



Programme Name: heCareZA

heCareZA Social Media Analytics Report 2

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Introduction

This report aims to generate a deeper understanding of gender discrimination through an analysis of public social media. In it, we provide an overview of the outcomes of our research into the online conversation about interactions between men and women in South Africa. The findings discussed in this report are shared with other researchers, practitioners and digital activists to inform practice. They are also used by the HeCareZa programme to engage men in self-reflection and healing through creative communications and dialogue facilitation. The long term goal of the heCareZA programme is to engage with thousands of men and support them to effectively promote gender equality, dismantle the cycle of gender discrimination and curtail the perpetration of Gender-based Violence (GBV) through online and offline dialogue facilitation.

We also describe our research process, including the creation, testing and refinement of an online research query to be used as a benchmark in our ongoing social media comparative analysis. Relying on quantitative and qualitative research findings, this report is the latest instalment in a series of reports written in support of the heCareZA programme. We use data metrics to provide a high-level overview of the broad conversation about interactions between men and women in South Africa. Through the exploration of this data, our team identified two prominent focus areas to analyse further in this report. These focus areas, ***Fatherhood*** and ***Gender-based Violence & Misogyny***¹, occur within the broad conversation about interactions between men and women in South Africa and are unpacked in depth. To support the heCareZA programme, opportunities to engage are also identified and a summary of findings is presented.

The primary source of data for this report was sourced from the social media platform, Twitter. Recent estimates drawn from Twitter's advertisement reports in early 2022 indicate that 2.85 million South Africans are active on the social media platform.²

Trigger Warning: This report contains sensitive content, such as discussions of sexual violence and abuse, which may be triggering to readers.

¹ See "Step 3: Data Preparation" on page 6 for more information on how and why these focus areas were selected.

² <https://datareportal.com/reports/digital-2022-south-africa>

heCareZA Programme Overview

The programme is aimed at men and focuses on disrupting the narrative that perpetuates harmful gender attitudes, social norms and standards. We know that “hurt people, hurt people” (attributed to Charles Eads, 1959³). Accordingly, rather than judging men or alienating them, through hostile engagement, we focus on deepening our understanding of their experiences and of gender discrimination through online social media in South Africa. Moreover, we harness these platforms as dynamic spaces to foster relationships with men through online dialogue and to engage them as allies in order to dismantle gender discrimination and violence. The first step in this transformative process is to conduct in-depth online research to investigate conversation about interactions between men and women taking place on social media in South Africa. This knowledge will inform our future engagement work with men.

Findings Summary

- Top topics of conversation in the month of February included the murder of two South African celebrities previously accused of abuse, Kiernan “AKA” Forbes and Tebello “Tebz” Motsoane. Other strong conversational drivers included communication around the murder of two young women, Ntokozo Xaba and Nosipho Msithini; content from the influential account @ChrisExcel102 rounded out the top topics.
- The murder of AKA was especially prominent and relevant conversation revolved around various aspects important to the heCareZA programme. These conversations focused on the absolvment of abuse allegations in death and as it relates to celebrity status, as well as perspectives on co-parenting, gendered behavioural roles and cultural norms and practices.
- Fatherhood remained an important focus area, comprising nearly 11,000 mentions. Themes within the focus area focused heavily on the relationship between separated parents and experiences of step-fatherhood.
- Opportunities for engagement were present in the use of humour as a device for driving sensitive conversation between men, as well as the continued importance of celebrity content in creating a space for these engagements.

Methodology: Step-by-Step Research Process

³ <https://slate.com/culture/2019/09/hurt-people-hurt-people-quote-origin-hustlers-phrase.html>

Methodology Infographic



Using a query designed to capture the broad conversation about interactions between men and women, this report covers February 2023. Stieglitz and colleagues (2018) identified four distinct phases in social media data analysis: (1) discovery, (2) collection, (3) preparation, and (4) analysis. Below, we describe how these phases guided our research project.

Step 1: Data Discovery

- The first step in data discovery was to draw up a list of keywords designed to isolate the broad conversation about interactions between men and women in South Africa on social media. The research and dialogue facilitation teams contributed to this list collaboratively through a shared spreadsheet. The research team focuses on quantitative analysis while the dialogue team focuses on qualitative analysis of the conversation(s).
- To create this list, the research team drew on existing knowledge combined with desktop research, a literature review and a quantitative, analytic review of social media.
- Concurrently, dialogue facilitators recorded relevant insights and keywords gained through their exploratory online dialogue facilitation.
- Our preliminary keyword list comprised 52 words in isiZulu, isiXhosa, Sesotho, Afrikaans, English, and slang.
- We entered this list of words into a social media analytics tool to create a query into conversation about interactions between men and women on public social media in South Africa.
- We used this preliminary query to publish our chapter “Mapping Gender Norms in Public Social Media: A South African Study” ([Treffry-Goatley et al., 2022](#))

Step 2: Data Collection

- We “collected” the resulting data using our social media analytics platform.

Step 3: Data Preparation⁴

- We ‘prepared’ the data for analysis by refining the query. Query refinement entails sifting through the data set while looking for posts that are not relevant to *interactions between men and women in South Africa*. At this stage we also look relevant posts that have not been included.
- If and when our team finds these errors, they are resolved by introducing additional keywords and /or exclusionary terms to the query. This allows us to analyse as much relevant conversation as possible (see [Appendix B](#)).
- With the goal of delivering the most useful insights possible, we created tags to isolate focus areas related to **Fatherhood and Gender-based Violence (GBV) & Misogyny**. Focus areas were selected based on two factors:
 1. *Prominence* - this is assessed quantitatively (using a dashboard that allows us to visualise data points) and qualitatively (using researchers’ expertise, desktop research and dashboard work).
 2. *Relevance* - a qualitative assessment of whether a focus area is important enough to the strategic goals of the heCareZA project to be included. Our team makes this determination based on subject matter expertise in South African social media dynamics and whether or not further research into the focus area is likely to provide valuable information for the ongoing heCareZA Programme.

Step 4: Data analysis

- We built a dashboard in our social media analytics platform to support our data analysis. This tool produces metrics according to volume, trending topics, news stories, and unique authors in relation to the keyword list.
- Thematic analysis involves studying the emerging patterns in the data and exploring how units of meaning connect to form themes (Braun & Clarke, 2006). Thematic analysis can highlight individuals’ perspectives, ideas and experiences, and can be used to generate fresh insight into the social dynamics behind human behaviour. Accordingly, we analysed the collected data thematically to interpret the data and to gain insight into dominant themes and trends.
- The goal of this analysis is to better understand what was said during the reporting period. Thematic analysis was conducted both at the query level and the tag (focus area) level.

⁴ New keywords and exclusions are identified both at the query and tag level on an ongoing basis.

Research Overview

This section provides a high-level overview of the broad conversation about interactions between men and women taking place on public social media in South Africa based on Twitter API results.

Volume and Engagement

The mentions over time graph (*Figure 1*) below provides an overview of the total mentions received on the heCareZA query during the period 01 February to 28 February 2023. A total of 422 340 mentions were recorded, created by over 172 860 unique authors, on average indicating 2 mentions per author. Comparing this to the previous 28 day period, total mentions declined 6% and unique authors declined 11%. These reductions are minimal and both periods saw an average of 2 posts per unique author, suggesting a relatively stable conversation.

