

REDUCING VIOLENCE AGAINST WOMEN ON CAMBODIAN TELEVISION

Bulletin No. 1

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INTRODUCTION

This bulletin presents data on violence against women (VAW) and intimate partner violence (IPV) content on television. It looks at three key areas: types of violence, channels and programs containing violence, and violence in different program genres. The purpose of the bulletin is to contribute evidence to guide discussions about VAW and IPV on television content in the Cambodian context.

Please refer to attachment for an outline of the methodology and glossary of references.

BACKGROUND

The study of VAW and IPV on TV in Cambodia began with The Asia Foundation's (TAF) secondary quantitative data analysis of several VAW prevalence surveys that found that people who watch television are 178% more likely to be IPV victims than those who never watch television.

Whilst it is widely acknowledged that violence towards women and girls occurs in all social groups and locations, IPV perpetration and victimization was found to be highest among households with a monthly income of \$100 or less, are between the ages of 26 and 49, live in rural and remote areas, and have completed grade 6 or less (TAF, 2015).

Numerous studies have demonstrated in other countries how TV can normalize and desensitize IPV, blame victims, facilitate public acceptance, and lead to increased aggression (TAF, 2015). Conversely, it can reduce acceptability, correct misconceptions that VAW is a private affair, and encourage victims to seek help (TAF, 2015).

POLICY CONTEXT

Importantly, one outcome from the second *National Action Plan to Prevent Violence Against Women (NAPVAW) 2014 - 2018* is increased promotion of gender-equitable, non-violent media with appropriate reporting on VAW. The NAPVAW assigns responsibility to the Ministries of Women's Affairs (MoWA) and Information (MoInf) by way of a Media Advisory Group to oversee a code of conduct, guidelines and mechanisms to reduce violent content (NAPVAW, 2014).

EXPOSURE TO VIOLENCE AGAINST WOMEN

99% of households surveyed, who watched TV, were exposed to VAW over a 2 month period

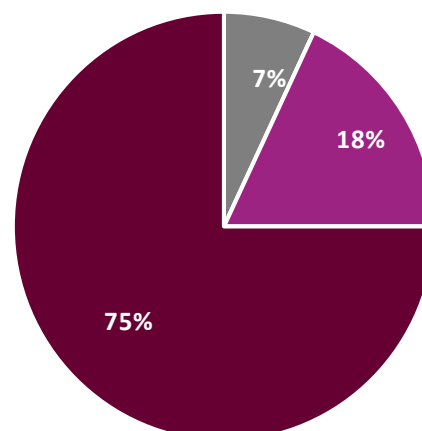
42% are able to recognize and report being exposed to VAW

32% are able to recognize and report being exposed to IPV

However, the majority of people watching television do not recognise or report seeing VAW when it is evident (i.e. where viewer responses were crossed referenced against findings by trained monitors (Kantar, 2016).

TELEVISION CONSUMPTION

Seventy-five percent of Cambodians watch television on a daily basis, and 93% of people reported watching television in the past 3 months, according to a 2015 media consumption survey (Cambodia Media and Research for Development [CMRD], 2015) (Figure 1).



■ Did not watch ■ Watched ≤6 days/week ■ Watched 7 days/week

Figure 1: Television consumption in the past three months (CMRD, 2016)

