one HH refused because respondent had to go to work at night and he had to sleep during day time. One selected house was locked as household members were on vacation.
- In Nyaung Kan village, one selected house was locked because household members went out for farming.
- In Kan Pat Lal village, two HHs refused because there was a funeral in their relative's household. Two HHs refused because both HHs were busy with their work. One respondent terminated the interview because he said he was not willing to continue the interview after question no. 2 and he did not understand anything although the interviewer explained repeatedly. 6 selected houses were locked because they went out farming.

## 5. FINDINGS

### Demographic information of the respondents

The research was conducted in urban and rural areas in the Yangon and Mandalay regions. 6 townships were selected from Yangon where a total of 240 interviews were completed, while in Mandalay 160 interviews were completed.

**Table 7 - Location**

Column % n	NET	Gender		Age Group				
		Male	Female	Under 30	30-39	40-49	50-59	60+
Mandalay	40%	40%	40%	40%	40%	42%	44%	32%
	160	80	80	32	35	39	33	21
Yangon	60%	60%	60%	60%	60%	58%	56%	68%
	240	120	120	48	52	53	42	45
NET	100%	100%	100%	100%	100%	100%	100%	100%
	400	200	200	80	87	92	75	66

As per YFS request, MSR implemented a soft quota plan intending to get a 50 / 50 distribution in terms of males and females with Kish Grid format. As much as possible a gender balance was maintained across age groups.

**Table 8 – Gender**

Column % n	NET	Gender		Age Group				
		Male	Female	Under 30	30-39	40-49	50-59	60+
Male	50%	100%	0%	51%	40%	48%	48%	67%
	200	200	0	41	35	44	36	44
Female	50%	0%	100%	49%	60%	52%	52%	33%
	200	0	200	39	52	48	39	22
NET	100%	100%	100%	100%	100%	100%	100%	100%
	400	200	200	80	87	92	75	66

For the study, the perception from different age groups was needed, yet there were no limitations or specific quotas for the age of respondents. 22% of male respondents were aged 40-49 and another 22% were aged above 60. 26% of female respondents were aged 30-39 and another 24% were aged 40-49. Fewer female respondent aged above 60 were interviewed compared to male respondents of the same age. The reasons are not clear, it could just be the reflection of the age distribution in the locations covered, but the sample size is not large enough so a large variation in one enumeration area can have a significant impact on the overall results. Despite this, there were no significant differences in the responses from the youngest or oldest age groups for both male and female respondents.

**Table 9 - Age Group**

Column % n	NET	Gender		Age Group				
		Male	Female	Under 30	30-39	40-49	50-59	60+
Under 30	20%	21%	20%	100%	0%	0%	0%	0%
	80	41	39	80	0	0	0	0
30-39	22%	18%	26%	0%	100%	0%	0%	0%
	87	35	52	0	87	0	0	0
40-49	23%	22%	24%	0%	0%	100%	0%	0%
	92	44	48	0	0	92	0	0
50-59	19%	18%	20%	0%	0%	0%	100%	0%
	75	36	39	0	0	0	75	0
60+	17%	22%	11%	0%	0%	0%	0%	100%
	66	44	22	0	0	0	0	66
NET	100%	100%	100%	100%	100%	100%	100%	100%
	400	200	200	80	87	92	75	66

A significantly higher proportion of respondents from Yangon completed high school or higher education. Yet, education levels seem to be improving with respondents aged less than 30 years being significantly more likely to have completed their middle school or higher.

**Table 10 – Education**

Column % n	NET	Gender		Age Group				
		Male	Female	Under 30	30-39	40-49	50-59	60+
Monastic education	10%	14%	5%	0%	5%	9%	15%	23%
	38	28	10	0	4	8	11	15
Less than primary school	17%	11%	23%	11%	11%	22%	21%	20%
	68	22	46	9	10	20	16	13
Primary school completed	32%	28%	35%	24%	41%	28%	39%	24%
	126	56	70	19	36	26	29	16
Middle school completed	25%	26%	23%	38%	18%	30%	17%	17%
	98	52	46	30	16	28	13	11
Completed High school or higher	18%	21%	14%	28%	24%	11%	8%	17%
	70	42	28	22	21	10	6	11
NET	100%	100%	100%	100%	100%	100%	100%	100%
	400	200	200	80	87	92	75	66

Most respondents are married or living with a partner. There is an interesting difference in the number of males that say they are living with a partner, only 1%, compared to 26% of females that say the same. This is probably due to how the question was understood, but overall 74% of males and females are either married or living with a partner.

**Table 11 - Marital Status**

Column % n	NET	Gender		Age Group				
		Male	Female	Under 30	30-39	40-49	50-59	60+
Single	20%	23%	18%	44%	24%	14%	11%	6%
	81	45	36	35	21	13	8	4
Married	61%	73%	48%	41%	54%	67%	68%	74%
	242	146	96	33	47	62	51	49
Living with a partner	13%	1%	26%	15%	21%	13%	11%	5%
	53	1	52	12	18	12	8	3
Separated/divorced	1%	1%	1%	0%	1%	0%	3%	0%
	3	1	2	0	1	0	2	0
Widowed	5%	4%	7%	0%	0%	5%	8%	15%
	21	7	14	0	0	5	6	10
NET	100%	100%	100%	100%	100%	100%	100%	100%
	400	200	200	80	87	92	75	66

Households were selected using a systematic random sampling approach, and as such we expected respondents to have different occupations which should be proportional to the work distribution for those locations. 27% of our respondents work in their own agricultural land, fishing or livestock. 40% of male respondent run their own business mean while 30% of female respondents are take care of the home. The percentage of female respondents who say they are unemployed or are looking for a job is considerably higher compared to males.

**Table 12 – Occupation**

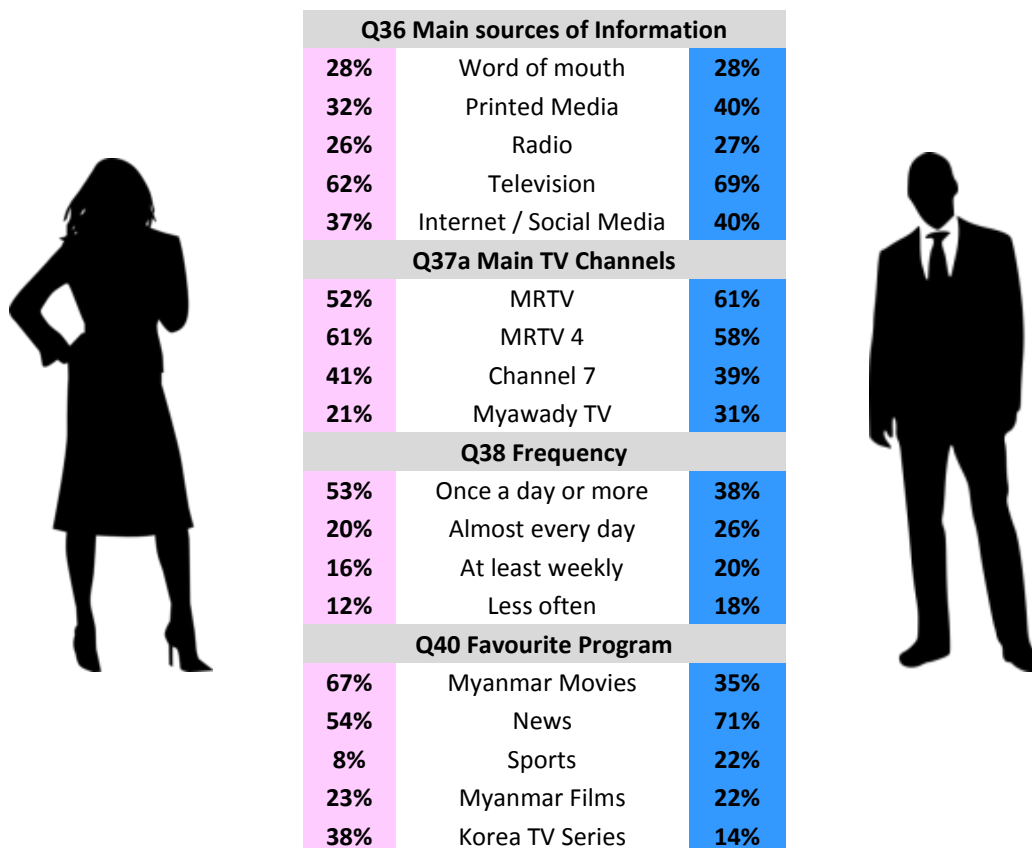
Column % n	NET	Gender		Age Group				
		Male	Female	Under 30	30-39	40-49	50-59	60+
Unemployed	19%	10%	28%	21%	15%	11%	15%	36%
	75	19	56	17	13	10	11	24
Housewife	15%	0%	30%	8%	16%	20%	19%	11%
	59	0	59	6	14	18	14	7
Student	1%	1%	2%	5%	0%	0%	0%	0%
	4	1	3	4	0	0	0	0
Pensioner/retired person	4%	8%	1%	0%	1%	0%	3%	20%
	16	15	1	0	1	0	2	13
Government/company staff	7%	11%	4%	10%	9%	8%	4%	3%
	28	21	7	8	8	7	3	2
Own agricultural / forestry / livestock / fishing work	27%	40%	14%	26%	21%	34%	36%	17%
	108	80	28	21	18	31	27	11
Work in forestry, fishing / livestock / agriculture	5%	8%	3%	4%	7%	8%	4%	3%
	21	15	6	3	6	7	3	2
Casual labour	14%	14%	14%	19%	13%	15%	16%	6%
	56	28	28	15	11	14	12	4

Column % n	NET	Gender		Age Group				
		Male	Female	Under 30	30-39	40-49	50-59	60+
Other	8%	11%	6%	8%	18%	5%	4%	5%
	33	21	12	6	16	5	3	3
NET	100%	100%	100%	100%	100%	100%	100%	100%
	400	200	200	80	87	92	75	66

### Media Consumption

Most respondents get their news and information from television, with an overall 66% of respondents saying that they usually get information from TV, a percentage far higher than social media (modern technology), newspapers or radio. The use of modern technology, more specifically the use of mobile devices to get information is high, with 38% of respondents saying they get information that way. This is high because only a few years ago, the penetration of mobile devices in Myanmar was very low; indeed, its growth has been very fast.

