# ACTIONABLE DATA FOR BYSTANDER BEHAVIOR CHANGE

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REGIONAL WORKSHOP ON STRENGTHENING DATA SYSTEMS ON VIOLENCE AGAINST WOMEN FOR EUROPE AND CENTRAL ASIAN COUNTRIES

- Engagement of users – in design, data collection and analysis;

- Scarcity of Research on Intimate Partner Violence;

- Women remaining invisible to decision -makers;
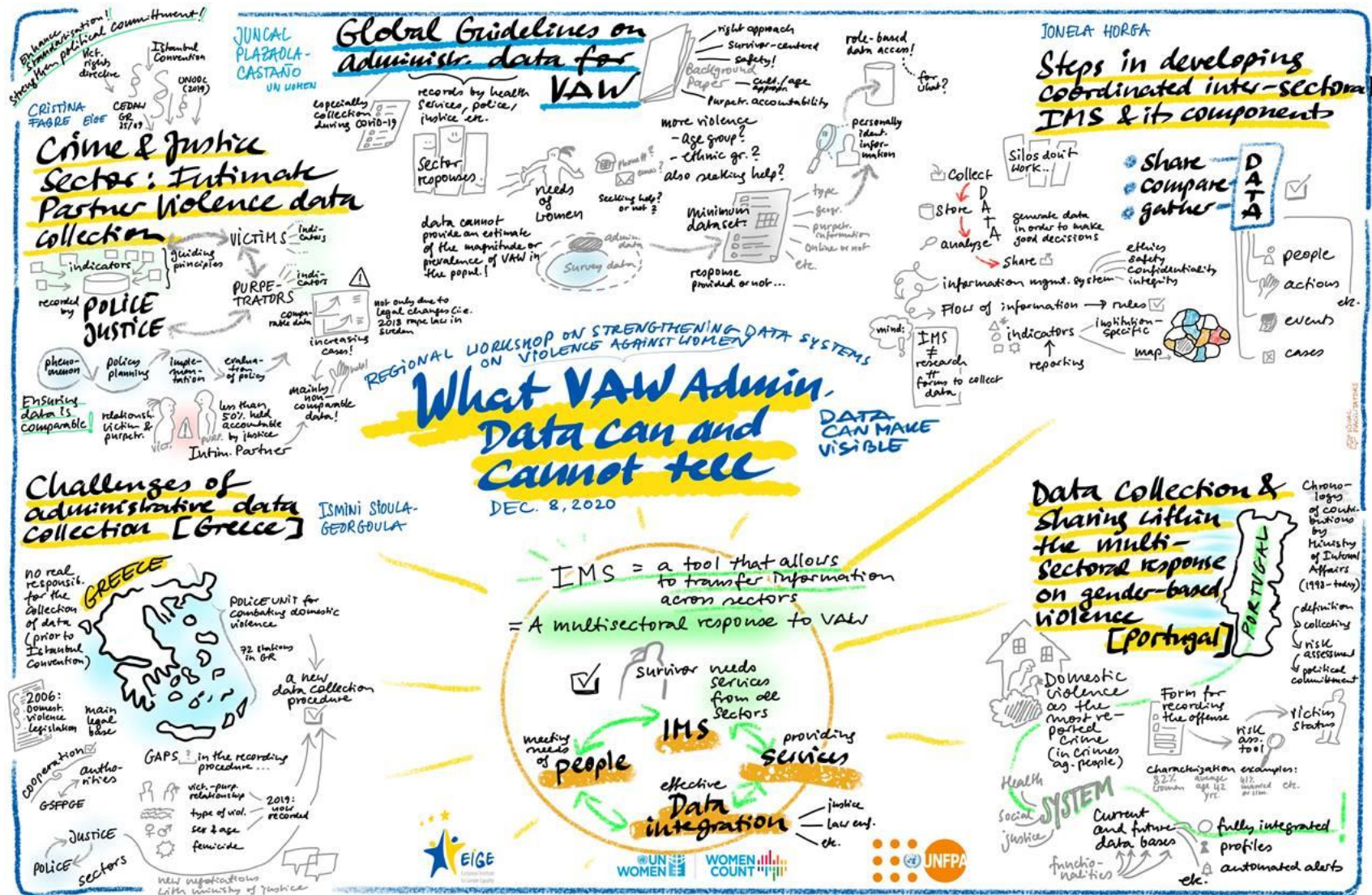
# BETWEEN EVIDENCE AND ACTION

■The PM essentially said, "We cannot wait for evidence. We cannot wait until we are entirely sure what will work. We are going to make mistakes. I am going to make mistakes."