REDUCING VIOLENCE AGAINST WOMEN ON CAMBODIAN TELEVISION

VIOLENCE AGAINST WOMEN AND INTIMATE PARTNER VIOLENCE BY CHANNEL AND PROGRAM

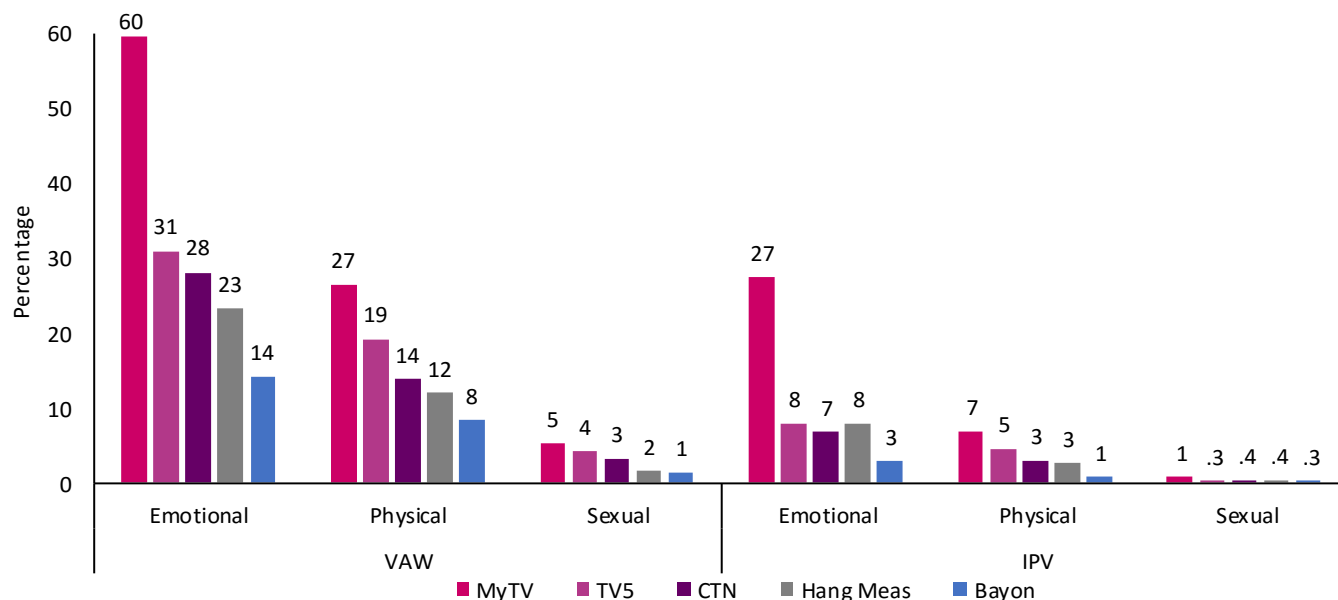


Figure 2: Violence against women and intimate partner violence by type of violence and television channel

EMOTIONAL, PHYSICAL AND SEXUAL VIOLENCE AGAINST WOMEN AND GIRLS

Emotional violence was the most prevalent of the three types of violence, followed by physical then sexual VAW (CMRD, 2016; TAF, 2016). The majority of emotional, physical and sexual VAW was perpetrated by men (TAF, 2016).

MyTV followed by TV5 and CTN contained the highest levels of VAW, in a 2016 media rating survey conducted by CMRD (CMRD, 2016), consistent with the assessment undertaken by professional monitors (TAF, 2016) (Figure 2).

Both viewers and assessors found that television channels with high levels of VAW content also contained high levels of IPV content, albeit at a lower rates (Kantar, 2015; TAF, 2016).

- 10% of time slots containing sexual violence involved **sexual violence against a girl** 18 years or less
- 3.5% of physical violence time slots involved **physical violence against a girl** 18 years or less (TAF, 2016).

TOP 10 RANKED PROGRAMS FOR VAW CONTENT

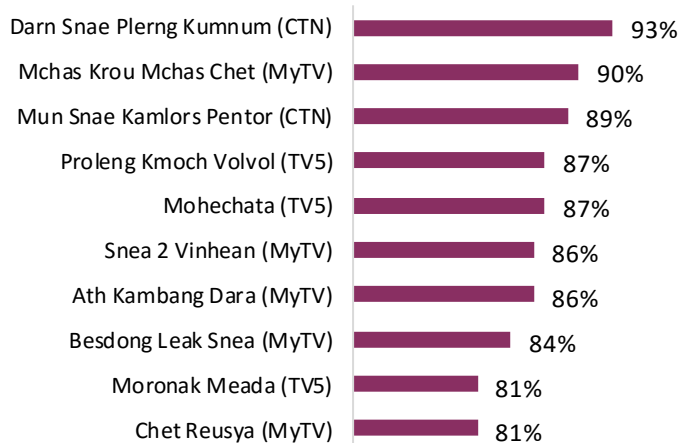


Figure 3: Top 10 TV programs by percentage of time slots with violence against women content (TAF, 2016)

The top 10 ranked programs by overall VAW content include both Cambodian and foreign dramas and comedy (TAF, 2016). The highest rates of VAW content were found in Thai dramas (Darn Snae Plerng Kumnum and Mchas Krou Mchas Chet) (Figure 3).