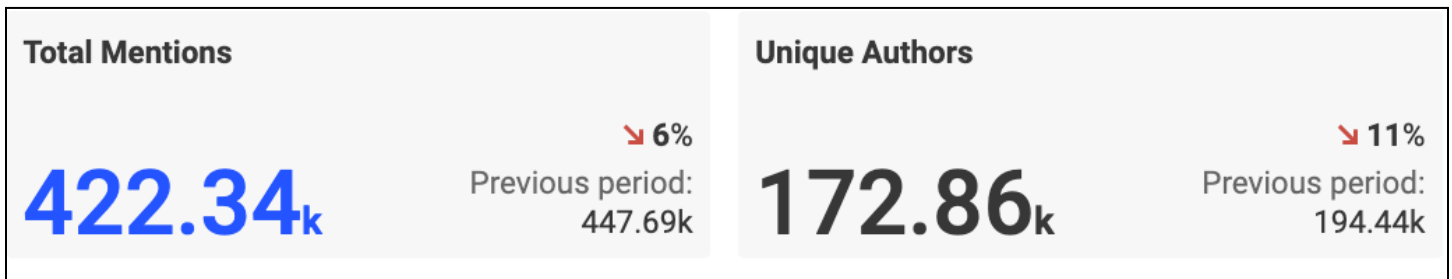


Figure 1: Total Mentions returned in our dataset

Mention Volume Peak Analysis

Figure 2 shows the two noticeable high peaks on 3 February 2023 and 27 February 2023.

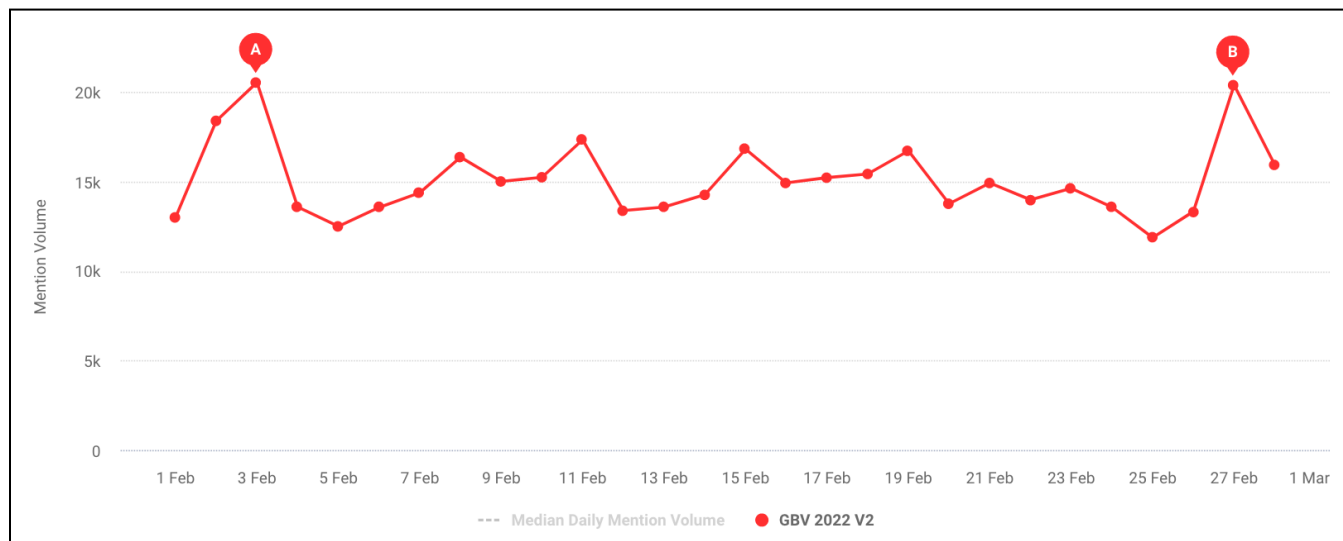


Figure 2: Mention Volume over Time

The first peak on 3 February had over 20 000 mentions and the main social media narrative was about the murder of Ntokozo Mayenzi Xaba, a 20 year old woman, who was allegedly stabbed to death by her boyfriend (*Image 1 and 2*). The posts by both @womenforchange5 and @AdvoBarryRoux, a parody account that creatively uses the name of a popular South African Advocate who is known for his role in the Oscar Pistorius femicide case, received the most engagement regarding the murder of Ntokozo.

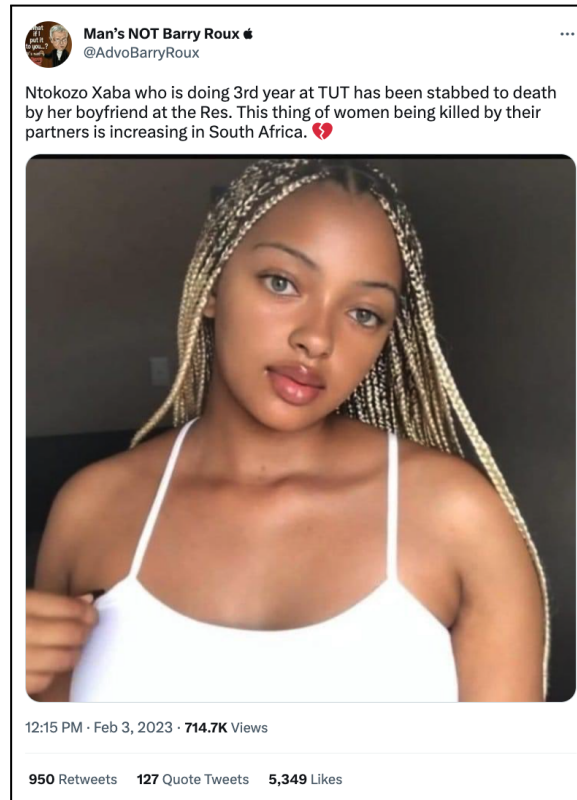
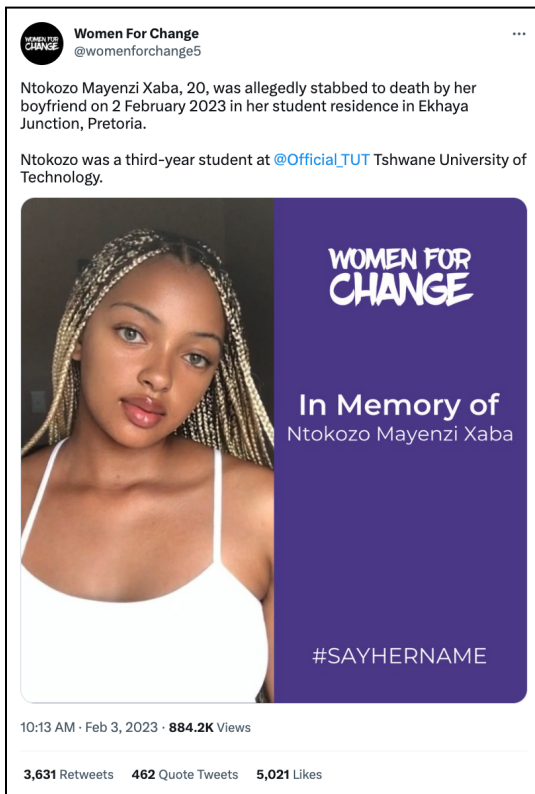


Image 1 and 2: The murder of Ntokozo Xaba

Under both posts comments were found that placed blame on the victim. For example, a comment that received 33 600 views mentions young women at university making themselves 'res wives' (*Image 3*) and dating men for their money (*Image 4*). Another comment called out men for their abusive behaviour and insecurities (*Image 5*), and a further Twitter user expressed the need to learn to be fine with relationship break ups (*Image 6*). The comment in *Image 7*, "this will never end, until our justice system starts working for the victims" offers a broader explanation into the problem of femicide, choosing to focus on the severity of the repercussions, or rather a lack thereof, that perpetrators of Violence Against Women (VAW) face because of South Africa's justice system.