Corona update #2 When the top executive fails on purpose
Several times the past week Danish Prime Minister Mette Frederikse
addressed the nation on the emerging COVID-19 crisis. At one of th
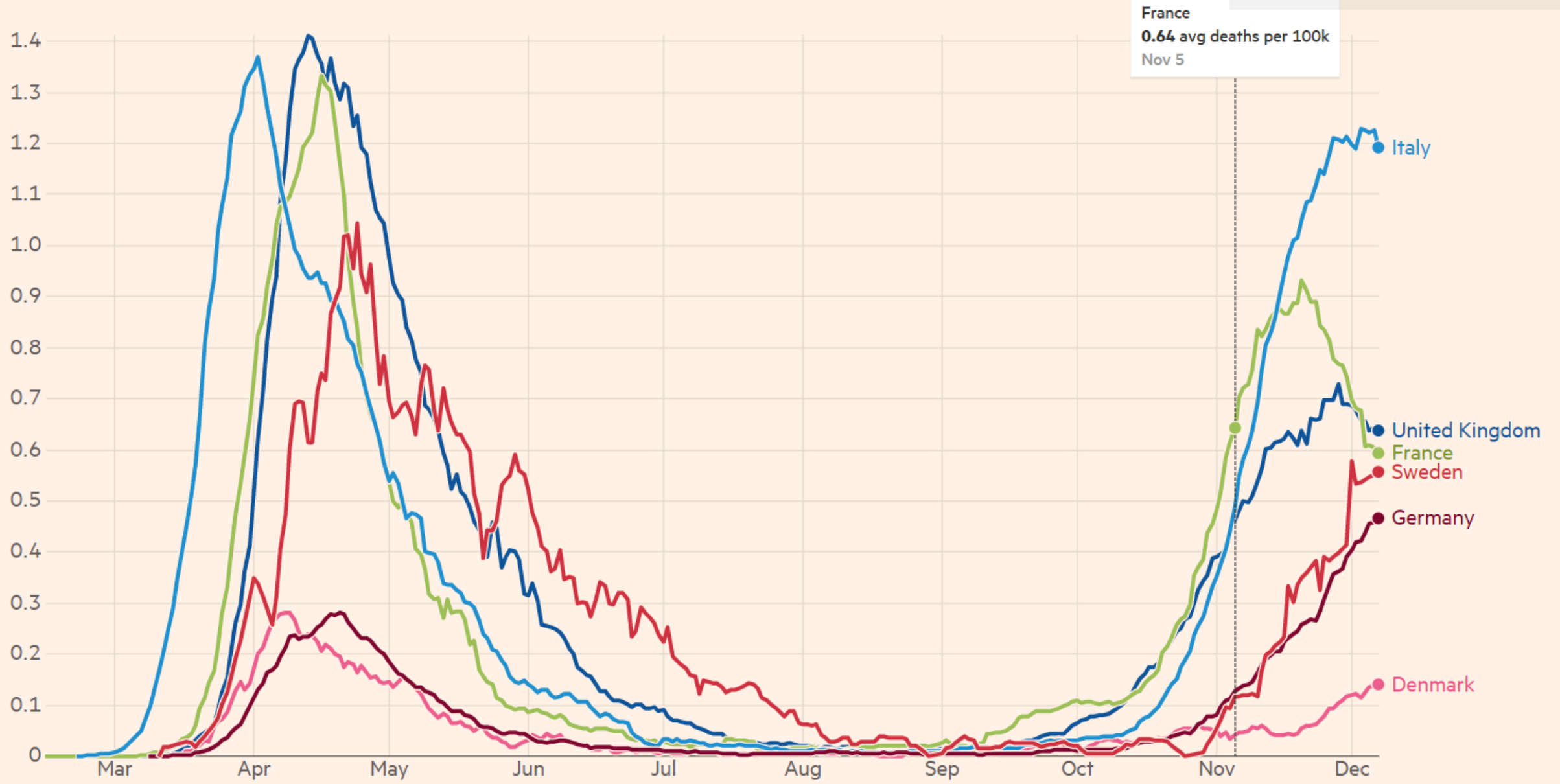
Source: Financial Times analysis of data from the European Centre for Disease Prevention and Control, the Covid Tracking Project, the UK Government coronavirus dashboard, the Spanish Ministry of Health and the Swedish Public Health Agency.
Data updated December 8 2020 1.37pm GMT. Interactive version: ft.com/covid19