REDUCING VIOLENCE AGAINST WOMEN ON CAMBODIAN TELEVISION

PROGRAM GENRES

Drama

Drama is popular with female viewers (CMRD, 2015; TAF, 2016) and dominates the top 10 programs containing VAW.

CTN's Thai drama, *Dan Snae Pleang Konom*, contained the most VAW (93%) whereas the Bayon's Khmer drama *Soben Yuveakvey* contained the least (4%) (TAF, 2016).

Almost 50% of drama time slots assessed contained emotional VAW, some 20% contained physical VAW and 3% sexual VAW (TAF, 2016).

Popular dramas hail from Thailand, Korea, Philippines, and India (TAF, 2016). Recently, the country of origin of drama is changing due to a requirement for greater Cambodian content. Nevertheless VAW still features in locally produced drama, albeit at lower levels (TAF, 2016) (Figure 4).

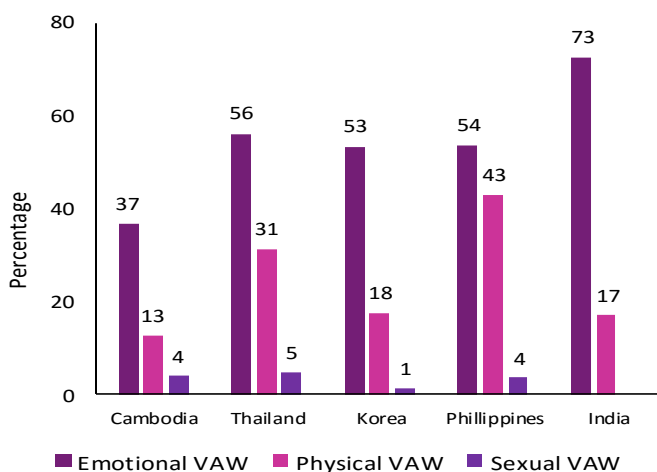


Figure 4: Country of origin of drama by type of violence (TAF, 2016)

Comedy

The rate of VAW in comedy is remarkable. Across all the five television channels assessed, 35%, 21%, and 9.5% of all comedy time slots contained emotional, physical, and sexual VAW respectively (TAF, 2016).

The highest reported exposure to VAW on comedy programs was on CTN's prime time *Entertainment Tonight* (14%) (CMRD, 2016).

News Reports on Violence Against Women

News was the top ranking genre for male viewers, 53% of whom watched news over the past three months (CMRD, 2015).

Across all television channels assessed, 11% of news media on TV5 contained reports on VAW whereas this rises to 31% of news media on Hang Meas (TAF, 2016).

All (100%) of news reports on VAW on TV5, CTN and Bayon identified either the victim or perpetrator and the vast majority of reports contained graphic images of victims or perpetrators (TAF, 2016).

Almost 17% of news reports on VAW on Bayon and 10% on Hang Meas resorted to victim blaming, all by male presenters (TAF, 2016).

Advertisements

All advertisements contained considerable VAW content: 60% contained physical VAW, 56% emotional VAW and 11% sexual VAW (TAF, 2016). The advertisements included the teaser or trailer of the program and commercial advertisements between the programs.

Alcohol advertisements were pervasive: 70% of all time slots assessed across five channels contained alcohol advertisements. A staggering 84% of time slots on Hang Meas featured alcohol advertisements dropping to 59% of time slots on Bayon (TAF, 2016) (Figure 5).

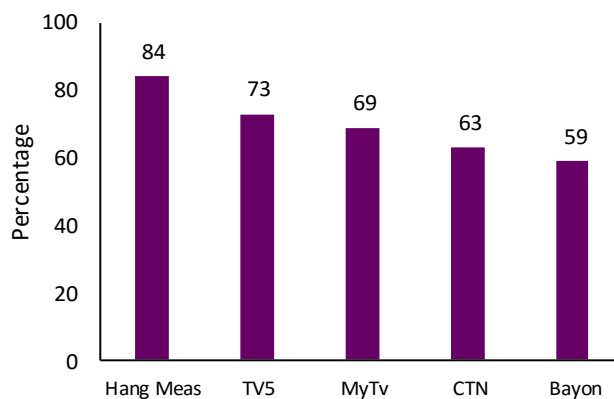


Figure 5: Time slots featuring alcohol advertisements (TAF, 2016)

REDUCING VIOLENCE AGAINST WOMEN ON CAMBODIAN TELEVISION

EMERGING ISSUES

- New dramas with drastically higher rates of VAW are entering Cambodia's TV market.
- Unchecked, competition between TV broadcasters could fuel rapid growth of programs with higher VAW content .
- Monitoring, ratings and/or advisory warnings about programs containing violence lag far behind domestic need and international standards, such that even Cambodian broadcasters are concerned.

