




# A Practical Guide to Monitoring Violence Against Women in Television



**The Asia Foundation**  
Improving Lives, Expanding Opportunities



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# PURPOSE OF THIS MANUAL

Television (TV) monitoring is the process of watching and/or listening to the content of TV sources on a continuing basis, and then, identifying, saving and analyzing content that contains specific keywords, images or topics. Companies, government agencies, not-for-profit organizations (e.g. civil societies, associations, etc.) and individuals utilize TV monitoring as a tool to identify mentions of their organization, brands, programs and themes (content). Some organizations also deploy monitoring tools to track the success of their news releases, to find information about competitors and specific issues relevant to the organization, company or business, to benchmark performance against competitors, to manage corporate or brand reputation, to gather industry intelligence, to better understand the strengths and weaknesses of corporate communications, to identify new business opportunities, and other purposes. TV monitoring can be observed for many different reasons: it may be to detect programmatic changes over time or indicating shifts in cultural habits for example<sup>1</sup>.

Social movements may want to compile evidence on certain types of coverage to raise awareness. Often TV monitoring occurs to assess the quality of the work to improve standards or to advocate for new guidelines, against discriminatory or violent coverage, for example. TV monitoring objectives can differ as much as their outcomes, and require a careful choice of appropriate methods to achieve their goals. Analysis may be interpretative or quantitative; it may be a special case study; it may focus on the language or narrative of news stories; the duration of analysis may be short or long; it can include one medium and single country or it may be comparative. In each case it has to be carefully designed, from defining a problem and methodology to the selection of a proper sample. Those decisions have to be made before the monitoring begins as it is a difficult, time consuming and expensive task, and invested effort can only be worthwhile when it brings relevant and reliable

data<sup>2</sup>. The intent of this manual is twofold; 1) to document a methodology that has been tried and revised, that can be adapted or applied to any subject matter particularly in resource poor contexts where the tools and technologies are simple and accessible, and 2) to promote the gathering of evidence to advocate for policy change to an industry that has weak regulation and compliance.

This manual is intended to provide concise, clear and efficient methods for organisations to monitor the type and amount of intimate partner violence and violence against women and girls shown on television. It particularly focuses on why monitoring is necessary, how to form a team of monitors and train them, the technology needed to monitor television programs and process the data, and how to report the data so it can be used to influence change.

Drawing on the experiences of Cambodia, the manual is a step-by-step guide that can be adapted to other low-resource countries.

## Why monitor television?

Monitoring the amount and type of violence against women on television is an important step in influencing policy, with a view to creating change. Monitoring provides hard data that can be used as evidence by civil society, activists and non-government actors to advocate for policy change.

This monitoring project is thought to be the first of its kind in Cambodia<sup>3</sup>. It grew from a research conducted by The Asia Foundation in 2015 which investigated the factors that contribute to gender-based violence<sup>4</sup>. The results of that research revealed that violence on television was one of the significant risk factors associated with intimate partner violence. The next step was to monitor the amount and type of violence against women shown on television, and gather the necessary data to influence policy makers. In the case of Cambodia, it is hoped that policy change could lead to a reduction in the amount of violence broadcast on television, and therefore a reduction in violence against women.

<sup>1</sup> CyberAlert, Inc (2010)

<sup>2</sup> Snjezana Milivojevic (2003)

<sup>3</sup> The Asia Foundation (2016)

<sup>4</sup> Kathleen A. Fox, Silas Everett, Matt R. Nobles, Seila Sar, Samneang Moul and Alexandra Amling (2015)

## BACKGROUND

The media can reinforce traditional perceptions and attitudes towards women, and can normalise intimate partner violence. But media can also be a protective factor. It can empower both women and men and lead to a shift in attitudes, contributing to changes in social norms. Mass media can have a positive effect by correcting misconceptions about domestic violence, such as the widespread misconception that violence is a domestic or ‘private matter’.

Notwithstanding Cambodia’s commitments to international treaties and national action plans, there is little regulation of what type of violence is shown on television, how often, and at what time of day. The Asia Foundation’s research in 2015<sup>4</sup> pointed to violence on television being a major risk factor contributing

to violence against women. As watching violence on television has been found to have a cumulative effect on aggression<sup>5</sup>, monitoring the amount and type of violence on television was seen as a natural first step in creating demand for better regulation, with a view to reducing the amount of violence on television and consequently reducing rates of intimate partner violence.

Based on the evidence gathered in the 2015 research, The Asia Foundation decided to monitor television programs on five channels, using the World Health Organization definitions of violence as the basis for its data collection (see **Box 1** below). The TAF project monitored partnered and non-partnered violence.

### Box 1: World Health Organization Definitions of Violence

<b>1) Physical violence</b>	Intentionally causing pain, hitting, slapping, kicking, dragging, throwing something, using or threatening with a weapon, choking, strangling, burning, torturing, taking hostage
<b>2) Sexual violence</b>	Rape, forced sex (including by a husband when a wife is not willing), groping, sexual touching, forced to do any unwanted sexual act, sexual harassment, forced to watch pornography
<b>3) Emotional violence</b>	Insulting, deliberately making them feel bad about themselves, belittling or humiliating, intimidating on purpose by yelling or smashing things, threatening to hurt
<b>4) Intimate partner violence</b>	Behaviour by an intimate partner or ex-partner (lover, boyfriend/ girlfriend, those who are in the relationship) that causes physical, sexual or emotional harm, including physical aggression, sexual coercion, psychological abuse and controlling behaviours

## Challenges

Media monitoring is time consuming and expensive. Data for the Cambodia project was gathered over one year. Monitoring is subject to other challenges, such as the political environment and the independence or lack of independence of the media. Social and cultural barriers also pose challenges when data is being used to advocate for change.