Replying to @womenforchange5 and @Official_TUT

Stop being res wives. If she stayed single non of this woulve happened.

12:51 PM · Feb 3, 2023 · **33.6K** Views

78 Quote Tweets 22 Likes

Image 3: Stop being res wives⁵

Replying to @womenforchange5 and @Official_TUT

Women for change yes true but with wrong narrative. Encourage women to stop chowing boy's money n accept a little their parents afford peer pressure is rife at universities. Those girls dates their peers same time date older man to compete with their friends on clothin /launch ➡

1:02 PM · Feb 3, 2023 · **3,849** Views

2 Quote Tweets 15 Likes

Image 4: Stop spending boys' money

Uncontrolled insecurities are mainly the cause of this scourge. May her beautiful soul RIP.

1:24 PM · Feb 3, 2023 · **1,054** Views

1 Retweet 2 Likes

Image 5: Uncontrolled insecurities reason for GBV murders

Its sad how this is a norm izishimane are a huge problem learn to be ok with walking away from a relationship.....condolences to her family and friends 🌹

1:30 PM · Feb 3, 2023 · **4,243** Views

1 Retweet 10 Likes

Image 6: Men need to learn to walk away from relationships

⁵ Res wives refers to college/university girls who perform certain roles for their boyfriends usually reserved for married women such as cooking and cleaning.



Image 7: South Africa's justice system needs to start working

The second peak was recorded on 27 February 2023 and returned over 21 200 mentions. There was no clear, strong theme that dominated Twitter conversation in this peak. One click bait type tweet was posted by ChrisExcel (*Image 8*) who is a professional influencer with a 1.6m following. In the tweet, two images were shared with the first image showing two well-dressed men who happen to own popular shoe brands in South Africa. Next to them the second image juxtaposes half dressed women exposing various body parts. While the post does not directly state how the men and women depicted in the images inspire the youth, it can be assumed from the images shared that men positively inspire the youth compared to women.



Image 8: Comparison on how Black men and women inspire the youth

Comments under the tweet shared by @ChrisExcel102, blamed feminism for the way women carry themselves, with phrases such as “my body, my rule” used to mock women (*Image 9 and 10*). The comments posted in the comments section of the tweet were generally condescending towards feminist ideas and women's liberation. It must also be noted that influencers mimic the algorithm and seek out and deploy controversial content and in this instance through the sexualized objectification of women.

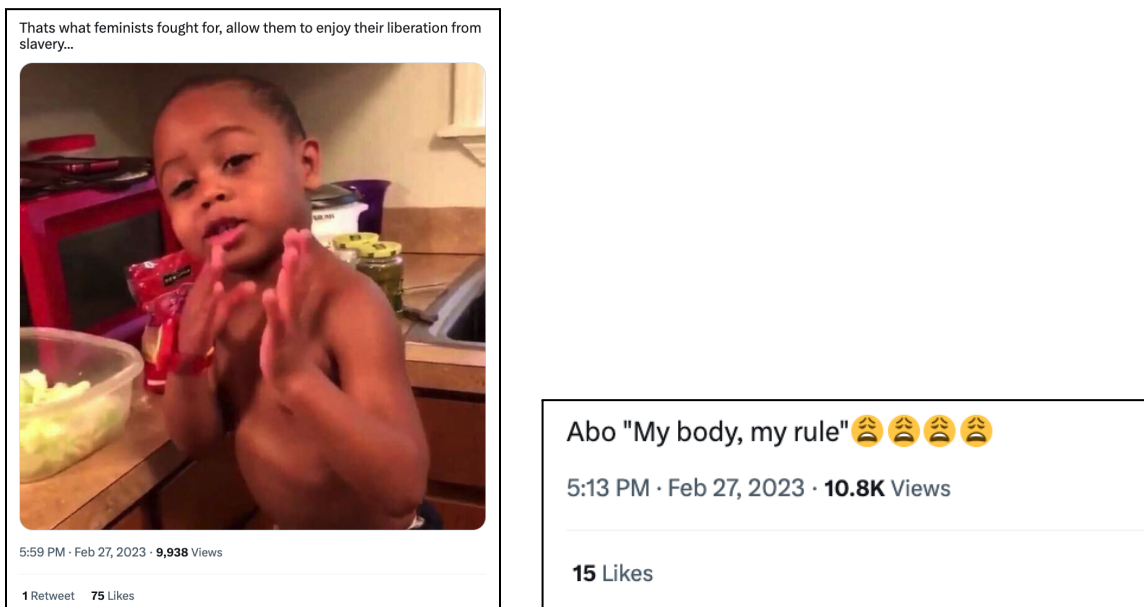


Image 9 and 10: Comments mocking feminist ideas

Top Phrases, Hashtags and Topics

The top phrases, topics and hashtags (*Figure 3*) reflect the most commonly returned keywords and phrases from posts that were collected by our keyword based query during the reporting period of February 2023. Top phrases returned by the heCareZA query included the phrases ‘South African’, ‘black women’ and ‘February 2023’. Under the phrase ‘South African’ a racial comparison was made between the conduct of black women and white women at funerals. Another racial comparison was made under the phrase ‘black women’, which features a man announcing his dislike for black women as they use wigs and skin lightening products to modify their appearance, unlike coloured women. The phrase ‘February 2023’ contains the murders of women by their intimate partners. These three narratives are discussed below.

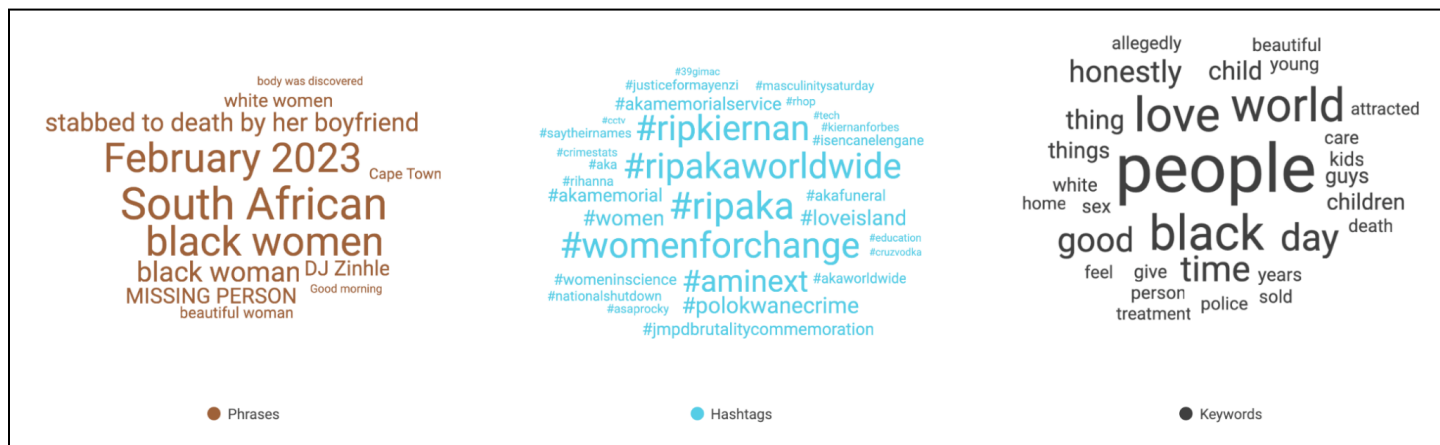


Figure 3: Top phrases, hashtags and keywords

Within the key phrase “South African”, Chris Excel made a further comparison between black women and white women using funerals as an example (*Image 11*). Very untypical of South African funerals, a woman is seen exposing her buttocks in front of a crowd, while the white woman in the picture is dressed in typical clothes that mourners wear. This comparison of black women to black men and white women as vulgar is reminiscent of portraying black women and girls as hypersexual, a concept that has its roots in racism⁶. So, this does make us question the intention behind this Twitter account that the CABC research team has already found to be problematic in other areas of research.