RECOMMENDATIONS

Ministry of Information, Ministry of Women's Affairs, Ministry of Culture and Fine Arts:

1. As a first step, monitor VAW on television, disseminating quarterly reports to the public, at a minimum via online channels.
2. Develop and implement broadcasting standards for VAW. Consider a classification/ratings code that puts warning labels of potentially harmful content on TV programs, i.e. advises on age appropriate viewing. Restrict violent content from being shown during certain hours.
3. Raise public awareness, educating audiences about the adverse impact of viewing violence, how to critically evaluate content and how to avoid programs containing VAW.
4. Adopt existing international advertising standards that control the volume and timing of alcohol product placement and advertising on all television stations.

Civil Society and Citizen Voices:

1. Stimulate conversations between citizen networks and broadcasters to raise their voices regarding violent content on television through the use of Facebook, bulletins, web pages, workshops and campaigns.
2. Encourage citizens to use social media to attract the attention of Prime Minister, Ministry of Information, Ministry of Culture and Fine Arts, and Ministry of Women's Affairs to express concerns about VAW and girls on television and request changes to negative content.

Television Broadcasters:

1. Develop and implement VAW best practice media guidelines to guide assessment, production and purchasing of programs with violent content.
2. Review VAW content prior to purchasing or producing programs.
3. Partner with civil society organizations that can assist in determining the level of VAW content, train staff (train editors, script writers, newscasters on VAW and media standards) and provide equally popular content alternatives with less VAW.

REFERENCES

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REDUCING VIOLENCE AGAINST WOMEN ON CAMBODIAN TELEVISION

Attachment 1: Methodological Outline and Glossary

I. METHODOLOGY

Introduction to Methodology

The Asia Foundation (TAF) has conducted four separate content analyses of violence against women (VAW) and intimate partner violence (IPV) in television programming. The findings are based on representative samples of television content assessed by different organizations. This paper reports on the methods and draws on first quarter data with sampling periods ranging from September 2015 through to May 2016. During the life of this project four quarterly samples will be undertaken and this section will be updated accordingly.

Definitions of Violence

All researchers were trained to fully understand the VAW and IPV definitions, the root causes of VAW, through to the associations between media exposure and IPV. All four studies used the United Nations and World Health Organization's definitions of IPV and VAW and similar operational definitions of physical, sexual and emotional violence used in the National Survey On Women's Health And Life Experiences In Cambodia. Refer to Glossary for definitions.

Researchers were also trained in the Ethical and Safety Guidelines for Conducting Interviews and Research on Gender Based Violence developed by Partners for Prevention and World Health Organization.

Methods

The studies assessed VAW and IPV in television programs in four different ways:

1. Media Consumption Survey (September-October 2015), undertaken by Cambodia Media and Research for Development (CMRD), where respondents determined whether programs contain VAW and/or IPV, via household surveys
2. Television Ratings Survey (December 2015-February 2016), undertaken by Kantar Media, whereby viewers recorded media consumption habits and reported whether programs contain VAW and/or IPV in diaries
3. Television Ratings Survey (May 2016), undertaken by CMRD, where Cambodians recorded whether programs contain VAWG and/or IPV, via the use of television dairies
4. Television Monitoring Research (March-May 2016), overseen by The Asia Foundation (TAF), where content was analyzed using professionally trained monitors and specific rules and definitions

◆ Media Consumption Survey, CMRD 2015

This survey examined television viewing habits, popular programs and timeslots and which television programs and stations contain physical and/or sexual VAW. The sample size was 2,511 respondents from six provinces (Kampong Cham, Siem Reap, Battambang, Sihanoukville, Takeo, Prey Veng) (1,807 respondents) plus Phnom Penh (704 respondents). Proportional quota sampling techniques were used. Cambodians aged 15 to 55 years old, with quotas reflecting the Cambodian profile by location, sex, age were used to reflect the demographic profile. A continuous face-to-face survey method with a validated 25-minute structured questionnaire was utilised. The field work took place from September to October 2015.

