The Reach of International Days: Attitudes and the 16 Days of Activism Against Gender Violence

Garrett Pace
Jeffrey Swindle
The Influence of International Organizations on People

- International Organizations promote human rights as basis for
  - National policies
  - People’s stated attitudes and beliefs

- Meso-Level Actors
  - Government leaders and bureaucrats
  - Social movement activists

- International Days
  - 16 Days of Activism Against Gender Violence from November 25 through December 10
Data & Analytical Strategy

• Demographic and Health Surveys

• 12 surveys with overlapping timing with the 16 Days campaign
  – 10 had active campaigns: Angola, Bosnia & Herzegovina, Burundi, Columbia, DR Congo, Kosovo, Malawi, Nigeria, Thailand, Zambia
  – 2 did not: Laos, Tanzania

• Compare women’s probability of stating that they reject gender violence against women by interview date before, during, or after the campaign
Conclusions

• Rejection of gender violence against women increased among women in 9/10 countries with an active 16 Days campaign

• International organizations work through domestic actors to influence people’s declarative moral attitudes
  – International Days