Although the image didn’t have an interpretative explanation, a user expressed feeling embarrassed by the conduct of the Black woman shared in the video, “South African women are an embarrassment”. This comment led to a conversation about generalising entire groups of people, with a female Twitter user asking that the image of the black woman shouldn’t be used to generalise all Black women, while another male user stated that unless women also stop saying Black men are trash, Black men will also continue sharing unfavourable generalisation statements. This social media exchange brings to attention how social media campaigns/hashtags aimed at bringing attention to social causes (e.g. #menaretrash, #blacklivesmatter) can be used defensively by others.

⁶<https://www.blackburncenter.org/post/2019/02/20/the-historical-roots-of-the-sexualization-of-black-women-and-girls>



Image 11: Black women vs White women at funerals

Within the same key phrase, another conversation highlighted an issue regarding the definition of rape. In *Image 12* we see a post that was shared asking men if they are sure that they have never raped anyone. One Twitter user commented "I don't know what is rape any more, it keeps upgrading." It is not clear if the comment owner is being serious or sarcastic because it is difficult to read tone in digital messaging and subjectivity is applied to what we read. However, it does bring into question if more sexual and sexual consent education/engagement is required around sexual assault. This includes rape and what rape is, and different sexual acts that cause trauma.



Image 12: This user's perception of rape is "upgrading"

The social media content under the phrase "February 2023" mostly constituted of posts from the organisation Women For Change, about the murders of various women, including 20 year old Nosipho Msithini (*Image 13*), the [strangulation of a woman](#) by her husband and the [killing](#) of a woman and her three children. The two murders mentioned were all at the hands of intimate partners. The same applies to Ntokozo Xaba seen in *Image 1*, who was also murdered by her partner. According to a study by the South African Medical Research Council⁷, three women are murdered every day by an intimate partner in South Africa.

⁷ <https://www.samrc.ac.za/sites/default/files/files/2022-10-21/DecreaseFemicideSouthAfricaResearchBrief.pdf>



Image 13: Nosipho Msithini

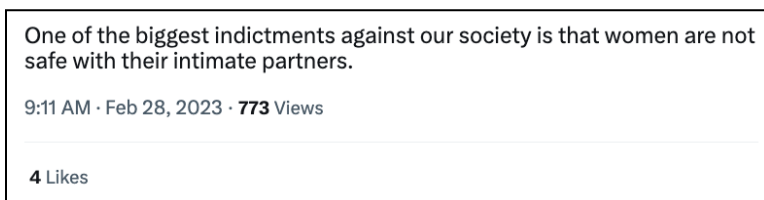


Image 14: Lack of safety with intimate partners

Diving into the phrase “black women” from Figure 3, a video featured prominently with a Black man announcing his dislike for black women and preference for coloured women received some attention. In South Africa, coloured is not used as a derogatory term as it refers to people from multi-racial communities⁸. This post received high levels of engagement with 1 500 likes, 956 retweets and 460 comments (*Image 15*). The video is by @ikekhumalo2 a well-known influencer who makes posts with xenophobic and racist undertones. His previous account was shut down by Twitter. In the video he states his preference for coloured women because he believes that black women are “fake” because they wear wigs and use skin bleaching products to

⁸ <https://aaregistry.org/story/the-coloured-communities-of-southern-africa-a-story/>

modify their appearances. The man went further to state that black women must also prefer coloured women because in his opinion black women want to look like coloured women through appearance modification.



Image 15: Preference for Coloured Women

The video thread received comments from both men and women that supported and opposed the man's views. Those who supported the man's view based their support on the basis that "black women say horrible things about black men" on social media platforms (*Image 16*), thus the man in the video is justified in expressing negative opinions toward black women.



Image 16: A user's negative view on Black women on social media

Comments that opposed the man's views included the ability to praise/compliment a specific cultural group without body shaming another group of people (*Image 17 and 18*). Another user aptly questions the modifications that white and coloured women make to their appearance, on the man's video comments to the lack of support and camaraderie amongst black people (*Image 19*).

You can easily praise coloured and white women without degrading black women. The hate black men have for black women shocks me every time.

And this is a grown ass man who even go as far as body shaming black women 🧑🏿

Image 17: No need to degrade others

Grootman all I can say you can complement coloured women without bashing black women. Beauty has many shades and form. There are women that are beautiful & natural "Claire Mawisa, Zonke, Nandi Mgoma (Zakes Bantwini wife) and Gail Mablane. Black women are beautiful in different ways

4:00 PM · Feb 19, 2023 · 1,564 Views

22 Likes

Image 18: Unnecessary to bash others

So white and coloured people don't wear extensions?
Do they not tan?
Do they not alter their physical appearances to have black women assets?
I promise the hate a black person has for another is the reason why we will stay oppressed. Because we always focus on how others are

2:03 PM · Feb 16, 2023 · 18.3K Views

10 Retweets 383 Likes

Image 19: This user is questioning the appearance modifications made by white and coloured women

Another social media user felt that public shaming of each other is mainly present amongst Black societies because Black men have minimal control over their lives and Black women become the target of their frustrations (*Image 20*).

You'll never find other races of men publicly degrading their women as a whole like this.

Black men only men who do this EVERYDAY.

Most of them have ZERO control of their lives & white men own their asses so an outlet and easiest target for their frustrations are Black women 🧑🏿

Image 20: This user claims public shaming is prevalent amongst Black men against Black women

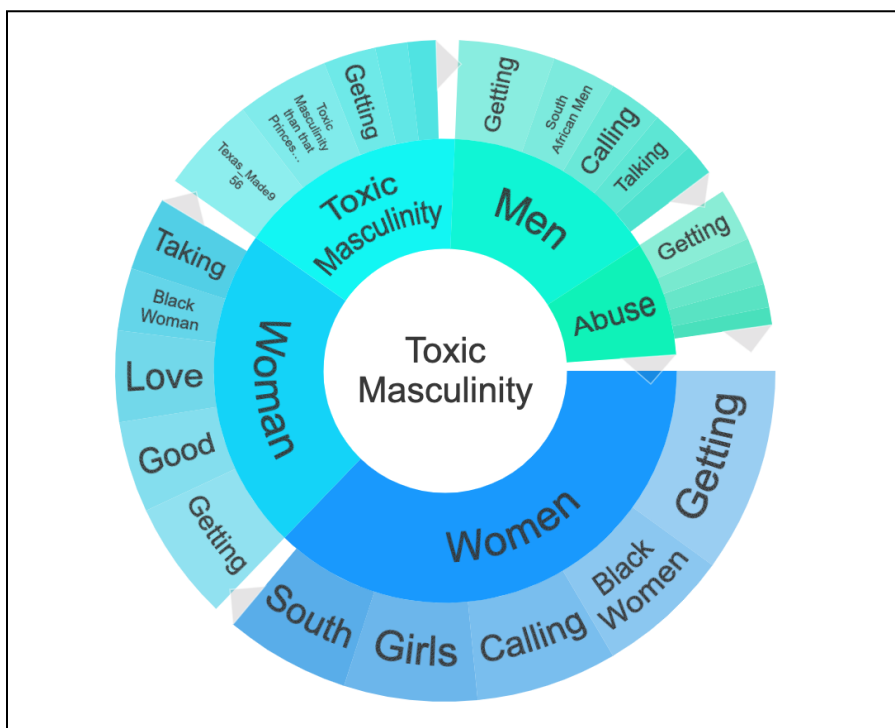
In terms of most commonly used hashtags during February, South African musician AKA's death dominated, with social media users using hashtags #RIPAKA; #ripakaworldwide and #ripkeirnan to send condolences to his family, discuss his murder and the abuse allegations against him and the co-parenting relationship between

him and the mother of his daughter, DJ Zinhle. AKA's death reignited the abuse allegations against him pertaining to the death of his late fiancée, [Anele Tembe](#)⁹, who passed away after allegedly jumping out of the window of a hotel room in Cape Town. Following his death, allegations of his abusive behaviour towards Anele Temba resurfaced, resulting in various social media narratives about the abuse allegations and how society should mourn the dead.