Training monitors is challenging, as it is crucial that monitors understand and can identify the exact variables being addressed. For monitors, watching many hours per day of violence of television is challenging and can be distressing.

<sup>5</sup>Common Sense Media (2013)

# A SNAPSHOT OF THE CAMBODIA PROJECT

## Case study: The Cambodia Television Monitoring Project

Television monitoring was done as part of the Preventing Intimate Partner Violence program, supported by the Australian Department of Foreign Affairs and Trade

📺 Television channels: CTN, Hang Meas, TV 5, Bayon and MyTV

📺 Monitors: Five monitors to monitor one channel each

📺 Duration: 12 months – March 2016 to February 2017

📺 Days: Monday, Wednesday, Saturday and Sunday

📺 Number of hours per week: **21** hours

📺 Total number of hours monitored: **4,919** hours

In Cambodia, television is the most popular form of media. There are many broadcasters, but five dominate: CTN, Hang Meas, TV5, Bayon and MyTV. A survey conducted by Cambodia Media and Research for Development in September 2015 found that these channels account for 80 per cent of market share<sup>6</sup>, so they were chosen for monitoring.

The Preventing Intimate Partner Violence program worked towards two mutually reinforcing outcomes:

- (1) Target groups experience a reduction in risk factors and an increase in protective factors;
- (2) Government agencies, civil society, the private sector and communities use evidence to advocate, plan, budget for and implement policies, laws and programs to prevent intimate partner violence. One of the activities that aimed to contribute to prevention was Reducing television content that condones violence against women through strategies such as

media programming research, audience satisfaction feedback and media monitoring.

TAF recruited five media monitoring officers to monitor one channel each over the course of one year and record incidences of emotional, sexual and physical violence against women.

The project also monitored intimate partner violence. These incidences were rated against World Health Organization definitions, with some slight modifications (see Definitions on page 4).

## The media monitors

Monitoring violence on television is emotionally and mentally challenging; it is critical to select the right person for the job. The five media monitoring officers hired for the Cambodia project were graduates of either Psychology or Social Sciences.

Each one was familiar with data collection and entry and was selected by the supervisor based on previous experience working

<sup>6</sup>CMRD (2015)

together. The supervisor understood their capacity and knew they were mentally prepared to watch several hours of violence against women on television every day.

The monitors worked a 40-hour week: 21 of those hours were allocated to recording and watching programs and 19 hours were allocated to analysis.

Due to the highly stressful nature of constant exposure to violence on television, the media monitors were entitled to access counselling at any time during the course of the project.

### Choosing the programs

In Cambodia, the television channels and programs were selected based on a combination of their popularity and high rates of violence against women, as reported in the Cambodia Media and Research for Development survey.

### The monitoring schedule

The monitoring officers monitored five main television channels over 12 months, from March 2016 until February 2017. Monday and Wednesday were chosen to represent weekday programs, while Sunday chosen to represent weekend programs.

However, some popular programs broadcast on Saturday were also selected for monitoring due to their high ratings.

The monitoring duration on Saturday varied across channels, from half an hour to two hours, depending on the program. For example, another hour was added to CTN from 18:30 to 19:30 on Saturday to target the comedy component of 'Entertainment Tonight', the most popular program on CTN. The monitoring schedule of each channel is shown in **Figure 1**.

**Figure 1: Monitoring Schedule by Channel (Source: TAF, 2016)**

TV Channel	Logo	Monday	Wednesday	Saturday	Sunday
Bayon		07:00 - 09:00	07:00 - 09:00	None	08:30 - 11:00
		11:00 - 14:00	11:00 - 14:00		12:00 - 14:00
		19:00 - 21:00	19:00 - 21:00		02:00 - 22:30
CTN		07:00 - 08:30	07:00 - 08:30	19:30 - 20:30	08:00 - 11:00
		11:00 - 14:30	11:00 - 14:30		19:00 - 22:00
		19:00 - 21:00	19:00 - 21:00		
Hang Meas		07:30 - 09:00	07:30 - 09:00	12:00 - 12:30	10:45 - 13:15
		10:30 - 13:30	10:30 - 13:30		16:00 - 20:00
		19:00 - 21:00	19:00 - 21:00		
TV5		07:00 - 09:00	07:00 - 09:00	19:00 - 21:00	08:00 - 09:00
		11:00 - 14:00	11:00 - 14:00		13:30 - 14:30
		19:00 - 21:00	19:00 - 21:00		19:00 - 22:00
MyTV		07:00 - 09:00	07:00 - 09:00	11:00 - 12:30	12:00 - 13:30
		11:00 - 14:00	11:00 - 14:00		16:00 - 22:00
		19:00 - 21:00	19:00 - 21:00		

The timing was not identical across all channels. It was adjusted based on the program of interest and start times. For example, the schedule for Hang Meas and CTN on Monday and Wednesday was different to the schedule of the other three channels, which were identical. The monitoring schedule on Sunday, which was determined based on the program of

interest, was quite different across all the channels. However, to allow for comparison, the total number of hours per week (21 hours) was equally distributed across all selected channels. Monitoring for more than 21 hours per week is not recommended, as the monitors would not have enough time for analysis and this could reduce the quality of the research.



# A TELEVISION MONITORING PROCESS

There are five main steps in the television monitoring process. They are: 1) recruiting monitors; 2) training monitors; 3) gathering data through monitoring television programs; 4) supervising staff and quality control; and 5) data analysis and reporting (**Figure 2**). This manual shows a step-by-

step process of how to effectively monitor violence against women on television, including intimate partner violence, based on the experience of the Cambodia Media Monitoring Research project. The process could be adapted and applied to monitoring other content of television programs.



