The Effect of the Global Campaign to Combat Violence Against Women on Individuals’ Attitudes

Jeffrey Swindle, Katrina Hauschildt, Garrett Pace - University of Michigan
Louisa Roberts - University of South Dakota
Taylor Brown - Duke University

Theoretical Approach

1. Global cultural scripts are messages that posit what a developed society and modern life looks like.
2. Global cultural scripts are promoted by international organizations through many means, including education curricula and media programs.
3. Global cultural scripts are reaching and influencing lay people.

International organizations provide funding for development projects aimed at challenging norms accepting of violence against women.

Research Questions

1. Have people’s attitudes toward violence against women changed over time?
2. Is national funding for development projects focused on violence against women associated with individuals’ rejection of such violence?

Data Sources

- 156 Demographic & Health / Multiple Indicator Cluster Surveys: 2.2 million people, 1999-2017.
- Funding for foreign aid projects from AidData, 1998-2013.

Analysis

- Fixed effects (country, wave) logistic regression on rejection of violence against women, 1999-2017 (1.7 million individuals, 75 countries).

Intersection of Violence Against Women in East Asia and Pacific
Intersection of Violence Against Women in Europe and Central Asia
Intersection of Violence Against Women in Latin America and the Caribbean
Intersection of Violence Against Women in the Middle East and North Africa
Intersection of Violence Against Women in Sub-Saharan Africa
Intersection of Violence Against Women in North America and the Caribbean

Conclusion

- Attitudes are increasingly shifting toward greater rejection of violence against women, especially in Latin American, the Caribbean, and East, West, and Southern Africa.
- Funding for development projects specifically focused on this issue positively affects people’s rejection of violence against women.