NAVIGATING UNCERTAINTY

- Probing

- Adjusting course of action

- Making sense of what worked post-factum

A Leader's Framework for Decision Making
by David J. Snowden and Mary E. Boone
From the Magazine (November 2007)

The Cynefin Framework
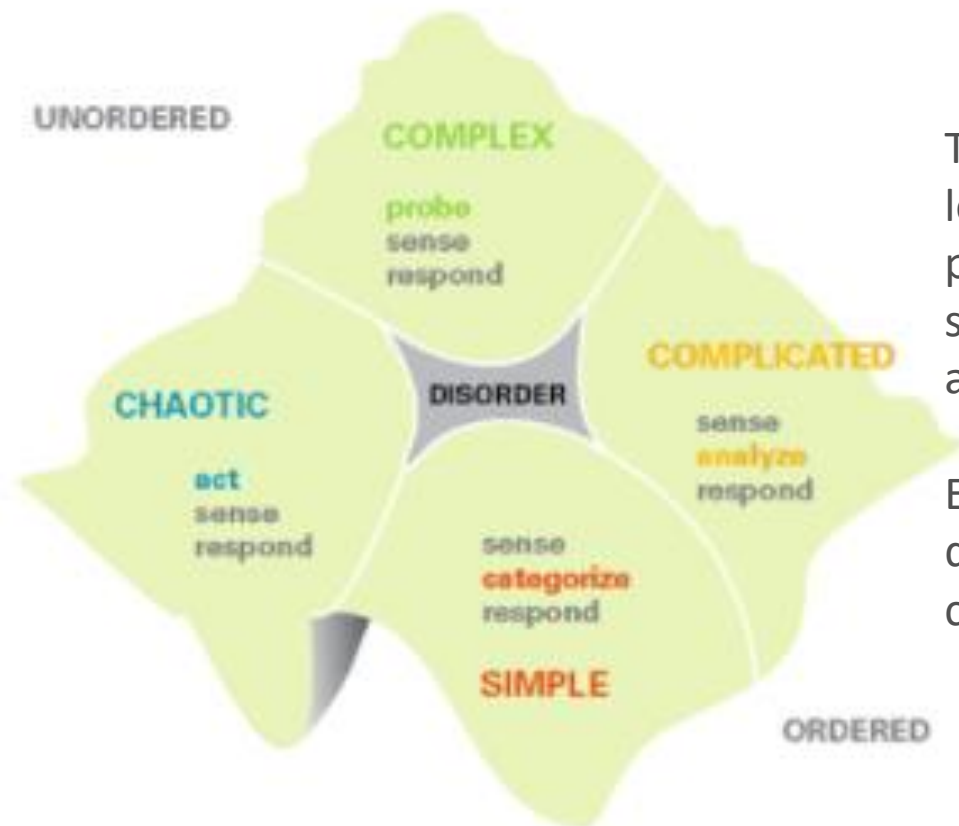
The Cynefin framework helps leaders determine the prevailing operative context so that they can make appropriate choices.

Each domain requires different actions. Simple and complicated contexts

MICRO NARRATIVE RESEARCH

- Combining quantitative and qualitative research

- Collaborative and user-centered

- Near real-time/actionable data

- Open access and feedback loops

Workshop was held
through activating l
ServiceLab, United
Nations for Women

Results of the cond
workshop. It's impo
innovative analyzing
research was collec
Nukriani) and Guria
accidentally – in the

of violence were analyzed in regions. Data was collected in the comm
al café "Knowledge café".