The social media conversations surrounding AKA's death include some of the topics tackled by the heCareZA project including GBV, dynamics between men and women pertaining to co-parenting dynamics, and relationship dynamics. The top phrases, keywords and hashtags contained dates, names and tribute hashtags which dominated the relevant conversation filters and indicated a conversation which broadly focused on traumatic violence within the country.

Topic Wheel

The topic wheel below (*Figure 4*) is a visual representation of the frequency at which keywords from the built query appear in the dataset. The inner ring shows the most commonly used keywords and phrases during February. The outer ring shows the keywords or phrases used in combination with each segment of the inner ring. The main topics on the topic wheel were about men and women, as these are broad keywords that are included in the query. Most of the tweets found in the topic wheel didn't relate to or highlight social media conversations between men and women, except for two conversations that will be discussed below.



⁹ <https://www.ecr.co.za/news/entertainment/aka-remembers-anele-tembe-year-after-her-death/>

Figure 4: Topic wheel that represents the frequency of keywords from the dataset

Within the topic “women”, comments under a social media post that appears to rank the relationship status of women in isiZulu (*Image 21*) asked why name calling is only reserved for women, yet men protest against hashtags that highlight and draw attention to abusive behaviour (*Image 22*). This social media conversation indicates that both men and women do not appreciate being referred to or being attached to negative phrases or hashtags, even if those phrases or hashtags aren't being directly said to them.

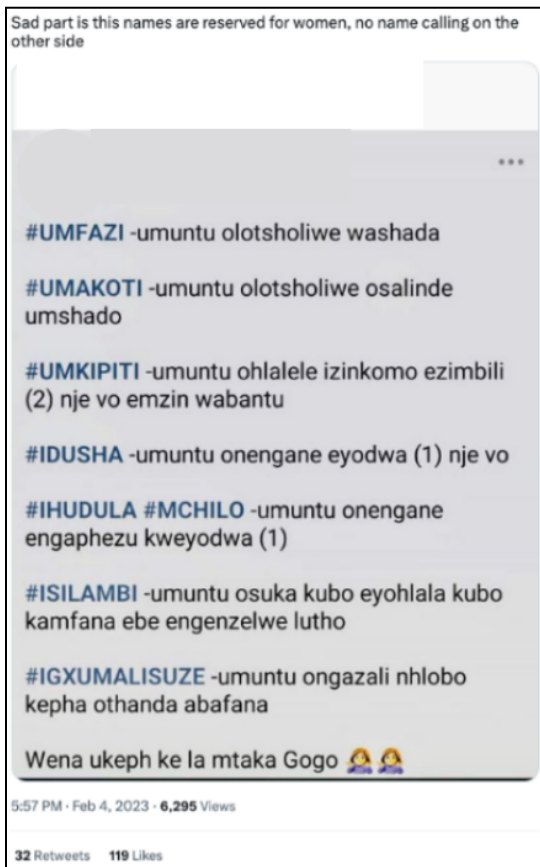


Image 21: Name calling reserved for women

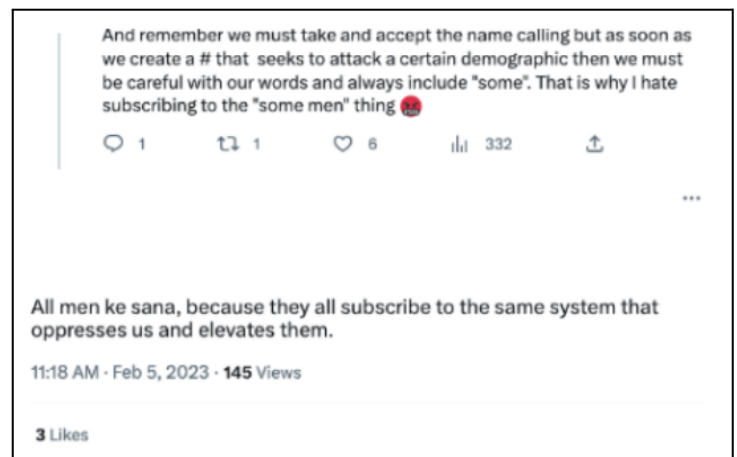


Image 22: Accepting name calling and hashtags

Another social media conversation found within the topic, “abuse” was about abusers who have reformed and if they should be forgiven and given the public platform to relay their story (*Image 23*). This particular conversation was regarding musician turned pastor, Kabelo Mabalane, who reportedly has a history of physical and drug abuse. The conversation between the two social media users (*Image 24*) brought up some relevant and difficult questions regarding the position of the abuser in society, such as, who is meant to forgive the abuser and how is forgiveness redeemed if criminal law cannot resolve the issue? The opposing views give a glimpse into a complex conversation about forgiveness relating to GBV.



Image 23: Former abuser talks about morality



Image 24: Who forgives abusers?

Fatherhood

Our fatherhood focus area utilises a broad set of keywords, such as “baby daddy”, “baby mama”, and father*, where the asterisk serves as a root word identifier, to segment our overall conversation by fatherhood related words and concepts. Fatherhood is an important engagement area within the heCareZA project, as conceptions of “high-value” men and women intertwine with the presence of children, absent fatherhood,

step-fatherhood, experiences of childhood and single motherhood - these issues in turn may speak to instances of Misogyny and GBV. These conceptions are explored below.

Total mentions	Unique authors	Total retweets	Total reach
10.78 _k	8476	9640	26.18 _m
▲ 24% Previous period: 8671	▲ 24% Previous period: 6823	▲ 57% Previous period: 6145	▲ 25% Previous period: 20.93m

Figure 5: Conversational Volume within the fatherhood focus area during the month of February

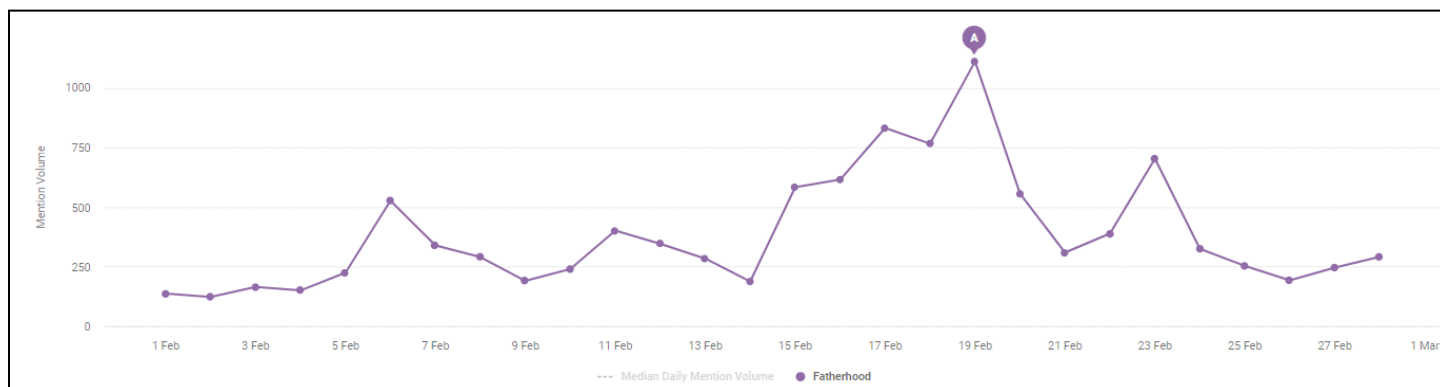


Figure 6: Mention volume over time within the fatherhood focus area during the month of February