◆ Television Ratings Survey, Kantar 2016

This study assessed exposure to VAW and IPV on television using a diary. This study took place in nine districts of Phnom Penh (4 of which were outer districts) from 19 December 2015 to 12 February 2016. Random sampling techniques were used. The sample size was 1,100 people drawn from 265 households resulting in a sampling error of less than +/- 3% with a 95% confidence level.

REDUCING VIOLENCE AGAINST WOMEN ON CAMBODIAN TELEVISION

Attachment: Methodological Outline and Glossary

Television audience monitoring was undertaken via a combination of television diaries and assessment of programs by monitors.

- i) Television Dairies: Age and sex weights were applied to diary audience data, to produce best audience estimates for a panel representative of the actual population. Households were selected according to predetermined quotas using screening questions to select the required number of households and collect demographic and socio-economic characteristics of all members aged 4 years plus in each recruited household. All available channels in the market including free to air and cable television channels were included. Viewers recorded time, television channel and whether VAWG or IPV was present.
- ii) Television monitoring: Programs on eight television channels were professionally monitored: CTN, MyTV, Hang Meas, SeaTV, Bayon, PNN, CNC, TV5 24hrs per day, 7 days per week over an 8-week period.

The final data processing involved merging diary data with monitoring data to determine who is watching the program, at which time band and whether violence was present and recognized. "Infosys+" software was used to generate and analyse the data for the report. Quality control mechanisms included an allocated data collector visiting households every two days to ensure that the respondents recorded information correctly and regularly.

◆ Television Ratings Survey on VAW, CMRD 2016

This study determined consumption patterns and assessed the prevalence of different types of violence (emotional, physical, and sexual VAW and IPV) on programs and television channels. Data collection took place over a one-week period from 4th to 10th May 2016. The methodology used in this survey was a television diary whereby viewers noted viewing data (including television channel, program name, day and time and demographic variables) on a given diary sheet for a one-week period. The target locations for the survey were urban areas in three provinces (Kampong Cham, Battambang and Phnom Penh). Quota sampling techniques were used in order to draw a representative sample of the Cambodian population in each surveyed location. The quota controls used are for gender, age group and location based on the 2008 population survey. The total sample size was 802 respondents, comprising Phnom Penh (398 respondents from 4 Sangkats), Kampong Cham (204 respondents from 4 communes) and Battambang (200 respondents from 4 communes). Quality control mechanisms included an allocated data collector visiting households every two days to ensure that the respondents recorded information correctly and regularly. Additional daily telephone support mechanisms took place to enhance compliance.

◆ Television Monitoring Research, TAF 2016

This study mainly assessed content for VAW, IPV, type of violence, frequency of violent incidents, and anti-violence messages/interventions.

The findings on television market share and VAW content on television from CMRD 2015 media consumption survey were used for selecting television channels. Five main television channels (TV5, MyTV, CTN, Hang Meas, and Bayon) were selected for monitoring given their dominance of market share (81%). Programs were monitored on three to four days per week: Monday and Wednesdays, representing weekday programs, and on Saturday or Sunday, representing popular weekend programs. The programs were selected based on the popularity. Three blocks of time: morning, lunchtime and prime time were monitored. There were slight variations in timing across the five channels to accommodate program starting times and programs of interest. However, the number of hours per day (7 hours) and per week (21 hours) was equally distributed across each television channel with a total of 1001 hours of television programs examined from 21 March through to 31 May 2016. About 26% of programs represented prime time television, defined as 6.00pm to 9.00pm. 500 hours of drama, 220 hours of news, 220 hours of entertainment, over 3 hours of advertisements and 20 hours of sports programs were assessed.

REDUCING VIOLENCE AGAINST WOMEN ON CAMBODIAN TELEVISION

Attachment: Methodological Outline and Glossary

The monitoring method used in this research was adapted from the UCLA Television Violence Monitoring Study conducted by Jeffrey Cole (1) at the UCLA Center for Communication Policy. This study is the most comprehensive and detailed examination ever conducted of violence in broadcast network television programming.