**Figure 2:** The five main steps in the television monitoring process



## Forming Monitoring Team




A fundamental stage that could determine the success or failure of the television monitoring is the set up the monitoring team—the people who will do the day-to-day work of collecting information, analysing it and producing results. The first step is to define how a team should be structured, the profile required for the positions, and the role of each team member. The supervisor and the monitor are the key personnel in the television monitoring process. They could be recruited by advertising or by using trusted sources.

Below are the team members' descriptions, profiles and responsibilities.

Position	Profile	Responsibilities
<b>Supervisor</b>	<ul style="list-style-type: none"> <li>▶ Experience in quantitative research</li> <li>▶ Data management and analysis skills</li> <li>▶ Experience in training staff</li> <li>▶ Experience in supervising staff</li> <li>▶ Writing and communication skills</li> <li>▶ Experience working in the field of violence against women is an advantage, but not essential</li> </ul>	<ul style="list-style-type: none"> <li>▶ Manage and supervise the team</li> <li>▶ Responsible for training the team</li> <li>▶ Design the monitoring process and the data recording template</li> <li>▶ Quality control, data management and analysis</li> <li>▶ Report writing and disseminating the results</li> </ul>
<b>Monitors</b>	<ul style="list-style-type: none"> <li>▶ University degree in Psychology, Social Sciences or other relevant fields</li> <li>▶ Demonstrated experience in research, data collection and data entry</li> <li>▶ Demonstrated analytical skills</li> <li>▶ Demonstrated ability to cope with stress</li> <li>▶ Experience in media monitoring with basic knowledge of gender and/or violence against women is an advantage</li> </ul>	<ul style="list-style-type: none"> <li>▶ Record, watch and analyse television programs</li> </ul>



### Tips

-  Before forming the team, estimate the budget needed to carry out this activity.
-  The supervisor should be backed up by a gender advisor if he/she is not familiar with gender/violence against women issues.
-  Good monitors always express their concerns around issues of violence against women—be sure your monitors are asking enough of the right questions.



Were there any positive interventions in a violent incident? Were there any learning or educational opportunities for the audience? The trainer should pre-select some clips from television programs that contain all types of violence to be used in the training.

Figure 4: An Excel spreadsheet showing different variables used in the Cambodia project

Date: .....

Data Entry Officer: .....

TV Channel: .....

Channel	Date	Month	Day	Time	Topic, rated	Name of program	Type of program (1)	General physical violence	Physical violence against women (PAW)	Perpetrator	Between intimate partners	Same sex intimate partner violence (IPV)	Alcohol involved	Who consumed alcohol?	How many times did physical PAW happen?	How many times did physical IPV happen?	Intervention/ Interference/ Education	Was the victim a minor?
1=TV5 2=MyTV 3=CTN 4=HIT 5=RT	dd/mm/yy	Write down number	1=Mon 2=Wed 3=Sat 4=Sun	Every 15 min	1=Prime time (7-9 pm) 2=Non-prime time	Write down the name of the program	Choose the code from the chart below	1=Yes 0=No	1=Yes 0=No	1=Male 2=Female 3=Both	1=Yes 0=No	1=Yes 0=No	1=Yes 0=No	1= Perpetrator 2=Victim 3=Both	Write down number of times	Write down number of times	1=Yes 0=No	1=Yes 0=No

(1) Type of Program:

1. News	2. Khmer Drama	3. Chinese Drama	4. Thai Drama	5. Korean Drama	6. Singaporean Drama	7. Filipino Drama
8. Indian Drama	9. Japanese Drama	10. Turkish Drama	11. Song Contest	12. Comedy	13. Concert	14. Variety Show
15. Advertisement	16. Boxing	17. Sports	18. Game Show	19. Music Show	20. Cartoon	21. Other

## During the training

It is imperative that the monitoring team is well trained. The monitors must clearly understand the definition of violence and be able to correctly identify a violent act and different types of violence in the television programs. Monitors must be able to appropriately record and transfer the data into

the spreadsheet. The intensive training might take one or two days, depending on how quickly the monitors absorb the knowledge on the subject matter and are able to spot violent act in the clips. Be flexible, as more time may be required for training.

## Tools

During the training, the trainer will need:



A computer with CD drive, or an external CD drive



Recording device (USB TV stick) with CD / software program (see Tools section on page 13 for details)



Video clips containing violence against women extracted from television programs



A print out of the data sheet to demonstrate how to enter data (Figure 3)



The following elements should be included in the training:

1. Introduce yourself and ask the monitors to introduce themselves to each other.
2. Explain the background, rationale, objectives and expectations of the monitoring project. In Cambodia, this involved talking through the findings of the 2015 study conducted by Cambodia Media and Research for Development.
3. Define violence against women. This is where you will spend a lot of your time during the training session.
  - a. Explain that there are three types of violence being monitored: 1) Physical violence; 2) Emotional violence; and 3) Sexual violence. The Cambodia project also monitored intimate partner violence.
  - b. Use the World Health Organization definitions of violence against women and intimate partner violence (Box 1) to explain each type of violence.
  - c. Introduce the Ethical and Safety Guidelines for Research on Gender-based Violence from the 2013 Partners4Prevention study (Ethical Guidelines)<sup>7</sup>. Discuss the guidelines thoroughly and be sure the monitors understand them.
4. Practicing: Play an extract of a video clip from a television program that contains violence against women to the monitors and discuss how to identify the different types of violence shown in the clips.

The trainer should spend plenty of time on this session to ensure that the monitors can identify violent acts appropriately.

