



## **Marketing for Gender-Based Violence Consortium**

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### **Abstract**

This study seeks to understand the marketing needs of the Gender-Based Violence Consortium community and people interested in Gender-Based Violence issues. Utilizing mixed methods such as quantitative and qualitative methods, data from an online survey, social media statistics, and focus groups have been collected and analyzed for GBVC marketing since January 2021. The survey that received approval from IRB provides ongoing information regarding the GBVC's marketing and social media needs. Also, data from focus groups that are conducted by Dr. Annie Isabel Fukushima, an Associate Professor with the Division of Ethnic Studies at the University of Utah, are analyzed to understand service needs for survivors of violence in the state of Utah – in particular, domestic violence, human trafficking, and sexual violence. Visualizing data through infographics and designing marketing content during participatory research have been important marketing strategies. These marketing strategies have been practiced for our communities by understanding the service needs of each community and improving GBVC marketing on mass media.

### **Literature review**

According to "Feminist Theory in Communication" by Lisa Cuklanz, media theorists found the simple underrepresentation of women in mainstream mass media. For example, violent assault shows gendered patterns in the representations very clearly. In the film related to criminal sexual assault, the narratives have often been seen from a male or masculine point of view, and the role of male protagonists who rescue and help the victim is often more central than that of any female victim. The victims' or survivors' words and the text that circulate about the experience and extreme trauma reaction have discursive power. Oftentimes the images are polarized into victims/criminal paradigms (Fukushima 2019). Race, gender, and violence impact the public imagination (Jiwani 2006). Understanding how media mediates human rights responses is essential, where current images create what Lilie Chouliaraki refers to as a "spectatorship of suffering" (Chouliaraki 2006) continuing to reify a "spectacular rhetoric" of victims for Western audiences. These gender patterns in the representations are attributed to gender, racial, ethnical, and national origin bias. Since mainstream media representations of violence continue to perpetuate problematic images that do not reflect the communities, the current role of this survey is to understand the GBVC community's media and communication needs.

## Methods

1. Qualitative methods
  - Online survey for GBVC marketing

Participants: Any person 18-years and older comprising of any race, gender, class, and national background. All data approved by IRB is regularly analyzed through descriptive statistics and thematic analysis.

2. Quantitative methods
  - Social media analytics
  - Desk Top Publishing (DTP)

## Results

Tweet impressions	Profile visits	Followers
3,444 (↑744.1%)	208 (↑18.9%)	104 (↑10)

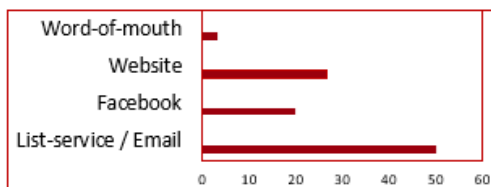
**Figure 1** – Twitter analytics



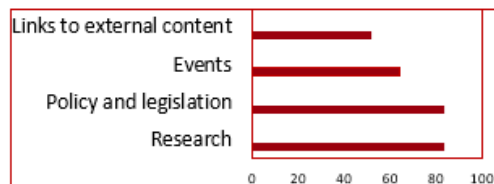
**Figure 2** – Facebook analytics

*Post reach metric: The number of people who saw any of the posts at least one*

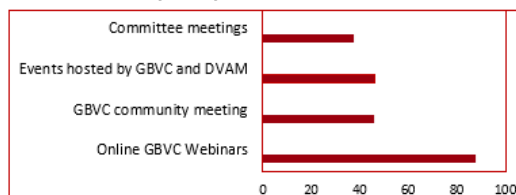
### The way participants receive information about the GBVC events



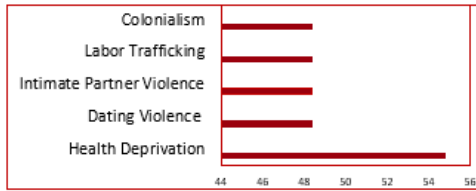
### Top 4 information about gender-based violence that participants are interested in hearing more about



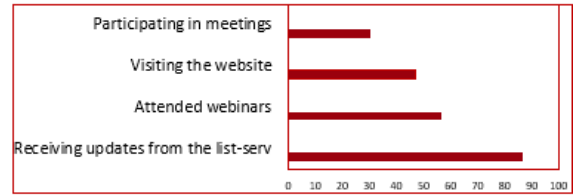
### GBVC Events participants have attended



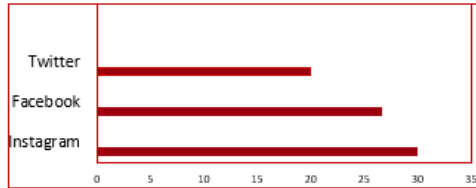
Top 6 subjects related to violence and gender-based violence that participants want to hear about



The way participants connect with the Gender-Based Violence Consortium



Top 3 social media platform participants use the most



In general, when participants receive an email with newsletter,

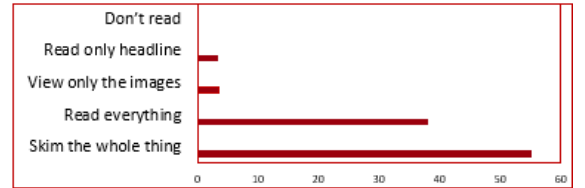


Figure 3 – Online survey for GBVC marketing



Figure 4 – Fukushima, A.I. (2022, January 31). Utah State-Wide Needs Assessment Community Presentation. Utah: Gender-Based Violence Consortium. Retrieved on 2022, January 31, <https://gbvc.utah.edu/utah-state-wide-needs-assessment-2022/>

*This infographic that I designed was presented on January 31, 2022 to the community.*