Five professional monitoring officers were intensively trained to make sure that they understand well the definitions of different types of violence (the United Nations and World Health Organization's definitions) and the television monitoring process. They are graduates in either Psychology or Social Sciences. A professional television monitoring officer was assigned to each of the five television channels. She then recorded programs as per agreed schedules then analysed and recorded information at 15 minute intervals on a pre-designed Excel template. Programs were coded off-air. Inter-coding reliability was rigorously tested during the training session. To assure the quality of the rich data collected, the coding from programs across all five channels were randomly monitored for the first four weeks and the weekly meeting between monitoring officers and TAF's Research Officer is ongoing. The data was then transported to SPSS database. The Research Officer then double checked and cleaned the data on a monthly basis. The data analysis was conducted quarterly using SPSS Version 19.0.

Limitations

To rely upon people's perceptions of VAWG in programming raises a number of important questions, including problems of selective exposure, differences in what is deemed to be violence, and so on. Given that VAW and the different types of violence is systematic and deeply ingrained, it is possible that some incidents were not recognised by respondents, in particular the household survey and television diary components, resulted in underreporting.

The quality of the television diary responses contained some errors as some respondents did not personally record information so asked other household members to do this and some respondents forgot to record information onto the diary sheets. About 2% of respondents fell into this category.

Sampling periods differed ranging from an intensive one-week period through to ten weeks. Sampling methods also differed to enrich findings, incorporating household surveys, television diaries, professional television monitoring and off-air content analysis.

Finally, while the variables differed from one study to another, resulting in some aspects of one study not being readily comparable with some aspects of another study, the emerging picture is clear and requires careful consideration.

II. GLOSSARY

Alcohol advertisements : Any commercial advertisement, backdrop logo, banner, and running letter on the screen contained alcohol advertisement during a program on television.

Anti-violence messaging/intervention: means any intervention or message that counteracts negative forms of VAW or IPV. This includes attempts to stop violence, displays of remorse, criticism or a penalty within the scene through to warnings about the negative impacts of violence.

Emotional violence: Insulting, deliberately making them feel bad about themselves, belittling or humiliating, intimidating on purpose by yelling or smashing things, threatening to hurt.

Entertainment programs: It includes music, comedy and variety show.

Intimate partner violence: Behaviour by an intimate partner or ex-partner that causes physical, sexual or psychological harm, including physical aggression, sexual coercion, psychological abuse and controlling behaviours (2).

REDUCING VIOLENCE AGAINST WOMEN ON CAMBODIAN TELEVISION

Attachment: Methodological Outline and Glossary

Physical violence: Intentionally causing pain, hitting, slapping, kicking, dragging, throwing something, using or threatening with weapon, choking, strangling, burning, torturing, taking hostage.

Sexual violence: Rape, forced sex (including by husband when wife is not willing), groping, sexual touching, forced to do any unwanted sexual act, sexual harassment, forced to watch pornography.

Time slot: One 15-minute period of time, forming part of a television program which was used in the analysis of the television rating surveys conducted by Kantar Media and CMRD and the television monitoring conducted by The Asia Foundation.

Violence Against Women and Girls: Any act of gender based violence that results in, or is likely to result in, physical, sexual, or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or private life". It encompasses, but is not limited to, "physical, sexual and psychological violence occurring in the family, including battering, sexual abuse of female children in the household, dowry related violence, marital rape, female genital mutilation and other traditional practices harmful to women, non-spousal violence and violence related to exploitation; physical, sexual and psychological violence occurring within the general community, including rape, sexual abuse, sexual harassment and intimidation at work, in educational institutions and elsewhere; trafficking in women and forced prostitution; and physical, sexual and psychological violence perpetrated or condoned by the state, wherever it occurs (3)."

REFERENCE

- (1) Cole, Jeffrey (1995). The UCLA television violence monitoring report. *Los Angeles, CA: UCLA Center for Communication Policy.*
- (2) World Health Organization Violence Against Women Fact Sheet N°239 (<http://www.who.int/mediacentre/factsheets/fs239/en/>)
- (3) General Assembly Resolution 48/104 (1993). *Declaration on the Elimination of Violence Against Women.*