During the month of February, data within our fatherhood focus area returned a conversation consisting of 10,780 mentions (see Figure 5). These mentions were attached to 8,476 unique authors and contained 9640 retweets, which constituted a large majority of the conversation (89.4%). This indicates that our returned conversation was mainly driven by reshares, rather than the creation of unique content. Mention volume was relatively stable throughout the month, with a pronounced peak on 19 February (1111 mentions). Mention volume on this day was 270% larger than the median daily conversational volume of around 290 mentions per day. An estimated 26.18 million accounts were reached by content within our data set, on the topic of Fatherhood during the reporting period.

The surge in conversation on Feb 19 (Figure 6) revolved around two main retweet-heavy content pieces, these are described below.



Image 25: The highest traction tweet within the fatherhood dataset.

In *Image 25* above, a humorous reflection on the use of social media platforms such as TikTok or Youtube by older men was shared. While the context is tongue-in-cheek, the sub-text may be considered to indicate a general awareness of the changing roles, activities and perceptions of men and the relationship this new form of masculinity holds with traditional, fatherly perceptions of male behaviour. The majority of replies consisted of laughing emojis and agreement with the general spectacle.



Image 26: A compilation of replies which create points of engagement

A few replies from men within the thread (*Image 26*) stood out as particularly interesting. The replies speak to both the sub-text expanded upon in the initial tweet and dive a bit deeper - the responses, excluding the initial tweet response, all deal with an aspect of absent fatherhood as well as infidelity. Locating these responses under a jovial tweet may provide a strong avenue for engagement. As discussed in the first heCareZA report¹⁰, the ability for men to feel safe enough to open up, express themselves and explore their feelings in reaction to stimuli seems to correlate with posts where men's experiences are either broadcast through celebrity exposure, influencer rhetoric or, in this case, through humour.



Image 27: The second highest traction tweet within the fatherhood dataset

In the tweet above (*Image 27*), a perennial influencer account in the heCareZA interest space, @ChrisExcel102, indicates that step-fathers are being manipulated by women. When another Twitter user commented that their experience of being a step-father has been a positive one, the author responded with a meme of Thierry Henry, a famous footballer struggling to stifle a laugh, which garnered much stronger engagement (*Image 28*). Other responses to the initial tweet, saw a meme of Robert Mugabe and football (*Image 29*) used as an allegory for why being a step-father is a negative experience. Text responses to the original @ChrisExcel102 post were mixed - three of the four selected tweets continue to weave a narrative of negative experience and urge caution, even traditional measures of intervention, in explaining the experiences of step-fathers. One counterpoint in the thread indicated that it was unfair to place blame solely on women, as they pondered how many “unmanipulated” men were also absent fathers. This thread and the reaction within

¹⁰ [HeCareZA Report 1](#)

provide an interesting snapshot into conceptions of step-fatherhood as well as single mothers, a concept further explored in the dominant trending topics for the month.



Image 28: @ChrisExcel102 uses a meme in response to an individual sharing their positive experience of step fatherhood



Image 29: A meme of Robert Mugabe and the context of football and motherhood is used to denigrate step fathers. A compilation of posts reacting to stepfatherhood is included on the right

Trending Topics

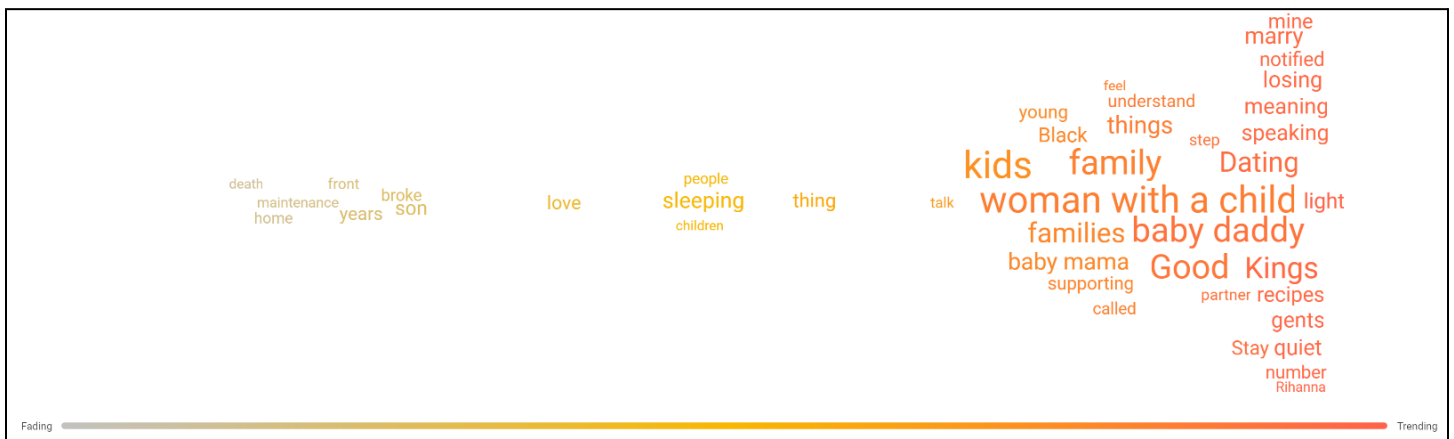


Figure 7: A trend graph illustrating which topics were most current at the end of the month and which had begun to fade away as time went by

The top trending topics within the fatherhood data set were all inter-related and focused on the experiences and perceptions of single mothers and separated fathers.

Baby Daddies and Women With Children

I used to rate women by school, family, morals & friends but I learnt that can be faked. Now I rate women by men they sleep with. I mean you undressed, laid on the bed, raised your legs for this guy? That's who you truly are. Look at your baby daddy, Exactly! That's your class.

9:33 PM · Feb 16, 2023 · 121.8K Views

59 Retweets 3 Quote Tweets 477 Likes

Research has shown that after a woman gives birth, her baby daddy's DNA stays inside her for an average of 25 years ...& if it's just sex without protection, the DNA stays for about a year. This is why spiritually women are affected way more from promiscuity than men.

9:20 PM · Feb 3, 2023 · 115.7K Views

47 Retweets 4 Quote Tweets 293 Likes

The standard of "Indoda must" left a lot of women with kids from different fathers.

1:26 PM · Feb 15, 2023 · 3,999 Views

10 Retweets 1 Quote Tweet 59 Likes

Image 30: Tweets engaging with single mothers negatively

The tweets in *Image 30* held a negative slant towards single motherhood. Tweets within the set sought to judge single mothers either by the fathers of their children, by the fact that they were now raising a child alone or by raising multiple children from different fathers. This was further compounded with the assertion in the second tweet that the DNA of a parenting partner remains inside of a woman for “25 years¹¹¹²”. This is a misinformed view which the author used to justify a supposed “spiritual” burden on “promiscuous” women.