## At the End of the Training

Assessing the monitors' understanding is critical for the entire monitoring process. Monitors must understand exactly what type of violence they are recording. To ensure the reliability of the results from the television monitoring, the consistency of the data collected must be maintained. Therefore, the trainer needs to pre-test the monitors to measure the accuracy and consistency among them before the actual television monitoring process.

To test the monitors, the trainer selects a clip from a television program and plays it to them. Using the template as a guide, the monitors watch and analyse the clip and nominate what category of violence it shows (physical, emotional, sexual, intimate partner).

The monitors can rewind the clip if they want to clarify any unclear points. They discuss the results among themselves, together with the trainer. The trainer explains any unclear points raised by the monitors.

The trainer should repeat the process with some new clips. Again, monitors discuss and clarify the types of violence until the trainer is sure the monitors understand completely. When consistency across all monitors is achieved and reliability rates are high among the monitors, they are ready to move on with the actual monitoring.

<sup>7</sup>Emma Fulu, James Lang, Rachel Jewkes, Stephanie Miedema, Tim Roselli and Xian Warner (2013)




## Pilot Testing After the Training

Before conducting the actual television monitoring, pilot testing is essential to ensure consistency among the monitors. Coding should be used to simplify recording the information, and solid instructions should provide for consistency in coding. Strict forms of control should be applied throughout the process to avoid unsound data and misleading results. The

pilot study gives an early indication of differences among the monitors and helps set up an inter-coding reliability procedure. The study also helps set the course for final improvements and precision of the coding sheet. The first week of the actual television monitoring after the training could be regarded as the pilot testing period.



### Tips

-  The trainer should spend time explaining emotional and psychological violence, using video clips as examples. While the monitors may not encounter many issues identifying emotional and psychological violence during the training, they could when they start the actual monitoring exercise.
-  The selected clips used in the training should contain all types of violence.
-  The consistency of the data collected among the monitors during the training could vary between 60 per cent and 70 per cent at the beginning of the training.

The trainer can wrap up the training when consistency reaches 90 per cent across all monitors.



## Gathering Data

Actual analysis starts with data collection. The data is collected through a three-step systematic process. First, the set up of the monitoring system: the supervisor will need to choose the system for recording television programs based on the availability of the equipment and the budget. Second, the monitors will need to run the system. This step involves the installation of the software and hardware to be ready for recording. Finally, the monitors record the television programs for analysis based on the approved schedule.

### Setting up the system

There are various options to record television programs. A digital video recorder (DVR) can be connected to a television set for recording. Some television sets with an internal recorder allow users to record programs directly to a USB hard drive without using a DVR. A USB TV stick is another option. It is a type of box that can be connected to a computer and the cable television so the user can watch and record the program. The Cambodia television monitoring project chose the USB TV stick, as it was cheaper to set up. The monitors had their own laptops and cable televisions at home, so the supervisor only needed to buy the USB TV sticks to complete the system.

## Tools



**Recording device:** The Cambodia project used a USB TV stick purchased at an electronics store. The package included a CD-ROM with software, all necessary cables and the USB TV stick.



**Computer:** this can be a laptop or desktop



**Television cable** from the wall



**Hard copy of the datasheet** (Annex 1)



**Soft copy of the Excel spreadsheet** (Annex 2)



**External hard drives:** two per monitor for backing up data (2 terabytes each)



**Pen, pencil and eraser**



*Recording Device*



*Television Cable*



*External Hard Drive*

## Running the system

The supervisor needs to display, describe and demonstrate the tools that will be used to collect the data. The supervisor should show the monitors how to install the software, record the program and play back the recording for content analysis.

Step 1	<p><b>Wall television cable:</b> Leaving the television cable in the wall socket, insert the other end (the end that usually goes into the television) into the USB TV stick.</p> <p><b>Install the program:</b> Insert the USB TV stick into your computer. Load the software onto your computer using the disk that comes with the USB TV stick package. A window will appear to guide installation.</p> <p>Double click to run 'autorun.exe'.</p> <p>Click 'Install' and follow the prompts.</p> <p>Click 'Next step'.</p> <p>Click 'Continue to install' to complete the process of loading the driver and software.</p>
Step 2	<p><b>Open the program:</b> The home screen will appear. Click 'OK' to scan all available channels.</p>
Step 3	<p><b>Search television channels:</b> Select the country and click 'Auto' to scan all the channels in the selected country. A list of all channels is on the right of the screen. Scroll across the home screen to find your allocated channel.</p>



A USB TV Stick



## Recording the program

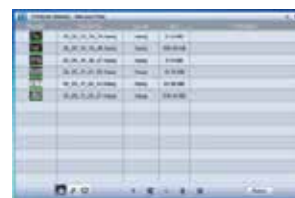
Step 1	<p><b>Select television channel for monitoring:</b> Double click on the channel that you are going to monitor from the channel list. Click the 'X' button in the top right corner of the screen and the channel will appear in full screen.</p>
Step 2	<p><b>Record the program:</b> After selecting the channel, click the Round Red button on the bottom to start recording the program (see picture above). To pause the recording, click the same Round Red button. The button will become a Black Square.</p>
Step 3	<p><b>Double check the recording:</b> To make sure the program is being recorded, look for the word 'REC' which means recording. The word REC will blink while the program is running. The timing of the recording is shown on the top right of the screen.</p>





## Analysing the program content

Step 4	<b>Retrieving the recorded file for analysis:</b> Click the 'Play' button to the left of the Round Red recording button and a list of recorded files will appear. Click the 'Return' button on the bottom to go back to the channel being monitored.
Step 5	<b>Analyse:</b> Once the programs have been recorded, watch 15-minute intervals of each one. Analyse the content and record the data in the datasheet using the codes at the bottom of the Template to guide you. You will need to go back over each one several times. It can take up to 14 hours to analyse seven hours of content.
Step 6	<b>Copy the data:</b> Transfer the data from the hard copy datasheet to the Excel spreadsheet. The spreadsheet is the same as the Template but is in electronic Excel format.
Step 7	<b>Double check:</b> Double check the data in the spreadsheet.
Step 8	<b>Back up:</b> Back up the data on two different external hard drives.
Step 9	<b>Email:</b> Every week, send the spreadsheet to the supervisor.
Step 10	<b>Hard copy:</b> Submit the hard copy of the Template every week at the weekly meeting.