Figure 1 - Summary of Media Consumption



In general, it seems that males are more informed, they watch more television, read more and access information through social media more. Females, however, tend to spend more time watching television, or at least they watch TV more often. 53% of females mentioned that they watched TV once a day or more, compared to 44% of males.

MRTV 4 and MRTV are the most popular channels with 59% and 56% respectively, these are followed by Channel 7 with 40% and Myawady TV with 28%. A significantly higher proportion of males (71%) watches the news compared to females (54%). The news is also considerably less popular with respondents aged under 30 years.

**Table 13 – Q37a TV Channel Preference**

Column % n	NET	Gender		Age Group				
		Male	Female	Under 30	30-39	40-49	50-59	60+
MRTV	56%	61%	52%	56%	51%	65%	56%	50%
	224	121	103	45	44	60	42	33
MRTV 4	59%	58%	61%	64%	56%	50%	57%	73%
	237	115	122	51	49	46	43	48
MRTV International	6%	8%	3%	4%	7%	3%	5%	9%
	22	16	6	3	6	3	4	6
Channel 7	40%	39%	41%	45%	38%	42%	31%	42%
	159	78	81	36	33	39	23	28
SkyNet	8%	9%	6%	13%	2%	4%	11%	9%
	30	18	12	10	2	4	8	6
5 Plus	13%	10%	17%	16%	15%	11%	15%	9%
	53	20	33	13	13	10	11	6
Myawady TV	28%	35%	21%	18%	23%	39%	27%	30%
	110	69	41	14	20	36	20	20
International TV broadcasts	3%	3%	4%	5%	1%	4%	5%	0%
	13	5	8	4	1	4	4	0
Others	4%	5%	4%	3%	6%	7%	3%	2%
	16	9	7	2	5	6	2	1
NET	100%	100%	100%	100%	100%	100%	100%	100%
	400	200	200	80	87	92	75	66

The popularity of these channels is not too surprising, as these are the main free to air TV stations in Myanmar. 5 Plus, on the other hand, is the most popular pay TV channel mentioned by respondents. A reason for its popularity (13% compared to other pay TV channels like SkyNet 8%), could be that the cost of subscription to 5 Plus is lower compared to other pay TV providers.

**Table 14 - Q40 TV programs watched X Q37a Main TV Channels**

Column % n	MRTV 4	MRTV	Channel 7	Myawady TV	5 Plus
News	72%	69%	74%	76%	66%
	171	155	117	84	35
Myanmar Movies	57%	56%	61%	60%	58%
	134	125	97	66	31
Korea TV series	32%	26%	33%	31%	47%
	75	58	53	34	25
Myanmar Films	29%	32%	35%	34%	25%
	68	72	55	37	13
Sport	19%	15%	23%	24%	21%
	44	34	37	26	11
Variety/singing programs	18%	17%	23%	19%	19%
	40	41	37	21	10
Music programs	7%	7%	10%	5%	9%
	17	15	16	6	5
NET	100%	100%	100%	100%	100%
	237	224	159	110	53

**PERCEPTIONS ABOUT VIOLENCE**

Regarding the question of when or in what circumstances a household member is right to hit another, 24% of respondents mentioned that it is never ok to hit another member of the household. Although this is not the biggest percentage for this question – only 97 respondents from the total population, there is a significant difference between male and female answers. Only 13 % of female respondents answered that a household member should never hits another compared to 36% of male respondents who said the same.

There was no significant difference across age groups concerning the same question, however, in terms of education level it is considerably noticeable that a higher proportion of respondents that have completed high school or higher education are opposed to a household member hitting another for any reason. Respondents with less education, on the other hand, are more likely to think it is right for a member of a household to hit another. Upon closer examination, we can also see that males are better educated compared to females which explain why there is a higher percentage of males opposed to forms of intra-household violence.

192 respondents, 48% percent of total respondents, mentioned that a household member should hit another if he/she uses drugs or drinks alcohol. Female respondents are more likely to agree with that form of violence, meaning that they think it is ok to hit someone in the household if that person uses drugs or drinks alcohol.

**Table 15 - Q31 Ok to hit another**

	Column % n	NET	Male	Female
Never		24%	36%	13%
		97	72	25
use of drugs / alcohol		48%	42%	54%
		192	84	108
When engaging in gambling - two-digit lottery, computer game, football pool		23%	17%	28%
		90	34	56
When talking back to a parent / elder member within a household		32%	22%	43%
		129	43	86
When going out without telling parent/elder member in the household		43%	31%	56%
		172	61	111
When fails to do, what asked to do		15%	12%	19%
		61	24	37
NET		100%	100%	100%
		400	200	200

**Ok for a woman to hit a male**

The study reveals that as many as 105 respondents, which represents 26% of the total sample, have views that a woman should never hit a male member in her household. There is a wide gap between male and female respondents, however, regarding this view. While 38% of males shared this view, only 15% of female respondents



support this view. Indeed, women are quite ready to hit male members of the household, especially if they use drugs or drink alcohol or if they have an affair.

In terms of age group differences, there are no significant differences among the five age groups, however, 40% of respondents with high school education or above mentioned that a female should never hit a male household member in her household, this percentage is significantly higher compared to respondents with a lower level of education.

Overall, the data also shows that it is right for a woman in the household to hit her husband/son/other younger male household member if that male uses drugs or drinks alcohol. Such view is quite different between male and female respondents. While 49 % of female respondent say that it is right for a woman to hit a male for using drugs or drinking, only 35% of male respondents share the same view. Having an affair is another reason that women said it is right to hit a male with 48% mentioning that, compared to only 34% of males.

**Table 16 - Q32 Right for a woman to hit a male**

	Column % n	NET	Male	Female
Never		26%	38%	15%
		105	75	30
When he uses drugs / drinks alcohol		42%	35%	49%
		166	69	97
When he has an affair		41%	34%	48%
		164	68	96
He disobeys her / fails to listen to what she has told him		22%	14%	31%
		89	28	61
When he engages in gambling (two-digit lottery, computer game, football pool etc.)		19%	15%	23%
		76	30	46
He squanders the household money		14%	9%	20%
		57	18	39
Other		5%	7%	3%
		20	14	6
NET		100%	100%	100%
		400	200	200

**OK for a man to hit a female**

The results show that 50% of respondents believe it is ok for a man to hit his wife/ daughter/ other younger female members if she has an affair. However, there is a significant difference in the attitudes of male and female respondents regarding this question and interestingly only 41% of male respondents agree with this view compared to 59% of female respondents who said it is right for a man to hit his wife/ daughter/ a younger female household member if she has an affair. In terms of educational level, the data shows that respondents with higher education are less in favour of that view, while the respondents with less education accept this view.

**Table 17 - Q33 Right for a man to hit a female**

Column % n	NET	Male	Female
When he has an affair	50%	41%	59%
	198	81	117
She disobeys him / fails to listen to what he has told him	32%	23%	41%
	126	45	81
When he engages in gambling (two-digit lottery, computer game, football pool etc.)	26%	16%	37%
	104	31	73
Never	24%	35%	12%
	94	70	24
When he uses drugs / drinks alcohol	23%	16%	30%
	91	31	60
She squanders the household money	17%	9%	25%
	66	17	49
Other	2%	4%	1%
	9	7	2
NET	100%	100%	100%
	400	200	200

**Community reaction to domestic violence**

Concerning the question on reaction to violence in the community, a majority of respondents said that they would talk to them directly or report it to the village / ward administrator / 100 household head or the police. In terms of gender, the study shows there is no noticeable difference between male and female respondents regarding this question. Respondents said that reporting to the authorities was an effective way to deal with these issues, with a higher percentage of female respondents compared to males thinking that reporting to a village administrator is more effective to stop violence.

**Community reaction to a female being hit by a male**

The data of Table 18 shows that 63% respondents think that people in the community will talk to one of them, especially the person who is doing the beating. In terms of gender, 70% of male respondents think that people in the community will talk to one who is doing the beating compared to only 57% of female respondents.

**Table 18 - Q34 community reaction - female being hit by a male**

	Column % n	NET	Male	Female
Do nothing	16%	65	18%	15%
Talk to one of them, especially the person who is doing the beating	63%	253	70%	57%
Report to a village / ward authority	25%	101	30%	21%
Talk to a third member of the household	24%	94	33%	14%
Report to the police	6%	22	7%	5%
Report to a civil society / NGO	2%	8	3%	1%
Call a hotline	1%	5	1%	2%
Others	4%	14	2%	6%
NET	100%	400	100%	100%

**Community reaction to a man being hit by a female**

Regarding this question, the data shows that 62% respondents think that people in the community will talk to one of them, especially the person who is doing the hitting, and another 25% said that they would report such incident to the village or ward authority. 20% of respondents, however, mentioned that they think that people in the community will take no action when they see such occurrence. Regarding this view, both male and female respondents have the same perception.

**Table 19 - Q35 community reaction (Male being hit by a female)**

	Column % n	NET	Male	Female
Do nothing		20%	20%	20%
		80	40	40
Talk to one of them, especially the person who is doing the beating		62%	67%	57%
		247	133	114
Report to a village / ward authority		25%	28%	22%
		99	55	44
Talk to a third member of the household		23%	34%	13%
		93	68	25
Report to the police		5%	5%	6%
		20	9	11
Report to a civil society / NGO		2%	3%	2%
		8	5	3
Call a hotline		1%	1%	1%
		4	2	2
Others		4%	2%	6%
		14	3	11
NET		100%	100%	100%
		400	200	200

**Where to report of violence**

When respondents were asked if they knew where to report acts of violence, 93% of them said that they knew where to go, but when asked specifically, 31% of those respondents were unable to answer. 53% of the sample said that acts of violence should be reported to the Ward Administrator or community leader. This view, however, is a bit different for male and female respondents. Only 45% of male respondents said that they would report the violence to the Ward Administrator or community leader, compared to the 61% of female respondents said the same. 11% of respondents mentioned the police as the place to go to report violence, while only 1% mentioned the Myanmar Women Affair Committee.