¹¹ [Debunked: Male DNA transferred during intercourse](#)

¹² [The claim with relation to pregnancy has been suggested in academic literature in the context of a male embryo potentially passing DNA through the blood-brain barrier to the mother](#)

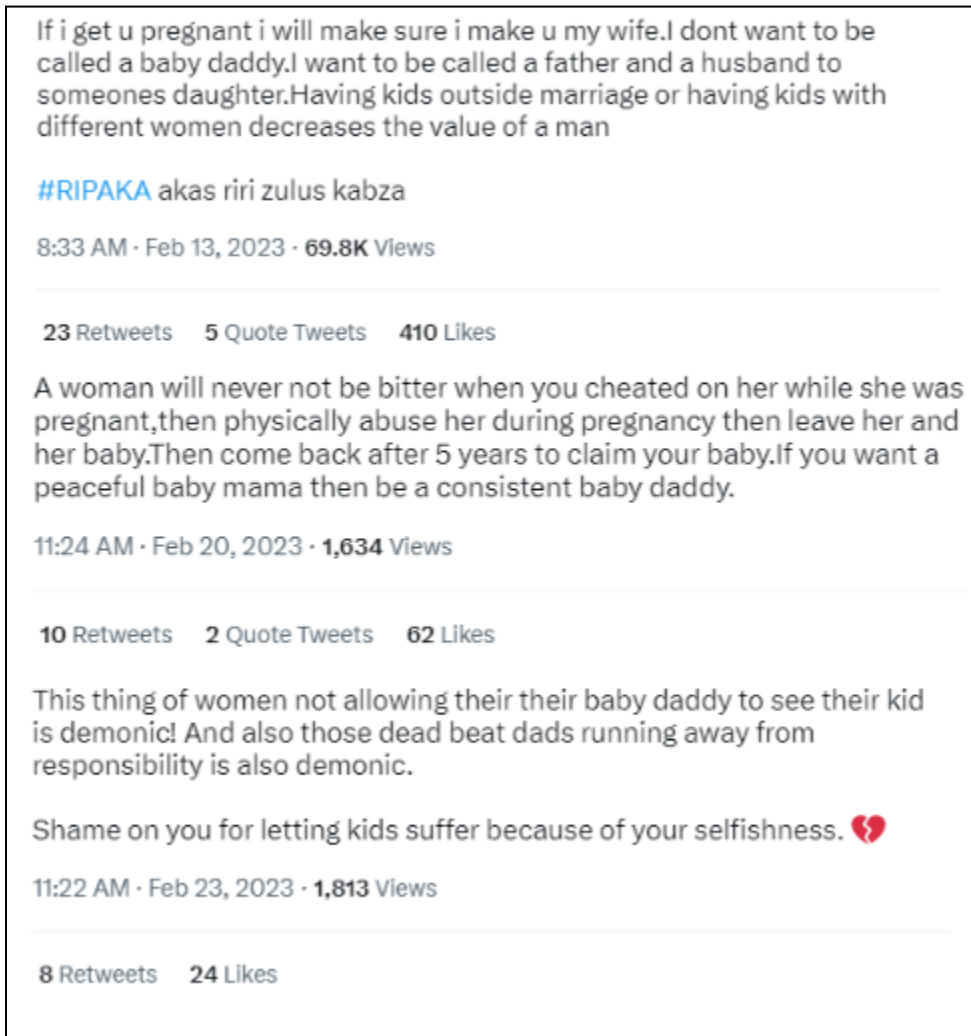


Image 31: Tweets engaging with "baby daddy" as a topic with an alternative perspective

Alternative perspectives on the topic of "baby daddies", are showcased in *Image 31* tweets in this set sought to bring attention to men either wanting to or needing to be present in their children's lives.

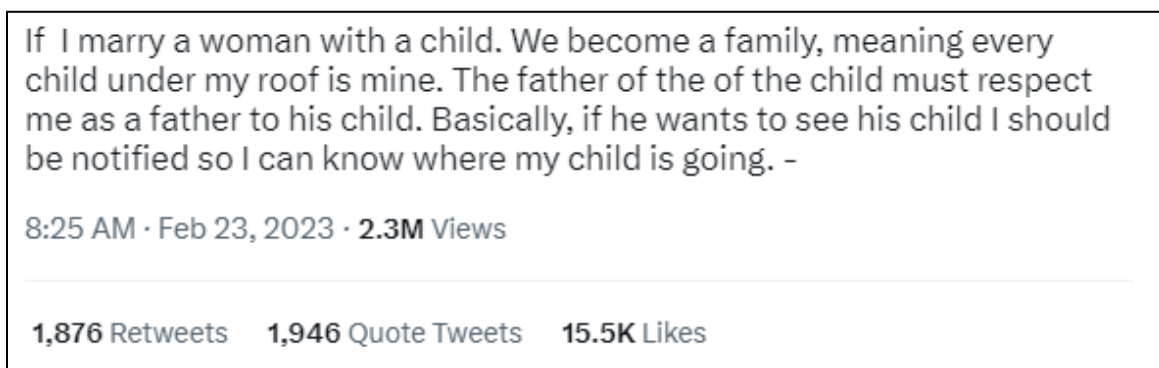


Image 32: A popular post which engaged with fatherhood and familial control

The final, and most popular, tweet within the top topics on fatherhood within our data set was incredibly influential - garnering close to 2.5 million views (*Image 32*). The tweet speaks to an interesting conception of fatherhood and autonomy within new family units. The post expresses that by joining a partnership, where a biological father and mother have separated, the onus of responsibility and control for the step-child lies with the new partner - even going so far as to state that the biological father of the child must respect the new individual filling the father role in the family unit and must notify the incumbent father of the child's whereabouts. This is an interesting perspective and brings up questions about responsibilities in a nuclear family and the transformation of those responsibilities when a new partner enters. The role of a new partner in a relationship with a mother and the intersection of individual understanding and the role of the law in determining the rights and responsibilities of fathers (*Image 33*).

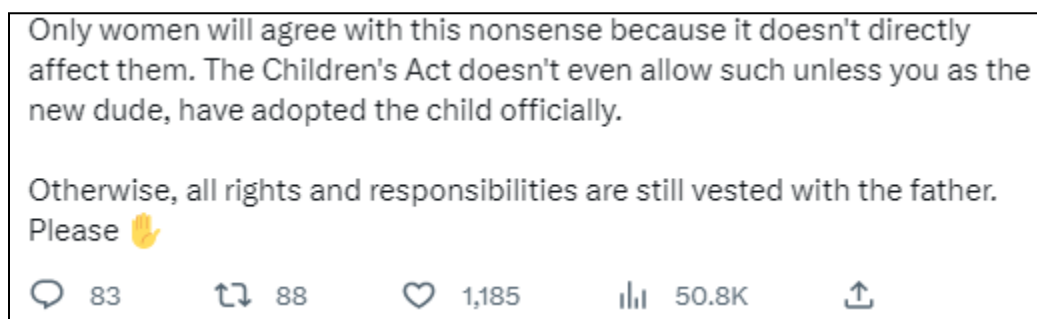


Image 33: A post highlighting the intersection of the law and social perception of fatherhood

Opportunities for Engagement

- As indicated in *Image 25*, replies to a humorous tweet provided a context for men to vent and express their experiences of absent fatherhood as well as reflection on the changing role of fathers in contemporary society and associated negative experiences of their own fathers while growing up. This may provide fertile ground for engagement by change agents, within humorous threads which involve replies where men open up, as well as through the production of memes or the use of humour as a mechanism for engaging with men and their experiences.
- Prominent influencer accounts continue to appear influential in conversations on interactions between men and women and conceptions of masculinity. Change agents may garner opportunities for engagement by following these accounts and viewing replies within them. These tweets seem to contain either the use of humour as a device, and/or express disapproval at certain roles, relationships or characteristics of adult experiences. Furthermore, replies within the tweets may contain disagreement and the sharing of personal experiences. Active conversations when intervening may prove fruitful.