### Tips



The monitors should install the program themselves, as they will need to do any trouble shooting.



The monitors should use a fan to cool the computer down if recording takes more than two hours, as the computer will become hot and the program could crash.



With the USB TV stick, monitors can set auto timing for recording. However, it is recommended that they check the recording intermittently to avoid interruption.



The monitors should have an extra USB TV stick in case the one they are using accidentally stops working.



It is recommended that the monitors do not collect more than 21 hours of television programs per week for content analysis.



If the cable television is off and the monitors cannot record the scheduled programs, they can try finding them on YouTube.



Backing up the data is very important.







## Supervision and Quality Control

Quality data is critical for evidence-based management. Achieving the highest quality data involves ensuring the accuracy, timeliness, completeness and consistency of data collected by the monitors. The term 'quality control' refers to the procedures that the researcher puts in place to ensure the quality and accuracy of data being collected using the methodologies chosen for the study. Investing time in controlling the quality

of the data will help ensure the quality of the results, findings and recommendations.

The supervisor plays a very important role in controlling the quality of the data collected. The supervisor needs to conduct a weekly review of the data to ensure that the most correct, valuable and insightful information is collected and the monitors enter the data properly and accurately. This review needs to be conducted continually and regularly.

### Role of the supervisor

Gather the monitoring team together every week for a briefing of one to two hours. This is an opportunity for all the monitors to raise questions and issues. There are generally more issues raised in the early part of the process when the monitors are still new to the role. Issues raised in the Cambodia project included:

- ✓ Fine-tuning definitions: is accidental violence classified as violence?
- ✓ Is coercion violence? If a woman refuses sex initially but is then persuaded does that constitute sexual violence?
- ✓ Clarifying emotional violence

- ✓ Computer over heating
- ✓ Computer program crashing
- ✓ Power cuts
- ✓ Cable television service cutting off

The monitors can discuss all issues and help each other work out solutions. For example, in the Cambodia project suggestions included watching programs on YouTube in the event of a power cut during recording time.

Keep the discussion open until it is clear that the monitors have resolved any problems. When satisfied, finish the meeting.

Supervisor's role after the meeting:

Supervisor's role at the meeting:

- Open up a discussion and answer any questions the monitors might have.
- Discuss any data issues. If there are large variations in data entry, go back over the definitions of violence against women.
- Solve the issues raised during the meetings.
- Present the results from the week's analysis to the monitors and discuss the findings.

- For every monitor, watch three randomly selected 15-minute recordings and compare your own findings against those of the monitor. These random checks are done until the supervisor is satisfied with the consistency of the data. In the Cambodia project, random checks were done for the first month of the monitoring process.
- Receive the Excel spreadsheets and review the data collected by the monitors.



### Tips



If needed, bring a gender expert to the weekly meeting, as many questions at the beginning of the monitoring process might be related to the identification of different types of violence.



Random checking of the data collected by monitors might be required for more than one month at the beginning of the monitoring process.

The supervisor must continue checking until the consistency of all data collected between him/her and the monitor reaches 95 per cent.



## Data Analysis and Reporting

The manner in which the data is analysed and reported will largely need to be tailored to the specific questions that the monitoring has been designed to answer. For reporting, frequency is based on how often you want to provide updates to stakeholders who will use the findings from the monitoring as evidence for a common or different purpose.

### Data Analysis

Once all the information has been noted on the data sheets, it is time to analyse and cross-reference the variables of interest. Data cleaning may be required to conduct data analysis. This needs to be conducted by the supervisor on a regular basis, based on how often reports need to be produced. Excel can be used for the analysis, as it is simple and easily accessible. For the Cambodia project, the data was transferred from the Excel spreadsheet into the SPSS program every three months. It was then cleaned and checked for errors and inconsistencies before being analysed. A quarterly report was prepared. SPSS was used in this project, as it is more powerful for conducting data analysis than Excel.

SPSS allows the supervisor to analyse the data and ascertain how many times violence against women and intimate partner violence appears within a specific period of time. It also allows the supervisor to analyse the amount of physical, emotional and sexual violence against women across the television programs and channels.

Descriptive statistics, including frequency and cross-tabulation could be used for the variables. Comparison of means between groups should be tested at  $P \leq .05$ , using a Student's t-test and one-way analysis of variance (ANOVA) to generate the results of the media monitoring.