**Table 20 - Q7a Where to report**

	Column % n	NET	Male	Female
Ward administrator + Community leader		53%	45%	61%
		211	90	121
Police		11%	12%	10%
		42	23	19
Parents		3%	1%	6%
		13	1	12
Myanmar Women Affair committee		1%	2%	1%
		4	3	1
NET		100%	100%	100%
		400	200	200

### Violence as a private affair

As many as 135 respondents, which is 34% of total respondents, assume that violence is directly relates to the perpetrator and the victim, because they only the two parties know about the problem or how it started. Basically, these respondents believe that the violence is a private affair. 23% of respondents said that violence concerns the family or the parent, which points at respondents equating such violence with domestic violence and accordingly it is the concern of the household.

34% of total respondents said that such type of violence is not a private affair, because such violent acts happen in the community and it affects all and relates to the whole community. However, this perception is quite different in terms of gender with 40% of male respondents saying that compared to only 28% percent of female respondents who think that violence concerns the whole community.

**Table 21 - Q8a Violence is a private affair**

	Column % n	NET	Male	Female
Perpetrator and victim	34%	34%	34%	34%
	135	67	68	
Whole community	34%	40%	28%	
	135	80	55	
Their family + Parents	23%	16%	31%	
	93	32	61	
Perpetrator	6%	8%	4%	
	22	15	7	
NET	100%	100%	100%	
	400	200	200	

### Examples of cases of gender violence

Respondents were not asked directly about forms of violence they have either experienced themselves or that have occurred within their respective households. However, respondents were asked to share stories about forms of violence that have taken place in their community – the stories shared mostly refer to sexual violence. The following are the comments shared by respondents, yet these stories cannot be corroborated – nor we can assume that these are common occurrences. Yet these represent the different types of violence experienced in the communities of respondents.

## Sexual Violence

*“There was a disabled (mute) girl in our village. She used to go around the village on her own and everyone thought that no one would harm a disabled girl. Unfortunately, it was not the case and she was raped. She tried to point out the man to her parents to tell them that he had raped her, but no one understood what she was trying to say. Later, everyone realized what had happened to the disabled girl and they sued the perpetrator. As a result of the rape, she had a daughter who is now attending University and the daughter does not know who her real mother is, as the whole family kept the true story a secret.”*

(54-year-old female - South Oakkalar)

*“A 14-year-old girl who suffers from mental illness disappeared for 5 days. She had been taken by a boy who kept her locked in a room where he raped for the 5 days. She was eventually sent home by tricycle, but on the way home she was raped by the tricycle driver. Fortunately, she did not become pregnant although she was raped.”*

(37-year-old female - South Oakkalar)

*“A father got drunk and raped his daughter while his wife was giving birth.”*

(19-year-old female - Hlaing Tharyar)

*“A 40-year-old man told a 7-year-old girl that her mother had told him to bring her to she was. The girl came along with him to meet her mother, but she was raped by the man on the way. After the incident, the girl’s health deteriorated and she had to remove her womb in an operation”.*

(73-year-old female - Hlaing Tharyar)

*“The victim’s age was 11. Her parents sell peas. At the time of the incident, the perpetrator was drunk. He raped the girl when she was walking alone. When her parents found out the truth, they filed a complaint to the Women Affairs Committee. Action was taken against the perpetrator for this incident”.*

(50-year-old female - South Oakkalar)

### **Domestic Violence**

*"A husband wants to control his wife all the time and beats her until her head bleeds. His wife always tolerates the beating because of her children."*

(59-year-old female - South Oakkalar)

*"A husband used drugs at night time and he lost control of himself and killed his wife. The next morning, he realized that he had killed his wife. He was sentenced to jail for 7 years."* (27-year-old female - South Oakkalar)

*"A husband lived alone abroad, where he drank alcohol. When his wife found out that her husband was a heavy drinker, they fought each other."*

(39-year-old female - South Oakkalar)

### **Other Community Violence**

*"One day, a boy run over a girl with his bicycle and challenged her to file a complaint with the ward office. The girl filed a complaint but no one took action. The incident was left without compensation. Because of this experience, the girl does not want to file any complaints with the police station or ward administrative office."*

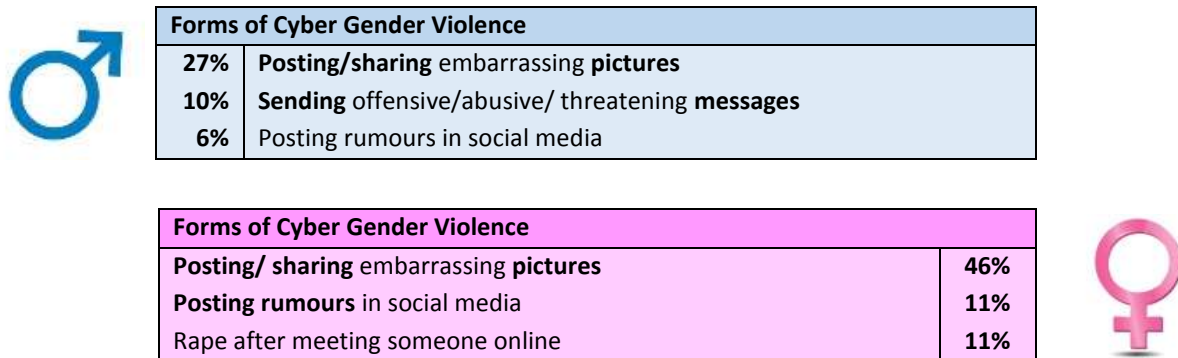
(34-year-old male - South Oakkalar)

*"In this ward, there is a girl who used to work for her family's business at the border. She had a good income, a boy from the area used to ask her for money. He later seduced her with drugs and she became a drug user. The boy took away everything from her."*

(37-year-old female - South Oakkalar)

**CYBER VIOLENCE**

**Figure 2 - Cyber Violence Summary of Findings**



Respondents understand that acts of violence through the use of modern technology generally means things such as posting or sharing embarrassing photos or uploading a girl’s photo or video often with indecent messages associated with them. Also, such violence relates to sending offensive and abusive and even threatening messages through social media or emails, or posting rumours or stories in social media.

37% of respondents said that cyber violence means the posting / sharing of embarrassing photos or uploading a girl’s photo / video often associated by indecent messages. There is a significant difference between males and females, with 46% of females saying that doing such thing was an act of violence compared to 26% of males who said the same. This shows that more women are aware of the threat the modern technology poses to them. When it comes to different age groups, a higher percentage of those aged less than 40 years defined cyber violence as the posting / sharing of embarrassing photos, a much higher proportion compared to those aged 40 years or over. In terms of education, there is also a correlation between high levels of education and recognizing the posting / sharing of embarrassing photos as a form of violence.

Sending offensive / abusive / threatening messages through social media or emails were mentioned by 41 respondents or 10% of the total. Among them, female and male respondents made up 11% and 10% respectively. Also, as many as 33 respondents, or 8% of the total sample, said that posting rumours of fabricated reports via social media was cyber violence.

**Table 22 - Q5 What is Cyber Violence**

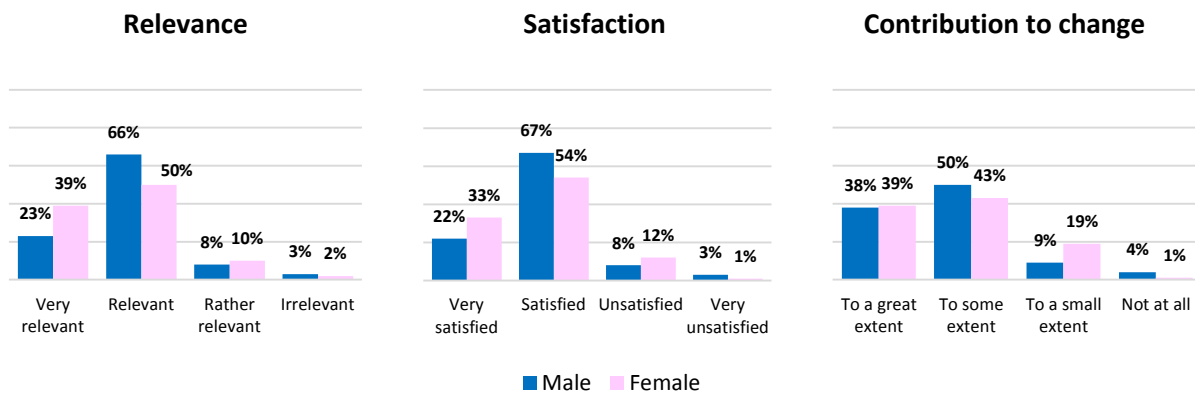
	Column % n	NET	Male	Female
Posting / sharing embarrassing pictures /video		36%	27%	46%
		144	52	92
Sending offensive/abusive/threatening messages		10%	10%	11%
		41	20	21
Posting rumours through social media		8%	6%	11%
		33	11	22
Rape after meeting someone online		7%	4%	11%
		29	8	21
Emotional or psychological harm after romantic		6%	5%	7%



	Column % n	NET	Male	Female
relationship started online				
		22	9	13
NET		100%	100%	100%
		400	200	200

### Video Clip 1

Chart 1 - Summary of Video Clip 1



66% of respondents said that nothing needs to be improved and they thought that the video clip is perfect. However, 16% of respondent want human actors included in the video clip. Also, they don't like story's ending, they want to know how is perpetrator was punished.

Almost half of the respondents, 194 (49%) said that the video clip is about an act of sexual violence committed online, while 101 respondents described it as hurting or threatening someone through the Internet. Twenty-seven respondents understood it as shaming a woman through the use of a phone (probably referring to the use of mobile technology to access social media).

In talking about the video clip, saying that it is about an act of sexual violence committed through online or internet, there is a significant difference in the manner males and females see it, with 112 boys/men (56%) and 82 girls/women (41%) describing it that way. There is not much difference between various age groups who understood what the video clip is about, except for a slightly higher proportion of respondents aged less than 30 years who see it as a form of sexual violence.

In terms of education, a significantly higher proportion of respondents that completed high school or higher (76%), understood the video clip as a form of sexual violence, which is much higher compared to other levels of education. Those who have had monastic education or lower than a primary school level education made up the smaller of respondents who described the video clip as talking about sexual violence.

Those who said that the video clip was about shaming a woman through the use of photos made up only 7% of the respondents or 27 in total. Others who said that it is about "man abusing a woman", "women are easy victims" or "women are the roots of the problem" with 5% of the total or less.