ECOSYSTEM OF ACTORS

▪Collaborative design

▪Collective intelligence

▪Ministry of Justice Public Service Development Agency and ServiceLab;

▪ATIP fund - State Fund for the Protection of the Rights of the Victims of Human Trafficking operating a hotline 116006 to meet the needs of the victims of the family violence;

▪Czech Embassy, Czech-UNDP Partnership for SDGs;

▪Government of Denmark funding UNDP Innovation Facility in New York;

▪UN Women and its network of governmental and non-governmental organisations which have been actively engaged in the design and implementation of every stage of this initiative;

▪And partners who continued day to day engagement on pro-bono basis - Forset and ISET research teams;

▪UN Gender Theme Group, South Africa and their partners;

COLLABORATIVE DESIGN AND ANALYSIS

Examining the problem

Identifying the key research question

Defining scope of further exploration

Demographics

SECTION I: THE SITUATION

This section will take no more than 10 mins to complete. You will be asked to share an experience from your life. You will then be asked to respond to a series of follow up questions relating to this experience. It does not matter how long is the story; it is not necessary to indicate your name or names of the people in the story; you do not need to worry about spelling or grammar

1.1 Think about a recent situation when you witnessed or learned about family violence. What happened?

Now think about the situation you shared earlier and answer a few questions about it.

3.1 Did you act/do something about this situation?

Yes	No
If selected, answer questions 3.2, 3.3, 3.4, 3.5 below	If selected, answer question 3.6 below

3.2 You did something because you... [stages bystanders go through]

Felt responsible for dealing with it

N/A

Could rely on support of public services — Knew what to do/ how to help

3.6 You did not act/do something because you... [barriers]

Believed it was not your job/place

N/A

Feared for your safety — Did not know how to help

DATA COLLECTION

- Online

- Volunteer data collectors

- No interviews

- Fully anonymous

- Average time 5-7 mins

- 600 narratives in 4 weeks

- 400 analysed

KEY FINDINGS
DECISION TO ENGAGE

ANALYSIS

- Findings analysed

- Shared with the working group

- Shared with wider public

Respondents who engaged
3.7 You decided to act/not act the way you did because...
To you it was the right thing to do
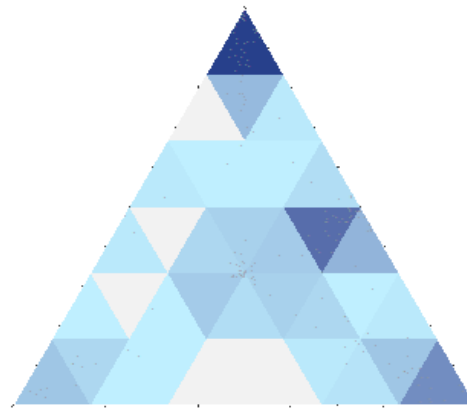
You did not have a choice

It was an appropriate/acceptable way to act

Respondents who did not engage
3.7 You decided to act/not act the way you did because...
To you it was the right thing to do
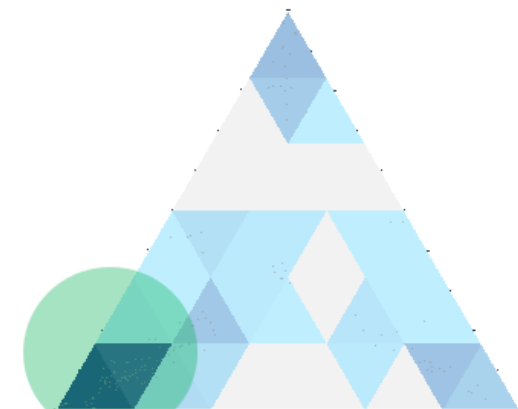
You did not have a choice

It was an appropriate/acceptable way to act

Bystanders do not engage when they feel powerless

FURTHER FINDINGS

Interventions aimed to design/support informal networks can be effective

Informal support networks (neighbours) seem to be an effective but rarely used strategy, calling the police – the most used but often ineffective engagement strategy

Interventions aimed to encourage survivors to act may not be sufficient and/or effective

Survivors do not reach out for help and do not trust/want to involve public services