### Data Visualisation and Interpretation

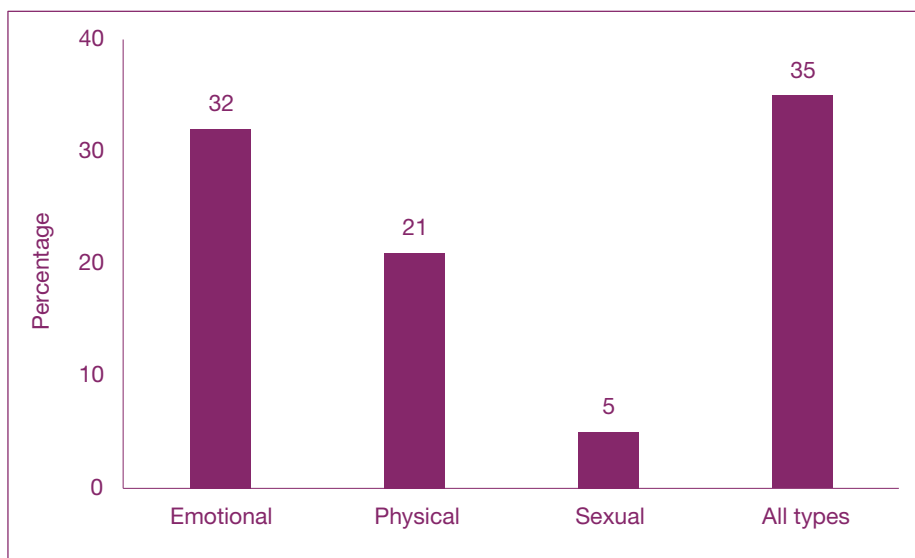
To help make the results more understandable, it is recommended that the figures be accompanied by graphs, whether pie charts or bar graphs. The interpretation of the findings needs to be clear and understandable.

The recorded television programs are analysed by monitors based on a 15-minute time slot. This means that the monitors watch the recorded program and stop it after 15 minutes. They then conduct the content analysis using the data sheet.

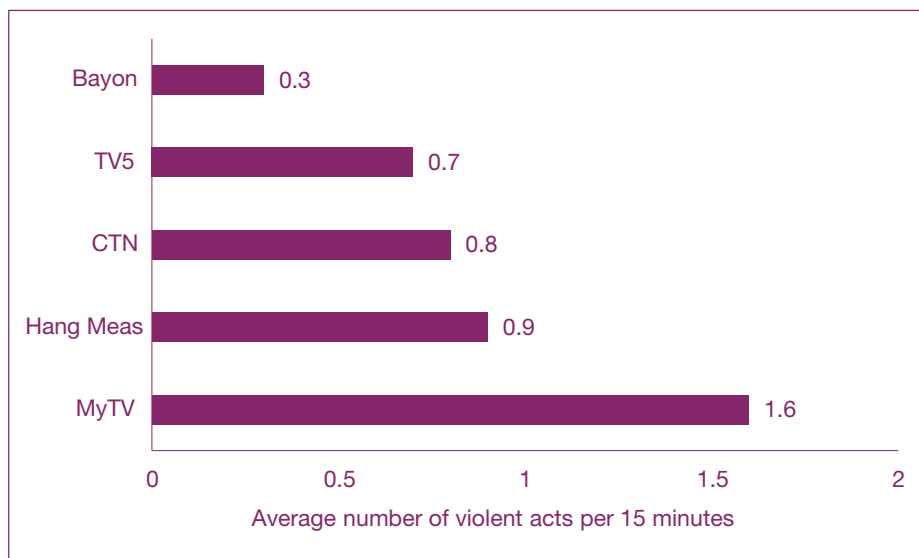
After recording data for the first 15 minutes, the monitors continue watching the next 15 minutes and analyse the content. The monitors repeat this process until they have finished the recording. The percentage of violence against women reported based on the analysis in this manual is the proportion of the number of the 15-minute time slots containing violence against women compared with the total number of 15-minute time slots monitored.

For example, 100 hours of recording would contain 400 of the 15-minute time slots. If 120 of those slots contained violence against women, then this would be recorded as 30 per cent of programs show violence against women.

Below are examples of how the data could be presented with appropriate interpretation.

**Figure 5: Violence Against Women on Television by Type of Violence (Source: TAF, 2016)**

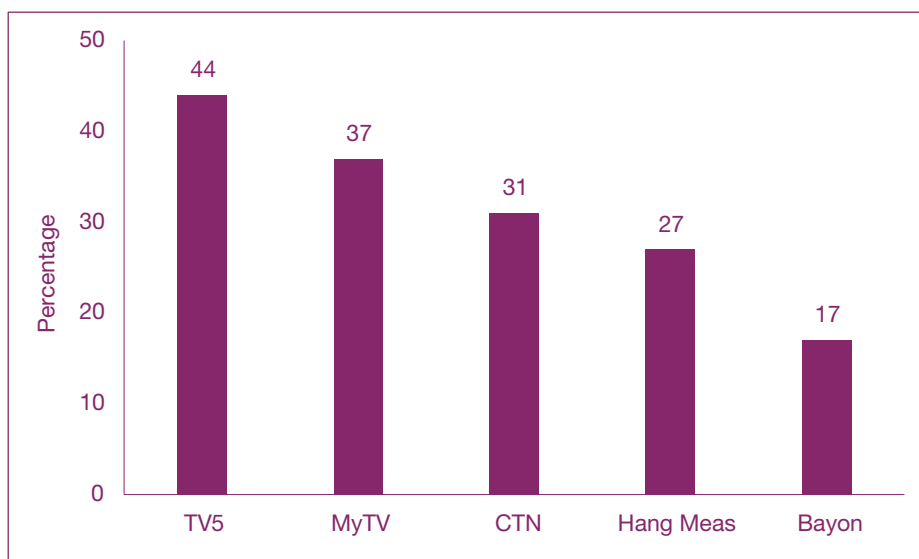
Frequency was used to analyse the percentage of different types of violence across all the television channels monitored (**Figure 5**). The graph could be interpreted as 32 per cent, 21 per cent and 5 per cent of programs monitored across all channels contained emotional, physical and sexual violence against women, respectively. Overall, at least 35 per cent of the time slots contained at least one or more of the three types of violence against women.