**Table 23 - Q15 Understanding of video clip**

Column % n	NET	Male	Female
Sexual violence via online or internet	49%	56%	41%
	194	112	82
hurting or threatening someone through the use of Internet	25%	23%	28%
	101	45	56
Shaming a woman through the use of phone.	7%	5%	9%
	27	9	18
Men abuse women	5%	2%	9%
	20	3	17
Women are easy victim / the root of problem is woman	4%	3%	6%
	17	5	12
Domestic violence	4%	5%	4%
	17	10	7
Problem that concerned with taking photo	2%	2%	3%
	9	4	5
This video gives awareness	1%	3%	0%
	5	5	0
Husband blames women for using online	1%	1%	0%
	2	2	0
It is about bad relationship between couple	1%	0%	1%
	2	0	2
Don't know	2%	3%	1%
	6	5	1
NET	100%	100%	100%
	400	200	200

As many as 356 respondents or 89% of the total sample said that the content of the video clip was relevant (58%), or very relevant (31%). There were no significant differences among respondents in describing the relevance of the video clip in terms of gender, age groups or levels of education.

**Table 24 - Q16 Relevancy of video clip**

	Column % n	NET	Male	Female
Irrelevant	2%	2%	3%	2%
	9	9	6	3
Rather irrelevant	9%	9%	8%	10%
	35	35	16	19
Relevant	58%	58%	66%	50%
	232	232	132	100
Very relevant	31%	31%	23%	39%
	124	124	46	78
NET	100%	100%	100%	100%
	400	400	200	200

As many as 352 respondents or 89% of the total stated that they were satisfied (61%) or very satisfied (28%) with this video clip. As mentioned above, there were no significant differences among respondents in saying they were satisfied with the video clip in terms of gender, age groups or levels of education. However, more women expressed they were very satisfied compared to men. No significant differences were found among different age groups or various levels of education.

**Table 25 - Q17 Satisfaction with video clip 1**

	Column % n	NET	Male	Female
Very unsatisfied	2%	2%	3%	1%
	8	8	6	2
unsatisfied	10%	10%	8%	12%
	40	40	16	24
satisfied	61%	61%	67%	54%
	242	242	134	108
very satisfied	28%	28%	22%	33%
	110	110	44	66
NET	100%	100%	100%	100%
	400	400	200	200

Regarding the question about how much do you think the video clip will contribute to bring about behavioural change, 84% of the respondents, 337 in total, said that it would contribute to some extent at least. A total of 185 respondents (46%) said it would contribute to some extent and 152 respondents (38%) stated that it would contribute to a great extent. No significant difference could be found between males and females, but a slightly higher number of males thought that the video clip would bring to some or great extent. There were no significant differences among different age groups and the same is also true for respondents with different levels of education.

**Table 26 - Q18. Contribution for behavioural change**

	Column % n	NET	Male	Female
Not at all		2%	4%	1%
		8	7	1
To a small extent		14%	9%	19%
		55	18	37
To some extent		46%	50%	43%
		185	100	85
To a great extent		38%	38%	39%
		152	75	77
NET		100%	100%	100%
		400	200	200

**What needs to be improved with Video Clip 1**

Almost two-thirds of the respondents or 265 respondents in total, stated that nothing needs to be improved as the video is perfect. There were no significant differences between genders or among the various age groups or different levels of education who gave the response.

Those who stated that they would like to see human characters and have a different story, like the perpetrator being punished add up to 33 (8%) and 30 (8%) respectively. Those who wanted to see human characters were slightly higher among 30-39 age groups compared to all the other age groups. No significant differences were found who said so between genders or those with different levels of education.

Other suggestions given in descending order were 16 (4%); I don't like the animation 14 (4%); voice and animation need to be clearer 11 (3%) and I don't like its ending 2 (1%) respectively. Those who said that they have no idea about how to improve it totalled 15 or 4% of the total respondents.

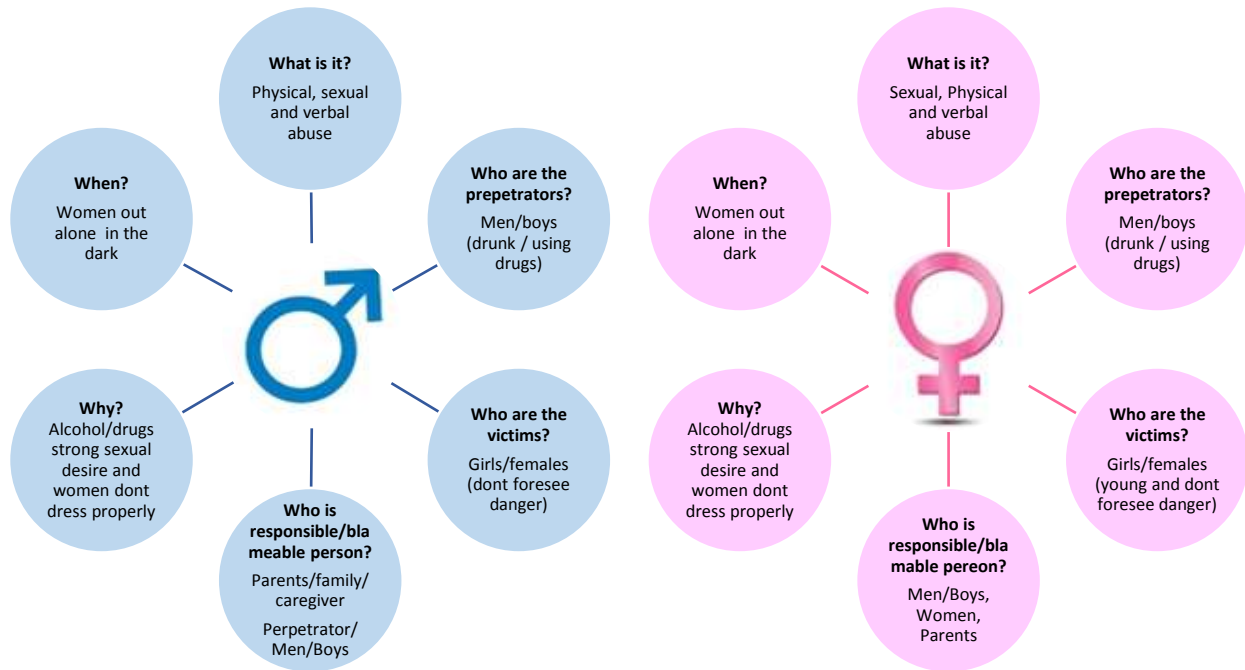
**Table 27 - Q19 Delivery of a clearer message**

	Column % n	NET	Male	Female
Nothing needs to be improved/video is perfect.		66%	65%	68%
		265	129	136
It would be better if we have human actors		8%	8%	9%
		33	15	18
Story needs to be changed. For example, how is perpetrator punished		8%	8%	8%
		30	15	15
Narrator 's voice needs to be clear		4%	3%	6%
		16	5	11
I don't like animation		4%	4%	4%
		14	7	7
Voice and animation need to be clear		3%	4%	3%

	<b>Column % n</b>	<b>NET</b>	<b>Male</b>	<b>Female</b>
		13	7	6
Some usage needs to be changed	3%	3%	4%	2%
		11	7	4
I don't like the ending of this video clip	1%	1%	0%	1%
		2	0	2
Perpetrator should be included in this video	0%	0%	1%	0%
		1	1	0
I don't know/ I have no idea	4%	4%	7%	1%
		15	14	1
NET	100%	100%	100%	100%
		400	200	200

## SEXUAL VIOLENCE

Figure 3 - Sexual Violence Summary of Findings



Respondents were asked to describe what sexual violence means to them. Almost two thirds of the respondents, or 128 in total said that sexual violence means raping a girl / woman. Some of them explained that sexual violence includes a marital rape or a date rape. Among those who understood sexual violence in such manner included 83 females (42%) and 45 males (23%) respectively, showing that more female respondents were better able to properly define sexual violence.

A higher proportion of older age groups aged 40 years and above, gave the response compared to their younger counterparts. In terms of education, higher percentages of respondents with fewer years of schooling gave such response.

Other responses were rather vague in the manner they defined sexual violence. Some of the answers given include: if someone physically abuses another by 85 respondents (21%); if someone uses abusive words/language to women by 77 respondents (19%); if someone touches a girl's/woman's body parts without her consent by 40 respondents (10%) and any act of violence that men do when they are drunk or have strong sexual desire by 19 respondents (5%), among others. While all of these describe forms of gender violence, they are not the same as rape, yet it is important for people to see these as forms of sexual violence, as it is likely that people that say such things would also consider other things such as rape as forms of sexual violence.

**Table 28 - Q2.1 Meaning of sexual violence**

Column % n	NET	Male	Female
Rape of girl/women + date rape + spousal rape	32%	23%	42%
	128	45	83
If someone does physical abuse	21%	23%	20%
	85	46	39
If someone use abusive words to women	19%	23%	16%
	77	45	32
If someone touches a girl's body parts without her consent	10%	6%	15%
	40	11	29
Any act of violence that men do while they are drunk + have sexual desire	5%	4%	6%
	19	8	11
Don't know (how to answer) + I have no idea	16%	23%	8%
	62	46	16
Not Applicable	9%	14%	4%
	35	27	8
NET	100%	100%	100%
	400	200	200

About half of the respondents, 198 in total believed that the perpetrators of sexual violence are those who drink or are under the influence of alcohol, this was mentioned by 57% of males and 43% among females. As many as 56 respondents (14%) answered that the perpetrators could be under the influence of drugs.

**Table 29 - Q2a1 Perpetrators**

Column % n	NET	Male	Female
Those who drinks alcohol	50%	57%	43%
	198	113	85
Man/Boys	32%	20%	44%
	128	40	88
Those who uses drugs	14%	14%	15%
	56	27	29
Those who are less educated	4%	8%	1%
	17	16	1
Those who are not under parental control	3%	4%	2%
	11	8	3
Those who has strong sexual desire + watch X-rated movies	3%	4%	2%
	12	8	4
Other	4%	6%	3%
	16	11	5
Don't know (how to answer)	5%	6%	4%
	20	12	8

	Column % n	NET	Male	Female
Not Applicable		2%	2%	2%
		7	4	3
NET		100%	100%	100%
		400	200	200

Almost half of the respondents, 189 in total, said that the victims were girls or women who did not give in to the advances of boys or men. No significant differences could be found between genders but those who said so were slightly more among those who belong to 30 to 59 years of age compared to those who are younger or older than them. No significant differences could be found among respondents who have had different levels of education.