SERVICE DELIVERY HOTLINE PROTOCOL
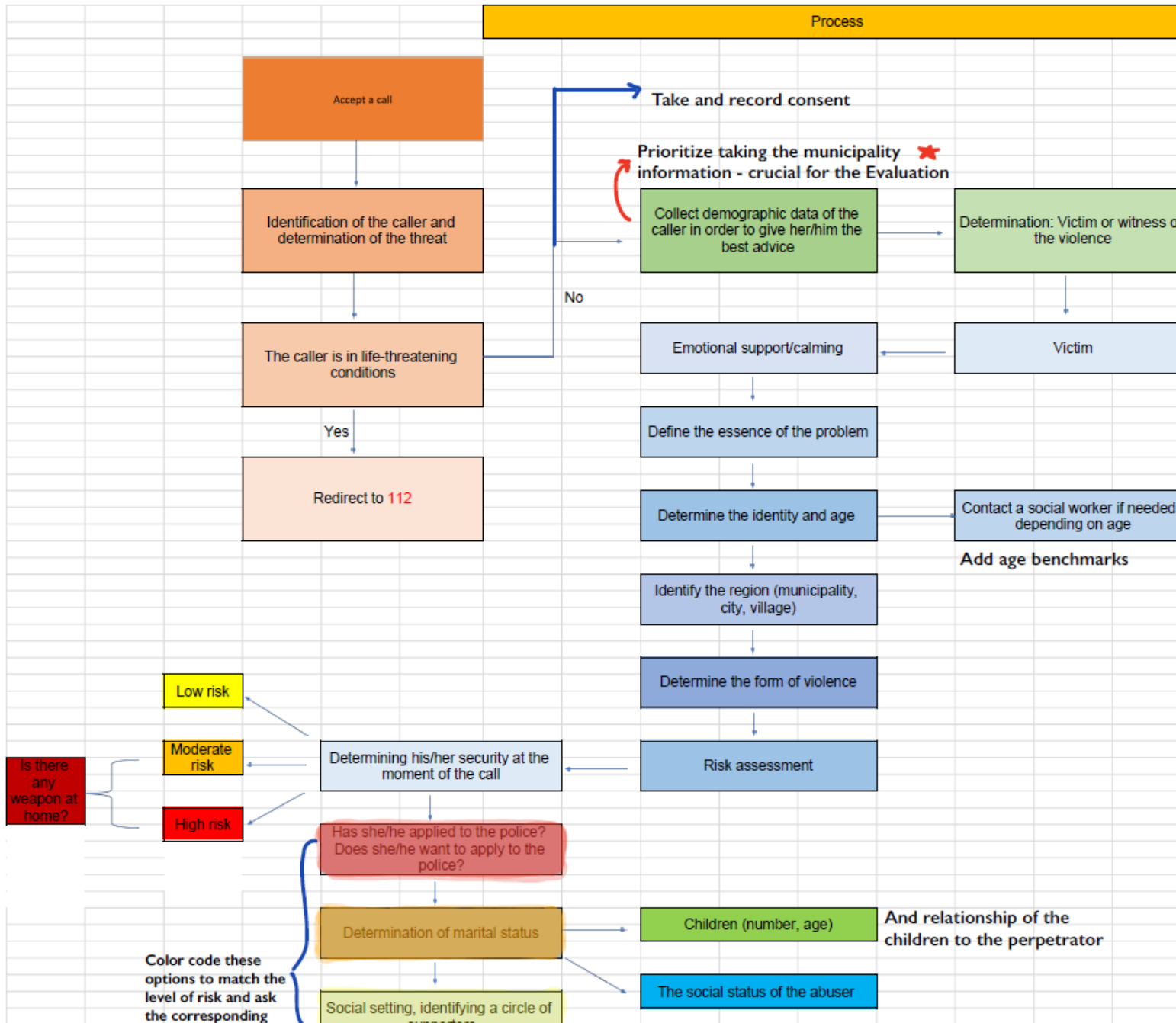
- UPDATED 116006 HOTLINE PROTOCOL
- COMMUNICATION TRAINING OF OPERATORS
- HOTLINE DATA COLLECTION

Not at all

In this situation you...
Did not get personally involved immediately

Did you act/do something about this situation? Yes No

Situations witnessed by bystanders

Are you related to/do you know either the victim or the perpetrator
No
Yes, acquaintance of both
Yes, related to the perpetrator
Yes, related to both
Yes, friends with the victim
Yes, related the victim
Yes, friends with both
Yes, acquaintance of the perpetrator
Yes, acquaintance of the victim

Close

Title: ზრმა სიყვარული მომალადის მიმართ.