**Figure 6: Frequency of Violence against Women by Channel (Source: TAF, 2016)**

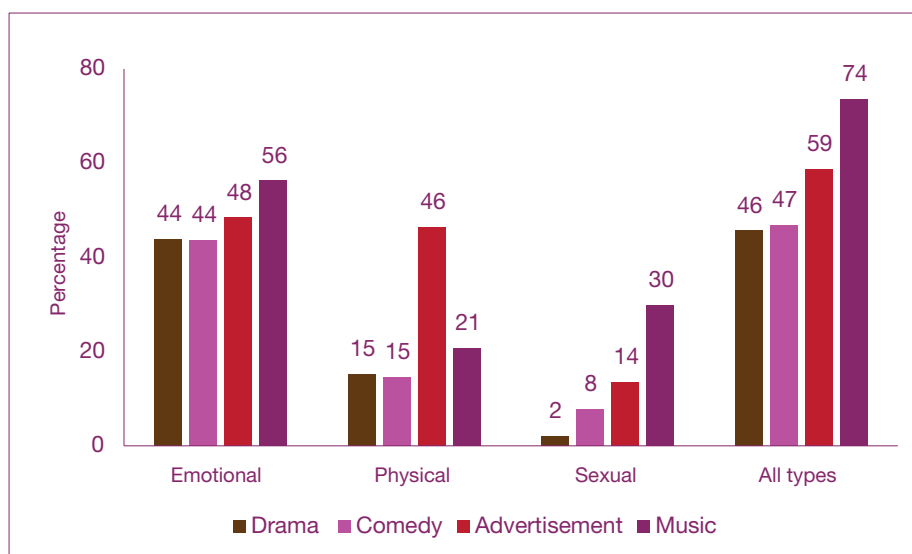
The comparison of means can be used to compare the frequency of violence against women on different channels (**Figure 6**). It can be interpreted that MyTV is the channel that shows violence against women most frequently (1.6 times every 15 minutes on average) while Bayon contains the least violence against women (0.3 times every 15 minutes or 1.2 times every hour).

The data could also be analysed using cross-tabulation, a tool that allows the supervisor to compare the relationship between two variables. It could be presented as the percentage of overall violence against women (all three types of violence combined) in all different television channels, as shown in **Figure 7**, and the amount of different types of violence against women by different type of program, as shown in **Figure 8**.

**Figure 7: Overall Violence Against Women by Channel (Source: TAF, 2016)**



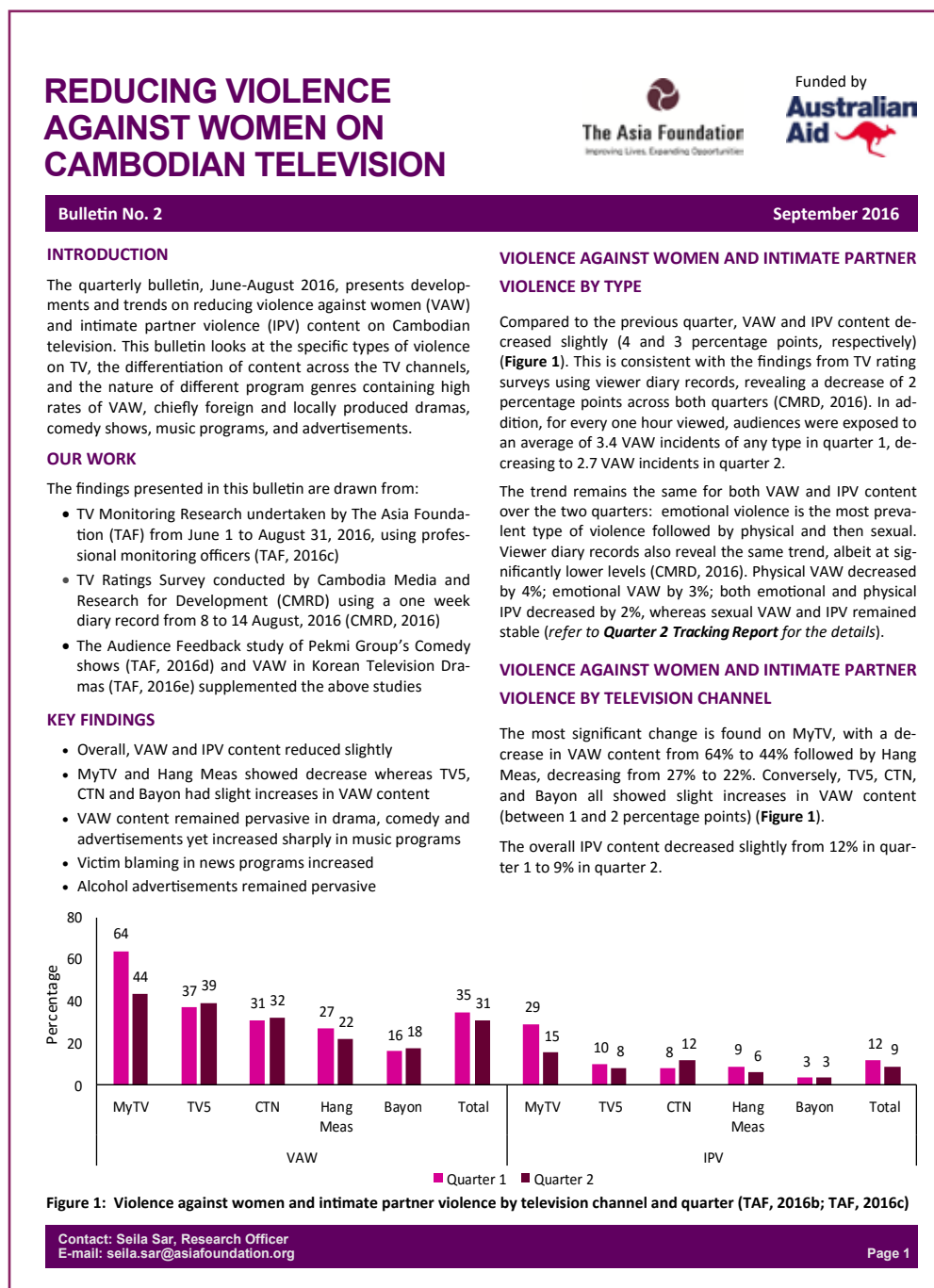
**Figure 8: Types of Violence Against Women by Type of Program (Source: TAF, 2016)**