As many as 60 respondents (15%), 40 males and 20 females said that girls and women who go out late at night could be vulnerable to being sexually assaulted. Also, 7 respondents, 4 males and 3 females, said that children could be the victims of sexual violence.

85% of respondents said that the victims were girls that did not have parental control or those who did not dress appropriately. In a sense, respondents are saying that at least in part the victims are also to blame for the act of violence, that if they were under the supervision of their parents or if they dressed more conservatively, then the act of violence would not have happened.

**Table 30 – Q2a2 Survivor/victim**

	Column % n	NET	Male	Female
Female + Girl who refuses boy's proposal		47%	45%	50%
		189	90	99
Those who go out at night + come home late		15%	20%	10%
		60	40	20
Young girl (Under 20) without parental control		13%	12%	15%
		53	24	29
Those who don't foresee the danger of their acts		12%	13%	11%
		47	26	21
Those who don't dress properly / too sexy		8%	10%	6%
		32	20	12
Those who are too shy		3%	2%	4%
		12	4	8
Children		2%	2%	2%
		7	3	4
Those who are less educated		2%	2%	2%
		6	3	3
Those who are poor		2%	1%	3%
		6	1	5
Don't know (how to answer)		6%	8%	4%
		23	16	7



	Column % n	NET	Male	Female
Not Applicable		1%	1%	1%
		2	1	1
NET		100%	100%	100%
		400	200	200

In terms of when the sexual violence occurs, most common responses were; when it is dark with 111 respondents (25%); when someone goes out alone to isolated places by 95 respondents (24%); when the perpetrator is drunk by 95 respondents (24%); and during festivals or festive occasions by 27 respondents (7%).

**Table 31 - Q2b When did it occur**

	Column % n	NET	Male	Female
When it is dark + in the evening		28%	25%	31%
		111	50	61
When someone goes out alone to isolated roads		24%	23%	25%
		95	46	49
When the perpetrator is drunk + uses drugs		24%	27%	21%
		95	53	42
In festivals or occasion		7%	10%	4%
		27	20	7
Any time		4%	3%	6%
		17	5	12
Other		7%	4%	10%
		26	7	19
Don't know (how to answer)		4%	4%	4%
		15	8	7
Not Applicable		1%	2%	1%
		5	4	1
NET		100%	100%	100%
		400	200	200

The reasons for the violence can be grouped mainly into two types: blaming the perpetrators and putting the blame on the victims. In blaming the perpetrators, those who said cases of sexual violence occur when they were under the influence of alcohol, had strong sexual desire and watched pornographic movies totalled 185 (46%); 47 (12%) and 21 (5%) respectively.

In blaming the victims, those who stated that such cases said that the sexual violence occurs when girls or women do not foresee the imminent dangers that befall them, wear sexy dresses/do not wear properly and go out alone to isolated places, with 53 (13%), 44 (11%) and 32 (8%) of respondents respectively.

**Table 32 - Q2c Why do you think it occurs**

Column % n	NET	Male	Female
Because of alcohol + drugs	46%	41%	52%
	185	81	104
Because women don't foresee the danger of their act/are too liberal	13%	10%	17%
	53	19	34
Because perpetrator has strong sexual desire	12%	16%	8%
	47	32	15
Because women wear sexy dress/don't dress properly	11%	10%	12%
	44	20	24
Because of going out alone to isolated place	8%	7%	9%
	32	14	18
Because perpetrator watches X-rated movies	5%	2%	9%
	21	4	17
Because of lack of parental control	4%	4%	5%
	16	7	9
Because girl refuses boy + perpetrator wants revenge	3%	5%	2%
	13	10	3
Other	5%	6%	5%
	21	11	10
Don't know (how to answer)	5%	7%	2%
	18	14	4
Not Applicable	3%	5%	2%
	13	9	4
NET	100%	100%	100%
	400	200	200

When asked 'why does it happen', respondents gave rather similar answers; respondents said that the perpetrator is drunk or when he has a strong sexual desire. Two respondents, both male, said that it occurs because the perpetrators are less educated. One female respondent mentioned it takes place because there is no rule of law.

In blaming the victims, respondents stated that such cases occur because girls do not behave well, or they do not dress properly and they are alone in an isolated place at night.

**Table 33 - Q3b Why does it happen**

	Column % n	NET	Male	Female
Perpetrator drinks + uses drugs	23%	90	14%	32%
			27	63
Girls behaviour + don't dress properly + imitate western culture	23%	93	18%	29%
			35	58
Girl alone in isolated place at night	10%	39	8%	12%
			16	23
When men have strong sexual desire + watches X-rated movies	9%	35	8%	10%
			15	20
Perpetrator has enmity/ seeking revenge	1%	2	0%	1%
			0	2
Women are easy victim + men think women are easy victims	2%	7	3%	1%
			5	2
Perpetrators are less-educated	1%	2	1%	0%
			2	0
Lack of parental control	1%	3	1%	1%
			2	1
Because there is no rule of law	0%	1	0%	1%
			0	1
Perpetrator comes home late	0%	1	1%	0%
			1	0
Perpetrator wants money in easy way	0%	1	1%	0%
			1	0
Men think women will give in to their desires	0%	1	1%	0%
			1	0
Don't know (how to answer)	7%	29	11%	4%
			22	7
Not Applicable	17%	67	16%	18%
			31	36
NET	100%	400	100%	100%
			200	200

As to when sexual violence happens, as many as 132 respondents (33%) said that it takes place at night or when the girl/woman is alone. A total of 40 respondents (10%) and 15 respondents (5%) stated that it occurs when she is in an isolated place and the girl / woman goes or alone or is at home alone respectively.

**Table 34 - Q3a When does it happen**

	Column % n	NET	Male	Female
At night + women alone at night		33%	9%	58%
		132	17	115
When perpetrator is drunk + uses drugs		12%	11%	14%
		48	21	27
When the victim is in isolated places		10%	7%	13%
		40	14	26
When victim going out alone + home alone		4%	5%	3%
		15	9	6
Other		5%	4%	7%
		20	7	13
Don't know (how to answer)		12%	15%	9%
		47	30	17
Not Applicable		24%	30%	19%
		97	59	38
NET		100%	100%	100%
		400	200	200

Just over a quarter of the respondents, 105 in total, said that boys or men are to blame, with 63 women and 42 men giving that response. 56 respondents (14%), 37 females and 19 males, stated that the parents or the family were responsible. A total of 42 respondents, 13 males and 29 females, stated that the victims were to blame for the incidents. Five respondents (1%) stated that lack of the rule of law is to blame for the cases

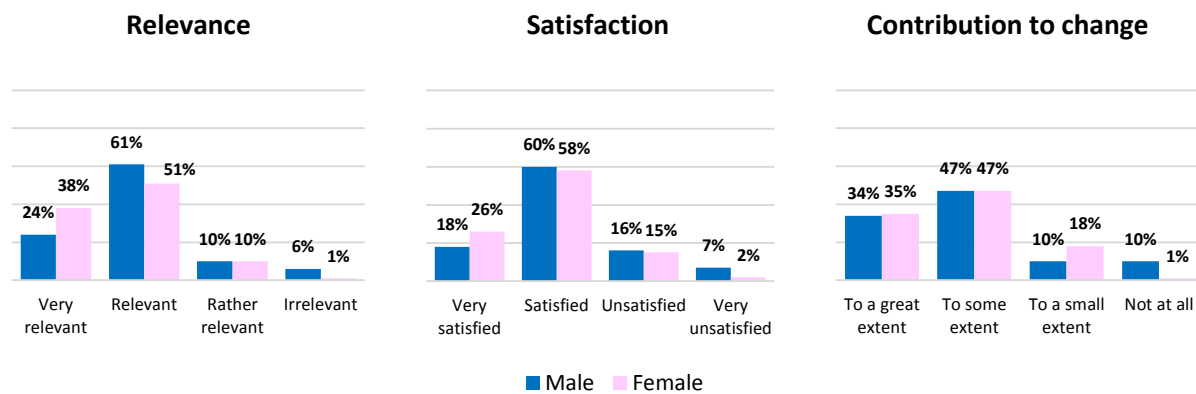
**Table 35 - Q3c Responsible/ blameable person**

	Column % n	NET	Male	Female
Perpetrator + Men and boys		25%	19%	30%
		98	38	60
Parents + Family + Caregiver		23%	21%	26%
		93	42	51
Women and girls + Victim		7%	5%	10%
		29	9	20
Both perpetrator and victim		5%	4%	7%
		20	7	13
Community		2%	3%	1%
		8	6	2
Oneself		2%	3%	0%
		6	6	0
All the stakeholders		1%	0%	2%
		4	0	4
Drugs dealer and alcohol seller		1%	1%	0%

	Column % n	NET	Male	Female
Perpetrator's wife		2	2	0
		0%	0%	1%
Don't know (how to answer)		1	0	1
		6%	8%	5%
Not Applicable		25	16	9
		15%	14%	16%
		59	27	32
NET		100%	100%	100%
		400	200	200

## Video Clip 2

Chart 2 - Summary of Video Clip 2



54% of respondents said that nothing needs to be improved and thought that video clip is perfect. But still, 11% of respondent want human actors to include in the video clip. And 9% want to change the usage of words.

Almost all the respondents, 391 in total, (98%) stated that the video clip is about sexual violence or a rape case. There were no significant differences between male and female respondents, or among different age groups. Similarly, all levels of education understood the video as a case of sexual violence. Only nine respondents said that they have no idea what the video was about.

Table 36 - Q20 Understanding of video clip on sexual violence

	Column % n	NET	Male	Female
It is about sexual violence/ rape case		98%	96%	100%
		391	191	200
Don't Know		2%	5%	0%
		9	9	0
NET		100%	100%	100%
		400	200	200

Altogether 357 respondents (89%) said that the content of the video was relevant (56%) or very relevant (31%). No significant differences could be found between genders, or among respondents of different age groups, or those with different levels of education.

**Table 37 - Q21 Relevancy of the video clip**

	Column % n	NET	Male	Female
Irrelevant	4%	4%	6%	1%
		14	12	2
Rather	10%	10%	10%	10%
		39	19	20
Relevant	56%	56%	61%	51%
		224	122	102
Very relevant	31%	31%	24%	38%
		123	47	76
NET	100%	100%	100%	100%
		400	200	200

Altogether 321 respondents (81%) said that they are satisfied with the video clip (59%) or very satisfied (22%). No significant differences could be found between genders, different age groups, or those from different levels of education in their level of satisfaction about the video clip.

