

Data Adaption for Know Your Power® Bystander Intervention Social Marketing Campaign



Myli Jimenez, Jennifer Kapraun, Lindsay Neil

Advisors: Jane Stapleton and Sharyn Potter

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Introduction

- Know Your Power® (KYP) aims to model active bystander behaviors to raise awareness of the role's bystanders can play in reducing interpersonal violence
- The images are staged scenes modeling prosocial bystander behavior
- After the previous set of photos underwent critique and thematic coding, it became apparent that they needed updating to reflect modern day conflicts

Methods

- Dialogue was changed and modernized based off the thematic coding provided in the first round of Focus Groups
- A total of 11 people were recruited for the photoshoot through flyers which were posted throughout UNH's campus
 - Participants would provide their name, age, year in university, and availability on the specified dates
- The recruited actors met in early April and conducted the photoshoot in Holloway Commons, the Works, Freedom Café, and an off-campus student apartment

Results

- A majority of the thematic coding for the first set of images resulted in the following critiques:
 - Outdated and unrealistic language—such as terms like "digital abuse" being used instead of "cyber harassment" or images being "leaked"
 - Needs to further prioritize victim support rather than show emotional, reactionary responses
 - Provide less ambiguity in conflicts, ensure interpersonal violence is clear with identifiable behaviors or language
 - Potential limitations include sample size and demographics

Original Image



Sample Updated Image



Discussion/Next Steps

- Conduct a second round of focus groups at the end of April in order to receive feedback on proposed dialogue
- Thematically code based on the new feedback
- Update the Know Your Power images with updated dialogue
- Upon updating, work with the student advisory board to provide final reviews for the revised, finalized images
- These images will be used as one of six interventions this coming Fall semester tested in a randomized control trial occurring across UNH's campus

References

- [1] Potter, S. J., Moynihan, M. M., & Stapleton, J. G. (2011). Using social self-identification in social marketing materials aimed at reducing violence against women on campus. *Journal of interpersonal violence*, 26(5), 971–990. <https://doi.org/10.1177/0886260510365870>
- [2] Potter, S. J., Stapleton, J. G. (2011). Bringing in the target audience in bystander social marketing materials for communities: suggestions for practitioners. *Violence Against Women*, 17(6), 797–812. <https://doi.org/10.1177/1077801211410364>
- [3] Potter, S. J. (2012) Using a Multimedia Social Marketing Campaign to Increase Active Bystanders on the College Campus. *Journal of American College Health*, 60(4), 282-296. <https://doi.org/10.1080/07448481.2011.599350>