Experience: ვერ მორიგდჩენ ჩემი მეგობრები თუ სად უნდა ეცხოვრათ და ემუშავათ, საზღვარგარეთ თუ საქართველოში. ბიჩის დედ-მამა თურქეთში მოღვაჩეობს და შესაბამისად ბიჭსაც უნდოდა იქ გადასვლა, ხოლო ცოლს საქართველოში დარჩენა ერჩივდა, რადგან არ მიაჩნდა საჩიროდ სხვაგან წასვლა. დინანსურად თითქმის იგივე გამოსდიოდათ. ცხოველური ქონდა. მეგონა სადაც იყო დააბრჩობდა. მოვკიდე გოგონას ხელი და წავედით სახლიდან. აღარ აპირებდა დაბრუნებას, მაგრამ ქმართან საუბრის შემდე გადაიფიქრა და დაბრუნდა ისევ მასთან. მაგის მერე ჩალურჯებები შევამჩნიე მის სხეულზე, მაგრამ ვერაფერი შევძელი.

INTERACTIVE DATA VISUALISATION

Tot Act

area
area
Family member(s)
Friend(s) of the vic
Acquaintance(s) of
People not known t
Underaged
Neighbours
You do not know

About bystanders

Gender	Marital status	Ethnicity	Monthly income	Attendance of religious services	Region of residence	Region originally from	Residence
Female	Single	Georgian	More then 3000 GEL	Not regularly	Tbilisi	Tbilisi	Urban
Male	Married/living together	Armenian	1000-1500 GEL	Regularly	Kakheti	Kvemo kartli	Rural
	Widowed	Ossetian	1500_2000 GEL	Never	Racha-Lechkhumi and Kvemo Svaneti	Shida kartli	
Age	Divorced/separated	Other	2000-3000 GEL		Guria	Kakheti	How long have you lived h
25-34		Azerbaijani	500-1000 GEL		Mtskheta-Mtianeti	Samegrelo-Zemo Svaneti	1-3 years
18-24		Abkhaz	0-500 GEL		Kvemo kartli	Racha-Lechkhumi and Kvemo Svaneti	More than 5 years

BEHAVIOURAL INSIGHTS

PARTNERSHIP WITH BEHAVIOURAL INSIGHTS TEAM

Support + Helplessness

Services + Private Matter

UNDP –UN WOMEN PILOT 2018

DESIGNING AN RCT

ADDRESSING THE BARRIERS TO BYSTANDER ACTION

IPV expert advice and narratives research also guided our design process

Bystanders should start the conversation by actively listening and providing non-judgmental support

Bystanders lack knowledge of how to help and can get entangled in abusive situations