**Table 38 - Q22 How satisfied are you with this video clip**

	Column % n	NET	Male	Female
Very unsatisfied	5%	5%	7%	2%
		18	14	4
Unsatisfied	15%	15%	16%	15%
		61	31	30
Satisfied	59%	59%	60%	58%
		235	120	115
Very satisfied	22%	22%	18%	26%
		86	35	51
NET	100%	100%	100%	100%
		400	200	200

Regarding the question about how much do you think the video clip will contribute to bring about behavioural change, 186 respondents (47%) said that it would contribute to some extent. A slightly lower percentage (34%) totalling 137 respondents, believe that it would contribute to a great extent. No differences could be found between genders or age groups who said it would contribute to some extent or to a great extent. The same is true for respondents with different levels of education.

**Table 39 - Q23 Contribution to behavioural change**

	Column % n	NET	Male	Female
Not at all		5%	10%	1%
		21	19	2
To a small extent		14%	10%	18%
		56	20	36
To some extent		47%	47%	47%
		186	93	93
To a great extent		34%	34%	35%
		137	68	69
NET		100%	100%	100%
		400	200	200

**What needs to be improved with Video Clip 2**

More than half of the respondents totalling 215 (54%) stated that nothing needs to be improved as the video is perfect as much as they were concerned. In giving the response, there were no significant differences between genders, and among various age groups or different levels of education who gave the response.

Other comments given in descending order were human actors should be used by 44 respondents (11%); words used in the story should be improved by 36 respondents (9%); I don't like the animation as they look a bit blurred by 26 (7%); narrator's voice need to be clearer by 37 (9%) and I don't like its ending by 18 (5%) as the story is too short. Those who said that they have no idea about how to improve it totalled 23 or 6% of the total respondents.

**Table 40 - Q24 Delivery of a clearer message**

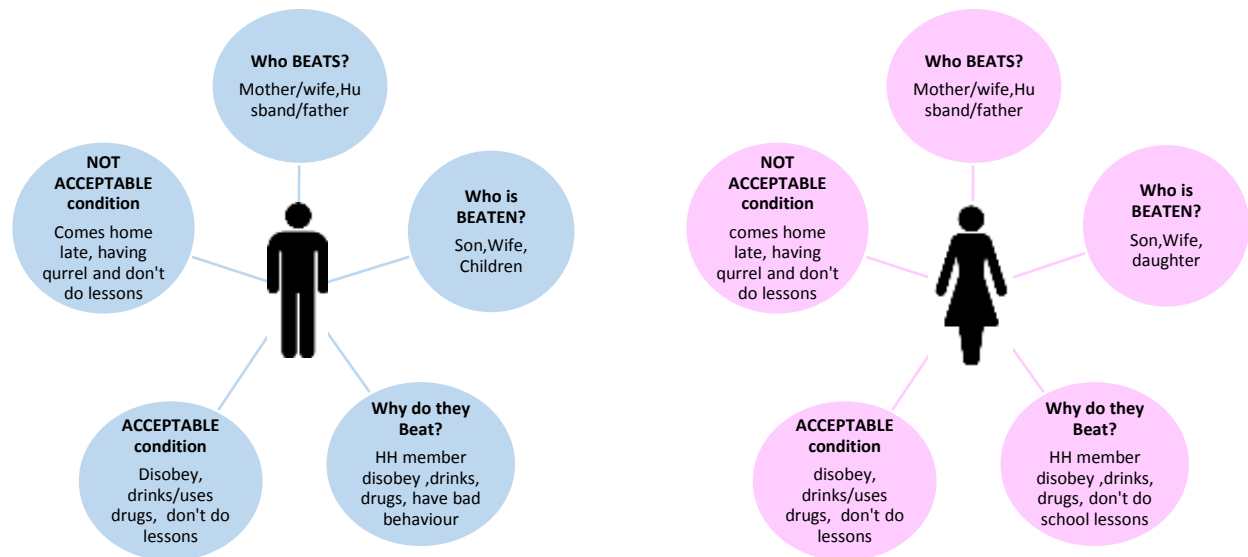
	Column % n	NET	Male	Female
Nothing needs to be improved/ is perfect		54%	51%	57%
		215	102	113
Human actor should be used.		11%	13%	9%
		44	26	18
Usage of words		9%	5%	13%
		36	10	26
I don't like blur animation.		7%	9%	4%
		26	18	8
Narrator's voice needs to be clear		6%	7%	6%
		25	14	11
I don't like the ending/ the story is too short.		5%	6%	4%
		18	11	7
Voice needs to be clear		3%	2%	4%
		12	4	8
I don't like when it shows blood		0%	0%	1%
		1	0	1

	<b>Column % n</b>	<b>NET</b>	<b>Male</b>	<b>Female</b>
I don't like the story.		0%	0%	0%
		0	0	0
I have no idea		6%	8%	4%
		23	15	8
NET		100%	100%	100%
		400	200	200



**DOMESTIC VIOLENCE**

**Figure 4 - Domestic Violence Summary of Findings**



Nearly half of the respondents totalling 182 (46%) said that they never see boys or men being hit in the community. A higher percentage of female respondents (54%) gave the response compared to male respondents (37%). There were no significant differences among various age groups who gave the response, but more respondents with relatively lower levels of education, which is up to middle school, believed so compared to those with higher school education.

A little over one-third (34%) of the respondents believed that boys / men are hit in the community sometimes. There were no significant differences between genders, and among various age groups. A greater proportion of respondents with higher levels of education, middle school and above, believed in that way compared to others.

Those who believed boys / men were rarely or very often hit made up 17% and 4% respectively.

**Table 41 - Q13 Frequency of boys / men being hit**

	Column % n	NET	Male	Female
Never		46%	37%	54%
		182	74	108
Rarely		17%	23%	11%
		68	46	22
Sometimes		34%	35%	32%
		134	70	64
Very often		4%	5%	3%
		16	10	6
NET		100%	100%	100%
		400	200	200

More than half of the respondents totalling 210 (53%) said that they never see girls or women being hit in the community. A higher percentage of female respondents (59%) gave the response compared to male respondents (46%). Those who belong to old age groups, 50 and above gave the response compared to younger respondents. There were no significant differences among various groups who have had different levels of education.

Nearly 30 percent (27%) of the respondents believed that girls / women are hit in the community sometimes. There were no significant differences between genders, but a smaller proportion of older age groups said so. Respondents with higher levels of education, which is middle school and above, believed in that way compared to others.

Those who believed girls / women were rarely or very often hit made up 18% and 3% respectively.

**Table 42 - Q14 Frequency of girls / women being hit**

	Column % n	NET	Male	Female
Never		53%	46%	59%
		210	92	118
Rarely		18%	26%	11%
		72	51	21
Sometimes		27%	27%	28%
		108	53	55
Very often		3%	2%	3%
		10	4	6
NET		100%	100%	100%
		400	200	200

According to respondents, who do the beating in the household are; mother or wife 29% and husband or father 24%. As many as 49 respondents (12%) said that parents do the beating, instead of specifically mentioning the father or the mother.

Altogether 16 respondents (4%) stated that it could be an uncle or aunt who hit younger members in the family.

**Table 43 - Q1a Who beats**

	Column % n	NET	Male	Female
Mother + Wife		29%	33%	25%
		116	66	50
Husband + Father		24%	32%	16%
		94	63	31
Parents		12%	13%	12%
		49	25	24
Children + brother + sister		5%	8%	2%
		18	15	3
Aunt + Uncle		4%	5%	3%
		16	10	6
Grandmother + Grandfather		2%	2%	3%
		8	3	5
Other		1%	2%	0%
		3	3	0
Don't Know		0%	1%	0%
		1	1	0
Not Applicable		1%	0%	2%
		3	0	3
NET		100%	100%	100%
		400	200	200

A total of 103 respondents (26%) stated that sons in the household are beaten. A much higher percentage of male respondents (34%) gave the response compared to female respondents (18%). The youngest group of respondents, who are under 30 years of age, makes up the highest percentage of respondents who gave the response. There were no significant differences among groups who have had different levels of education.

As many as 63 respondents (16%) stated that wives are beaten. A higher percentage of male respondents (20%) also gave the response compared to female respondents (12%). Respondents aged 39 years and younger make up higher percentages of respondents who gave the response. There were no significant differences among groups who have had different levels of education. As many as 11 respondents (3%) stated that husbands/fathers are also beaten.

A total of 52 respondents (13%) stated that children, without specifying daughters or sons, in the household are beaten.

A total of 46 respondents (12%) said that daughters are also hit in the households. The numbers of those who said that nephews/nieces, sisters/brothers and grandchildren are 16(4%), 16(4%) and 7(2%) respectively.

**Table 44 - Q1a1 Who is beaten**

	Column % n	NET	Male	Female
son		26%	34%	18%
		103	67	36
Wife		16%	20%	12%
		63	39	24
Children		13%	15%	11%
		52	30	22
daughter		12%	12%	12%
		46	23	23
nephew + niece		4%	5%	3%
		16	10	6
sister + brother		4%	7%	2%
		16	13	3
husband + Father		3%	4%	2%
		11	8	3
Grandchildren		2%	1%	3%
		7	2	5
housemaid		0%	1%	0%
		1	1	0
Don't Know		0%	1%	0%
		1	1	0
NET		100%	100%	100%
		400	200	200

The majority of the respondents totalling 128 (32%) said that members of the household are beaten due to their disobedience. Household members are also hit when they drink or use drugs, according to 55 respondents (14%).

As many as 38 respondents (10%) and 35 respondents (9%) stated that household members, especially the children, are beaten when they do not do their lessons / they do not behave themselves, talk back or break things in the family respectively.

Less common reasons given were; spouses waste household money, do not earn money or engage in gambling by 24 respondents (6%) and as many as 17 respondents (4%) stated that spouses could be beaten when they complain or nag about things.

