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Study Status

Results



Academic Paper

Countering violence against women at scale: A mass media experiment in rural Uganda

Violence against women (VAW) is widespread in East Africa, with almost half of married women experiencing physical abuse. Those seeking to address this policy issue confront two challenges. First, some forms of domestic violence are widely condoned; majorities of men and women believe that a husband is justified in beating his wife in a variety of scenarios.

Second, victims and bystanders are often reluctant to report incidents to authorities. Building on a growing literature showing that education-entertainment can change norms and behaviors, we present experimental evidence from a media campaign attended by over 10,000 Ugandans in 112 villages. In randomly assigned villages, video dramatizations discouraged VAW and encouraged reporting. Results from interviews conducted several months after the intervention show no change in attitudes condoning VAW yet a substantial increase in willingness to report to authorities, especially among women, and a decline in the share of women who experienced violence.

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