## Reporting

A report can be produced in the form of a long research report or a brief bulletin. The Cambodia project produced three bulletins covering the period of one year of television monitoring. Two quarterly bulletins were produced for the first six months (**Figure 9**) and a final bulletin was prepared at the end of the monitoring to provide the overall findings of the entire project.

Figure 9: A copy of two quarterly bulletins from the Cambodia project



It is important that the report be accompanied by and therefore read with certain contextual information. It should include at least an overall background of the media industry, an explanation of the legislation on the media, the television viewership, an explanation of the sample of television channels and a justification of the selection. It also needs to state the rationale of the monitoring and its objectives. This information is to help readers find out what kind of material they are dealing with. A methodology is especially important and it should indicate the channels selected, the time frame and the techniques of the monitoring, and units of analysis.

For the main findings, graphs such as pie charts, bar graphs and simple tables should be included in the report, as well as interpretation and a comprehensive analysis against existing literature.

A conclusion should be written to provide information on the current situation of violence against women on television. A set of recommendations should be given to different stakeholders to be used for policy advocacy and the design of new programs to address the issues around violence against women on television.

## USE OF DATA

The data gathered by the Cambodia project was used to guide advocacy efforts with two government ministries responsible for television content.

As the National Action Plan to Prevent Violence Against Women 2014-2018 contains a section on Media, TAF used the data to monitor progress towards achieving this plan.

As a result of this project, TAF has drafted a Code of Conduct for reporting violence against women in the media in Cambodia.

Data should be targeted to key audiences who may have the ability to influence policy and decision makers. These might be government bodies, civil society or non-government actors.




## RECOMMENDATIONS AND BEST PRACTICES

This manual describes best practices identified during the Cambodia project. Potential exists to expand and improve some areas. For example, an additional quality control measure could see two supervisors watching the same randomly selected slot periodically, then meeting to compare their results and reconcile any differences. Other expansion could involve increasing the type and number of variables that monitors are required to look for, for example drug abuse and violence.

The supervisor in the Cambodia project had a background and experience in research and data management. He was committed to gaining the highest quality data possible. Ideally, the supervisor would also have some experience working in the field of gender and/or violence against women, however this is not an essential minimum criterion. A gender specialist could be recruited to advise the supervisor if s/he does not have a background or experience in this area.



### Tips

-  Be sure to do your homework: budget properly for the amount of time and person power you will need.
-  Have solid research to draw on when deciding on what variables to include.
-  Ensure your monitors are well trained and understand every step of the process.



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## ANNEXES

**Annex 1: A Copy of a hard copy of the datasheet filled in by a monitor in the Cambodia project**

[illegible][illegible]

advertising@itf. May, Braun, Smith, Clark, Cook, Cox, Mahoney, Elizabeth Papadimitriou, Pund's, Vassilina, Cline, Latham, Kuznetsov, Rykova, Comfort, Knight, Wolf's, Kroll





Date: .....

Data Entry Officer: .....

TV Channel: .....

News Source of news	News Victim or perpetrator can easily be identified	News Shows clear graphic images of victim or perpetrator	News Victim blaming	News Who blamed victim	News Explicit detail given	News Gender-biased sentiments expressed	News Who expressed gender-biased sentiments?	Sexual language	Insulting language (cursing, profanity, etc.)	Explicit drug use	Alcohol advertisement (advert)	Alcohol advert (how many times) (commercial spot)	Alcohol advert (how many times) (board, logo, etc.)	Advert of Heinek- en and Carlsberg	Advert con- doned violence (program)	Advert con- doned violence (com- mercial product)	Advert of Unilever products (2)
1= Newspaper 2=TV program 3=Both	1=Yes 0=No	1=Yes 0=No	1=Yes 0=No	1= News- paper 2=TV host (male) 3=TV host (female) 4=Both male and female TV hosts 3=Both newspaper and TV host	1=Yes 0=No	1=Yes 0=No	1= News- paper 2=TV host (male) 3=TV host (female) 4=Both male and female TV hosts 3=Both newspaper and TV host	1=Yes 0=No	1=Yes 0=No	1=Yes 0=No	0=No 1=Spot 2=Board /running letter/ logo/ announce- ment by TV host 3=Both	Write down number of times	Write down number of times	0=No 1= Heinek- en 2= Carls- berg 3=Both	0=No 1= General violence 2=VAW 3=Both	0=No 1= General violence 2=VAW 3=Both	0=No 1=Yes
		</															

(2) Unilever products: Viso, Breeze, Sunsilk, Clear, Dove, Lux, Lifebuoy, CloseUp, Pepsodent, Pond's, Vaseline, Citra, Lipton, Aviance, Rexona, Comfort, Sunlight, Wall's, Knorr



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## **Contact**

For more information on the Cambodia Media Monitoring Research Project or questions relating to this manual, please contact Dr. Seila Sar, Research Officer, who designed and conducted the research: [seila.sar@asiafoundation.org](mailto:seila.sar@asiafoundation.org) or [seila.sar@hotmail.com](mailto:seila.sar@hotmail.com).