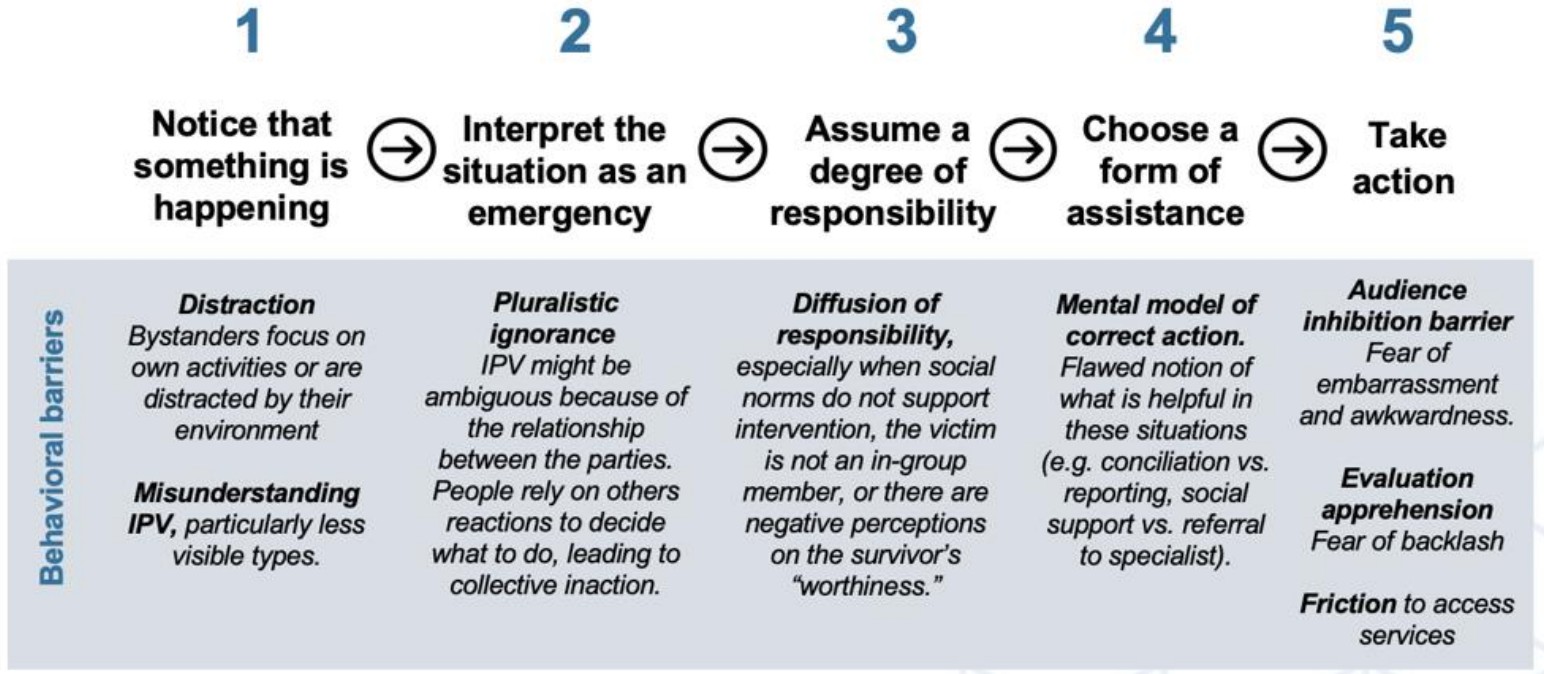Bystanders should ultimately send survivors to receive expert advice

Strong social networks exists

Behavioral barriers may impact follow through at every stage.

We aim to tackle these barriers through flyers, posters and videos distributed in Public Service Halls and Community Centers throughout Georgia

1	**2**	**3**	**4**	**5**
Notice that something is happening	Interpret the situation as an emergency	Assume a degree of responsibility	Choose a form of assistance	Take action

Behavioral barriers

Distraction Bystanders focus on own activities or are distracted by their environment	**Pluralistic ignorance** IPV might be ambiguous because of the relationship between the parties. People rely on others reactions to decide what to do, leading to collective inaction.	**Diffusion of responsibility,** especially when social norms do not support intervention, the victim is not an in-group member, or there are negative perceptions on the survivor's "worthiness."	**Mental model of correct action.** Flawed notion of what is helpful in these situations (e.g. conciliation vs. reporting, social support vs. referral to specialist).	**Audience inhibition barrier** Fear of embarrassment and awkwardness.
Misunderstanding IPV, particularly less visible types.				**Evaluation apprehension** Fear of backlash
				Friction to access services

Latane and Darley (1970) Situational bystander intervention model

ხვალ იქნება გვიან

საქართველოში უმრავლესობა მიიჩნევს, რომ უნდა იმოქმედოს როცა სხვას ცუდად ექცევიან

"ჩემს ქმარს არ უყვარს როდესაც ჩემს მეგობრებთან და ოჯახთან ერთად ვატარებ დროს. მეუბნება, რომ მენდობა, თუმცა არ ენდობა სხვებს."

– თინა

თუ შენს ნაცნობს სჭირდება დახმარება:

1. წამოიწყე მასთან საუბარი
2. მოუსმინე, არ განსაჯო
3. ურჩიე, დარეკოს 116 006 – ზე და გააცანი ამ ზარათის მოსახეი კალენდარი

"ნეტა, დროულად მივმხვდარიყავით და არ მივეტოვებინა თინა. რაც უნდა ეთქვა, მიზეზი მხოლოდ ერთი იყო – ქმარი უკრძალავდა ჩვენთან ურთიერთობას...დაგვაგვიანდა..."

– თინას მეგობრები

THANK YOU!

ACT NOW – TOMORROW WILL BE LATE

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