**Table 45 - Q1b Why do they beat**

Column % n	NET	Male	Female
Because of disobedient	32%	37%	27%
	128	74	54
Household member drinks + uses drugs	14%	17%	11%
	55	33	22
children don't do lessons + don't want to go to school + fail exam	10%	11%	8%
	38	22	16
Children bad behaviour + talk back + brake things	9%	11%	7%
	35	22	13
spouse wastes + don't make money + gambles	6%	9%	3%
	24	18	6
Other reason - children	6%	6%	5%
	22	12	10
spouse nags/complains	4%	6%	3%
	17	11	6
Because of going out all the time	4%	5%	2%
	14	10	4
Other	4%	4%	4%
	15	8	7
Don't know (how to answer)	7%	6%	8%
	28	12	16
Not Applicable	1%	1%	1%
	4	2	2
NET	100%	100%	100%
	400	200	200

**Q1e) ACCEPTABLE CIRCUMSTANCES**

In responding to the question about when it is right to hit members of the household, most common reasons were when he or she has been disobedient 97 (24%); when he or she drinks, or uses drugs 53 (13%) and when children do not do their lessons 49 (12%).

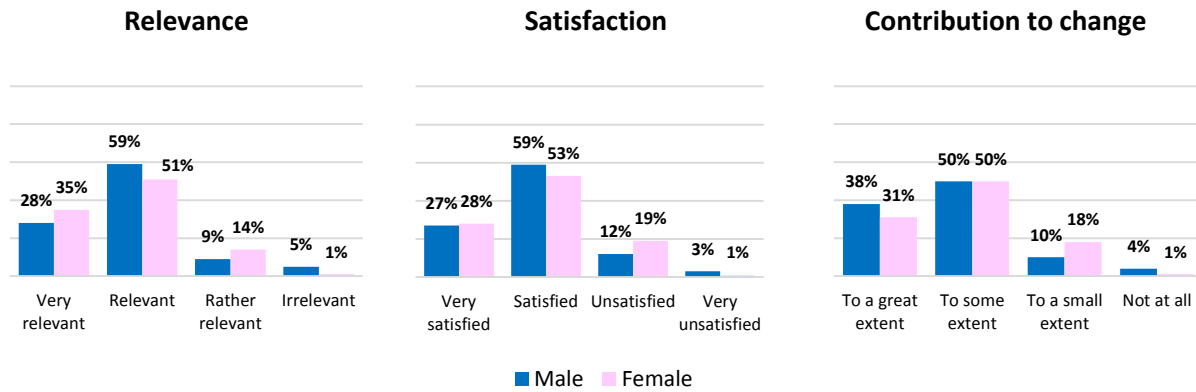
**Q1f) NOT ACCEPTABLE CIRCUMSTANCES**

In responding to the question about when it is NOT right to hit members of the household, most common reasons were when he or she comes home late 15 (4%); when household members quarrel among themselves 8 (2%) or when children fail their exams or do not do their school lessons 48 (7%).

In addition, in describing circumstances when household members should not be hit, respondents said things similar to those mentioned above. Twenty respondents (5%) said that children should not be hit when they are disobedient and that they should not be beaten when they use drugs or drink alcohol 14 (4%).

Video Clip 3

Chart 3 - Summary of Video Clip 3



Although 63% of respondents said that nothing needs to be improved and thought that the video clip is perfect, 11% of respondent said that animation needs to be natural. Another 10% of respondent don't like the animation, they think the animation is blur.

Altogether 388 respondents (97%) said that the video clip is about domestic violence. As most respondents identified what the video clip is about, there are no differences between genders or other variables in describing it. Only four respondents, all of them male respondents, said that they have no idea about the video clip.

Table 46 - Q25 Understanding of video clip

	Column % n	NET	Male	Female
Domestic violence/ women abused physically	97%	388	190	198
Man abuses women because he wants to have extra marital affair	1%	2	2	0
Negative effect of marriage	1%	2	1	1
This video warns not to marry those who drink alcohol	1%	2	2	0
Man use physical force to admonish his wife	0%	1	1	0
Man married a woman without taking any responsibilities	0%	1	0	1
I have no idea	1%	4	4	0
NET	100%	400	200	200

Altogether 343 respondents (86%) said that the content of the video was relevant (55%) or very relevant (31%). No significant differences could be found between genders, or among respondents of different age groups and those who have different levels of education in giving their opinions about the relevance of the content of the video clip.

**Table 47 - Q26 Relevancy of video clip on Domestic Violence**

	Column % n	NET	Male	Female
Irrelevant	3%	3%	5%	1%
	11	11	10	1
Rather	12%	12%	9%	14%
	46	46	18	28
Relevant	55%	55%	59%	51%
	218	218	117	101
Very relevant	31%	31%	28%	35%
	125	125	55	70
NET	100%	100%	100%	100%
	400	400	200	200

Altogether 331 respondents (83%) said that they are satisfied with the video clip (56%) or very satisfied (27%). No significant differences could be found between genders, or among respondents of different age groups and those who have different levels of education in their level of satisfaction about the video clip.

**Table 48 - Q27 Satisfaction with this video clip**

	Column % n	NET	Male	Female
Very unsatisfied	2%	2%	3%	1%
	8	8	6	2
Unsatisfied	15%	15%	12%	19%
	61	61	23	38
Satisfied	56%	56%	59%	53%
	223	223	118	105
Very satisfied	27%	27%	27%	28%
	108	108	53	55
NET	100%	100%	100%	100%
	400	400	200	200

Regarding the question about how much do you think the video clip will contribute to bring about behavioural change, 199 respondents (50%) said that it would contribute to some extent. A slightly lower percentage (34%) totalling 137, believed that it would contribute to a great extent. No significant differences could be found between genders and among different age groups who said it would contribute to some extent or to a great extent. The same is true for respondents with different levels of education.

**Table 49 - Q28 Contribution of behavioural change**

	Column % n	NET	Male	Female
Not at all	2%	9	4%	1%
			7	2
To a small extent	14%	55	10%	18%
			19	36
To some extent	50%	199	50%	50%
			99	100
To a great extent	34%	137	38%	31%
			75	62
NET	100%	400	100%	100%
			200	200

**What needs to be improved with Video Clip 3**

Almost two-thirds of the respondents totalling 250 (63%) stated that nothing needs to be improved as the video is perfect as much as they were concerned. In giving the response, there were no significant differences between genders, age groups or different levels of education who gave the response.

Other comments given in descending order were animation needs to be natural by 42 respondents (11%); animation is blurred by 38 respondents (10%); and needs a better ending / solution should be given by 19 respondents (5%). 17 respondents (4%) said that they did not like the beginning part of the video clip as it was quite clear what she was trying to say. A total of 12 respondents (3%) stated that the action/animation needs to be more natural.

**Table 50 - Q29 Delivery of a clearer message**

	Column % n	NET	Male	Female
No need to improve this video clip/ the video is perfect.	63%	250	61%	65%
			121	129
Animation needs to be natural	11%	42	11%	11%
			21	21
I don't like animation/ Animation is a blur.	10%	38	8%	11%
			16	22
Needs better ending / solution should be included	5%	19	5%	5%
			10	9
I don't like the video's beginning. It doesn't clear what she wants to say.	4%	17	5%	4%
			10	7
Action need to be natural	3%	12	4%	2%
			8	4
Don't want sub-title	1%	5	1%	2%
			1	4



Column % n	NET	Male	Female
Perpetrator should be included in this video clip	1%	1%	1%
	2	1	1
The reason he beat his wife should be included	0%	1%	0%
	1	1	0
Narration tone needs to be soft.	0%	1%	0%
	1	1	0
Facial expression need to be improved.	0%	1%	0%
	1	1	0
I have no idea	3%	4%	2%
	11	8	3
Don't know	0%	1%	0%
	1	1	0
NET	100%	100%	100%
	400	200	200

**OVERALL IMPRESSION OF VIDEO CLIPS**

**Figure 5 - Overall Impressions**



**Overall impression of video clips**

In expressing their opinions about the three video clips, respondents mentioned that they personally feel sympathy for the victims. About the videos, the respondents said they they could be used as educational videos about different forms of violence and that they could be used to raise awareness among men and women.

As many as 76 respondents (19%) said that they feel sad about the women and sympathize with them; 67 respondents (17%) expressed the idea that girls and women should exercise more self-control in their behaviour and be more careful about their mode of dress and 55 respondents (14%) stated that the video clips could be used to reduce or prevent cases of violence. In addition, 35 respondents (9%) stated that the video clips could be used to inform people so that they can protect themselves.

Altogether 12 respondents (3%) held the opinion that the video clip shows the threat social media poses. A total of 46 respondents (12%) said that they have no specific comments about the video clips.

**Table 51 - Q30 Feeling and first thought while watching these video clips**

	Column % n	NET	Male	Female
I feel sad and sympathy the victim	19%	76	22	54
Victim should have self-control/should behave well and care their wearing style	17%	67	12	55
This video gives awareness not to abuse others/we should share this video clip with other	14%	55	31	24
This video clip informs to protect the victim	9%	35	27	8
This video give message about women should be aware of choosing life partner	7%	28	10	18
It's about women are abused in the household	6%	23	18	5

Column % n	NET	Male	Female
domestic violence should be taken action	5%	8%	2%
	20	16	4
law needs to protect for domestic violence	3%	3%	4%
	13	5	8
the danger of social media	3%	5%	2%
	12	9	3
I think men don't have sympathy/women should not believe in men	2%	3%	2%
	9	5	4
everyone should help when they see domestic violence	2%	1%	2%
	6	2	4
women should have self-control	1%	2%	0%
	4	4	0
we should not show this video to public as they will imitate the act of violence	1%	1%	0%
	2	2	0
I think domestic violence starts because of money	0%	0%	1%
	1	0	1
Don't know	12%	17%	6%
	46	34	12
Not applicable	1%	2%	0%
	3	3	0
NET	100%	100%	100%
	400	200	200

## **6. CONCLUDING REMARKS**

This project focused on community perceptions about gender based violence including the different forms of violence affecting households and the community. A research questionnaire was developed to capture the opinion of 400 respondents in the Yangon and Mandalay regions with an equal number of male and female respondents.

In addition to the community perceptions and experiences with violence, respondents were shown three video clips developed by the Yangon Film School that depicts three forms of violence; domestic, sexual and cyber violence. The survey results show that the people encounter diverse forms of violence in their community, hence the data shows that respondents are aware of these form of violence, and accordingly they could clearly identify the messages of the video clips.

### **Domestic Violence**

A quarter of the respondents do not approve for a member of the household to hit another under any circumstances. Yet the most common mentioned reasons for domestic violence include drug or alcohol use, gambling or even children talking back to parent.

### **Cyber Violence**

Women are aware of cyber violence which they described as violence committed through the use of the internet, social media or mobile devices. Respondents understood that cyber violence includes the posting or sharing embarrassing photo, offensive or abusive messages through social media or emails, or posting rumours or fabricated reports via social media.

### **Sexual Violence**

Two-thirds of the respondents identified what sexual violence actually means, including marital rape and date rape. A fair proportion of respondents, however, still think that the victim is partly to blame for not being aware of their actions, not having parental supervision or dressing too provocatively.

Respondents find the content of the video clips relevant and they were satisfied with them, and although they suggested some changes or improvements, overall the video clips were well received, seen as appropriate and that they would have a positive impact in bringing behavioural change in the community. A further measurement of that impact is recommended, to see the extent the clips had a real impact on community perceptions of gender based violence, and to measure if such messages and other education campaigns can help to curve and bring change about this important issue.

#### ANNEX A - QUESTIONNAIRE

1. How would you consider a person beating another in the household? (boy, girl, man, woman)
  - a) Who in the household often does that to whom?
  - b) Why he or she in the household does that?
  - c) Who else in the household does that to whom [Between who and whom]?
  - d) Why he or she in the household does that?
  - e) Which of the above is ACCEPTABLE to you / the right thing for the person to do it [as someone who is a household member/community member]? Why?
  - f) Which of the above is NOT ACCEPTABLE to you / the right thing for the person to do it [as someone who is a household member/community member]? Why not?
  - g) How often do you see or hear each of them [boys / men being hit, or girls/women being hit] in the community?
2. Have you heard about sexual violence in the community / any other place? Please explain. What does the sexual violence mean to you or what do you consider as a sexual violence?
  - a) Who were the perpetrator and the survivor/victim?
  - b) When did it occur?
  - c) Why do you think it occurred?
3. [Female respondent] What do you think are women's general perceptions about sexual violence? [When does it happen? why does it happen? who is responsible/who is to blame?]  
[Male respondent] What do you think are men's general perceptions about sexual violence? [When does it happens, why does it happen? who is responsible/who is to blame?]
4. What do you think are **opposite sex [men or women's]** general perceptions about sexual violence? [When does it happen? why does it happen? who is responsible/who is to blame?]
5. Do you think a person can commit an act of violence or through the use of modern technology including email, Facebook, telephone messages etc.?
  - (a) How would you react if you see / hear about a case of violence [occurring in your community]? [Talk directly to the perpetrator, talk to a third member of the household, report to authority / police, call the hotline, etc.]
  - (b) Why do you say so?
6. Do you think the survivors and people in the community know where to report to when they encounter acts of violence and / or there is a case of violence? Please explain.
7. (a) Do you think violence is a private affair –between the perpetrator and the survivor/victim, problem within the household or a matter of social concern?
  - (b) What do you say so?
8. This is a survey on violence. The purpose of the study is to reduce and eliminate cases of violence within the communities. If you have any interesting story to share a story so that lessons can be learnt to prevent such cases, please do so.

#### QUANTITATIVE SURVEY

Now I would like you to watch three short video clips. Some questions will be asked for each of them.

##### Video clip 1

13. How do you describe the relevance of the content of this video clip?
  - a) Very relevant
  - b) relevant
  - c) rather irrelevant
  - d) Irrelevant

14. How satisfied are you with this video clip?
- a) very satisfied
  - b) satisfied
  - c) unsatisfied
  - d) Very unsatisfied
15. How much do you think this video clip will contribute to bring about behavioural change?
- a) To a great extent
  - b) To some extent
  - c) To a small extent
  - d) Not at all
16. How this video clip can be improved to deliver a clearer message? [Animation, story or voice]

**Video clip 2**

17. What do you think this video clip is about?
18. How do you describe the relevance of the content of this video clip?
- a) Very relevant
  - b) Relevant
  - c) rather
  - d) Irrelevant
19. How satisfied you are with this video clip?
- a) very satisfied
  - b) satisfied
  - c) unsatisfied
  - d) very unsatisfied
20. How much do you think this video clip will contribute to bring about behavioural change/?
- a) To a great extent
  - b) To some extent
  - c) To a small extent
  - d) Not at all
21. How this video clip can be improved to deliver a clearer message? [Animation, story itself and/or voice]

**Video clip 3**

22. What do you think this video clip is about?
23. How do you describe the relevance of the content of this video clip?
- a) Very relevant
  - b) Relevant
  - c) rather
  - d) Irrelevant
24. How satisfied you are with this video clip?
- a) very satisfied
  - b) satisfied
  - c) unsatisfied
  - d) very unsatisfied
25. How much do you think this video clip will contribute to bring about behavioural change?
- a) To a great extent
  - b) To some extent

- c) To a small extent
- d) Not at all

26. How this video clip can be improved to deliver a clearer message? [Animation, story itself and/or voice]

27. How did you feel while watching these video clips? What is your first thought after seeing them?

**Now I would like to ask you questions about your perceptions of corporal punishment (physical punishment) in the home?**

28. When do you think, it is right for a household member to hit another (older member beating younger member)?

- a) Never
- b) When he uses drugs / drink alcohol
- c) When she uses drugs / drink alcohol
- d) When he engages in gambling (two-digit lottery, computer game, football pool etc.)
- e) When she he engages in gambling (two-digit lottery, computer game, football pool etc.)
- f) When he talks back to a parent / elder member within a household
- g) When she talks back to a parent / elder member within a household
- h) When he goes out without telling his parent/elder member in the household
- i) When she goes out without telling his parent/elder member in the household
- j) When he fails to do what he's been asked to do
- k) When she fails to do what he's been asked to do
- l) Others specify (.....)

29. When do you think it is right for a woman to hit her husband/son/other younger male member in the household?

- a) Never
- b) When he has an affair
- c) When he uses drugs / drinks alcohol
- d) When he engages in gambling (two-digit lottery, computer game, football pool etc.)
- e) He disobeys her / fails to listen to what she has told him
- f) He squanders the household money
- g) Others specify (.....)

30. When do you think it is right for a man to hit his wife/his daughter/younger female member in the household?

- a) Never
- b) When she has an affair
- c) When she uses drugs / drink alcohol
- d) When she engages in gambling (two-digit lottery, computer game, football pan etc.)
- e) She disobeys him / fails to listen to what he has told him
- f) She squanders the household money
- g) Others specify (.....)

31. How do you think people in the community will react if they see a woman/girl is being hit by an elder male member in the household?

- a) Do nothing
- b) Talk to one of them, especially the person who is doing the beating
- c) Talk to a third member of the household
- d) Report to a village / ward authority
- e) Report to the police
- f) Report to a civil society / NGO
- g) Call a hotline
- h) Others specify (.....)

32. How do you think people in the community will react if they see a man/boy is being hit by an elder female member in the household?

- a) Do nothing
- b) Talk to one of them, especially the person who is doing the beating
- c) Talk to a third member of the household
- d) Report to a village / ward authority
- e) Report to the police

- f) Report to a civil society / NGO
- g) Call a hotline
- h) Others specify (.....)

The interview is almost over and from now on I would like to ask you about your media consumption habits and demographic information.

**Media Consumption**

How do you usually get information? **(Multiple response) [Any kind of information]**

		Yes	No
1	Through friends, relatives, community leaders, by word of mouth etc.	1	2
2	Newspapers, journals, magazines or other printed material	1	2
3	Radio (FM, Myanmar national radio, international broadcasts)	1	2
4	TV (Myawady, MRTV, MRTV international, International broadcasts etc.1	1	2
5	Modern technology (Facebook, Internet, mobile phones) etc.	1	2

33. When was your last time of watching TV?

- Last week 1
- Last month 2
- Last 3 months and above 3

Q36a. If your answer is 'yes' what channels did you watch during the period? (Multiple response)

		Yes	No
1	MRTV	1	2
2	MRTV 4	1	2
3	MRTV International	1	2
4	Channel 7	1	2
5	SkyNet	1	2
6	5 Plus	1	2
7	Myawady TV	1	2
8	International TV broadcasts	1	2
9	Others .....	1	2
10	Others .....	1	2

34. How often do you watch the above channels (The most frequent one)?

- More than once every day 1
- Once every day 2
- Almost every day 3
- Twice a week 4
- Once a week 5
- Once every two weeks 6
- Once a month 7
- Less often than once a month 8



35. If you watch the channels mentioned above, what time of the day do you watch them? **The most frequent channels- Multiple response]**  
Circle all appropriate

		7-10 am	10am-2pm	2-8 pm	8-9 pm	9-11 pm
1	MRTV					
2	MRTV 4					
3	MRTV 3/MRTV International					
4	Channel 7					
5	SkyNet					
6	5 Plus					
7	Myawady TV					
8	International TV broadcasts					

36. What programs do you usually watch on those channels? (Multiple response)  
Circle all appropriate

1	Ein-met Hson-ya	9	Myanmar's got talent
2	So-gya-maepyaw-gya-mae	10	X-Factor
3	Music programs	11	Games
4	Film critic programs	12	News
5	Korea TV series	13	Sport
6	Myanmar Video	14	Celebrities' lifestyle
7	Myanmar Films	15	Others 1
8	Quizzes	16	Others 2

Now, I would like to ask you some basic information about you.

**Demographic information**

37. Gender (observation)

- Male 1  
Female 2

38. How old are you? [completed years] ----- year

39. What is the highest level of education you have completed?

	Code
Illiterate	1
Literate (read and write)	2
Monastic education	3
Primary school	4
Primary school completed	5

Middle school completed	6
High school /vocational high school completed	7
Vocational training completed (diploma)	8
University degree	9
Graduate degree (MA, MS, PhD)	10

40. Marital Status

	Code
Single	1
Married	2
Living with a partner	3
Single or have a partner but not sharing major expenses	4
Separated/divorced	5
Widowed	6
Other (please specify .....)	96

41. What is your current work situation (occupation)?

	Code
Unemployed	1
Looking for work	2
Housewife	3
Student	4
Pensioner/retired person	5
Government / company staff	6
Own agricultural / forestry / livestock / fishing work	7
Work for others in agricultural / forestry / livestock / fishing industry (work for others)	8
Casual labour	9
Others (specify) .....	96

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