AKA and GBV, Misogyny, Co-Parenting Dynamics and Cultural Assumptions

As mentioned in the top phrases, hashtags and topics section above, AKA's death reignited the abuse allegations against him, resulting in several social media conversations about the abuse allegations and how society should mourn the death of those accused of crimes. Other social media discussions around AKA's

death centred around his family dynamics including his co-parenting relationship with his daughter's mother, the dynamics of dating people who have children and the cultural practice of mourning the death of a partner.

Lack of abuse allegations and evidence doesn't mean abuse didn't occur

A tweet was shared stating that amongst all the women AKA has dated, none of them except Anele Tembe have any abuse allegations against him (*Image 34*). This tweet assumes that abusive behaviour in an individual is a consistent behaviour and not a once-off act.



Image 34: AKA's history of GBV non-existent

Comments under the tweet dispelled this assumption by sharing that some abuse victims decide not to speak out about their abuse experiences, hence the lack of other abuse allegations against AKA. However, this doesn't mean an individual with minimal abuse allegations and/or cases of abuse brought against them in a public forum, isn't abusive. Another comment plays on the narrative that a person can bring out the best or the worst in another person, which may be perceived as victim blaming.

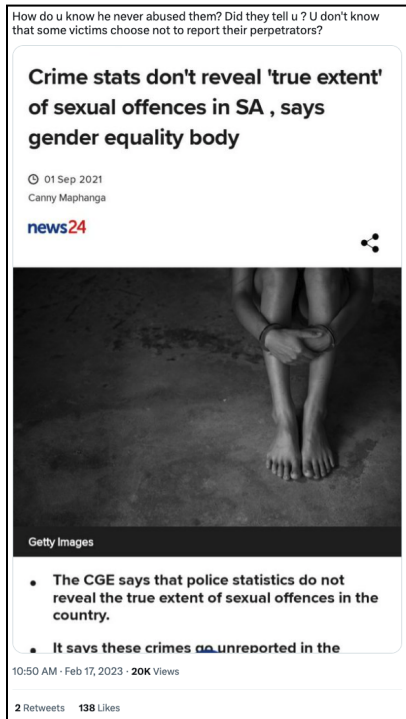


Image 35: Sexual assault crime stats

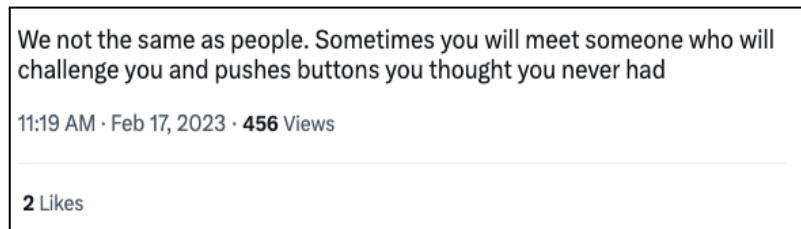


Image 36: Abuse as a result of being challenged and pushed

Respecting the dead irrespective of GBV allegations against them

AKA was murdered with his long time friend, Tebello 'Tibz' Motsoane, a popular personality in South Africa's entertainment industry. Tibz, similar to AKA, was also accused of abuse allegations that were sexual in nature and these allegations resurfaced again after his death. Comments under a tweet that mocked the death of the two alleged abusers (Image 37) brought up two differing perspectives. First, the cultural practices to respect the dead and avoid speaking ill of the dead (Image 37 and 38). Secondly, perspective which questioned the sensibility and practice of such cultural practices at the cost and pain of the victims who experienced abuse at the hands of the dead (Image 39).

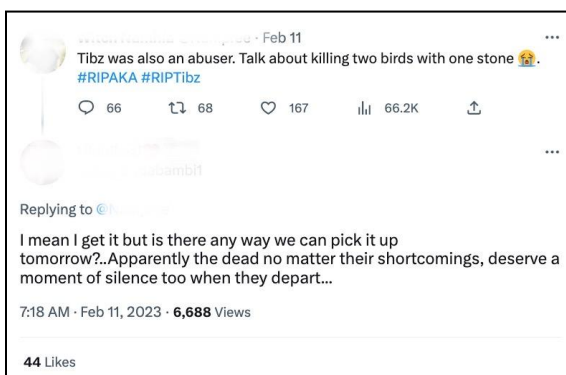


Image 37 and 38: Respecting the dead



Tweet Nampree!! They were abusers and now we must pity them because it's their faves?! No.

11:29 AM · Feb 11, 2023 · 3,399 Views

1 Retweet 6 Likes

Image 39: Pitying abusers

Some social media users were of the opinion that death doesn't erase acts of abuse (*Image 40 and 41*), while other users highlighted that people can have opposing views of the same individual and both views can be true and exist parallel to each other (*Image 42*).

It's so strange how people think dying erases the ugly facts of the legacy that someone decided to create for themselves while they were still alive 😞. A perpetrator's death does not mean we will erase the trauma they caused to someone who is still alive to relive and remember!

9:34 AM · Feb 11, 2023 · 15.9K Views

26 Retweets 340 Likes

I can never trust you guys. One day it's "Protect women" the next it's "He's gone and he deserves to be mourned and given sympathy" while victims witness your continued support for abusers. Then justify it by saying two truths can exist at the same time. Siyabuka.

1:01 PM · Feb 11, 2023 · 10.4K Views

37 Retweets 4 Quote Tweets 102 Likes

Image 40 and 41: Death doesn't erase ugly facts

Today is going to be a polarizing day on Twitter...

People will mourn the artist.
People will engage in discourse about his abusive ways and Anele Tembe...

Both narratives are correct.

12:37 AM · Feb 11, 2023 · 41.5K Views

55 Retweets 1 Quote Tweet 207 Likes

Image 42: Polarising views about an individual

Co-parenting and relationship dynamics

The death of AKA also sparked a social media conversation about healthy co-parenting dynamics and the ability to mourn the death of your child's other parent. During the lead up to AKA's funeral, his child's mother DJ Zinhle, shared on social media her heartbreak at the passing of her child's father and was also seen crying during AKA's memorial service.

During this period, two distinctive views were observed on social media regarding DJ Zinhle's response to the death of AKA. The first view is negative with some social media users claiming that as a married woman, DJ

Zinhle shouldn't be mourning the death of her child's father as it was disrespectful to her husband and that as just a 'baby mama' the way she chose to outwardly mourn AKA's death was out of place.

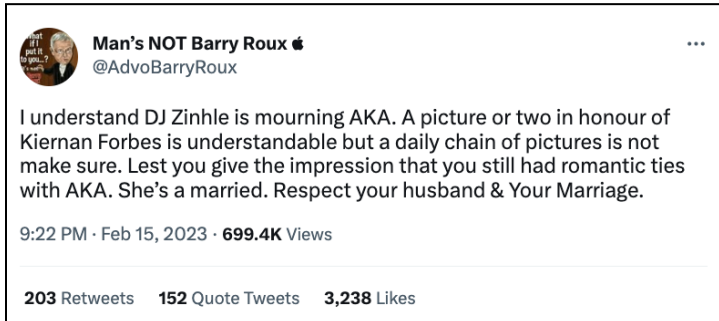


Image 43: DJ Zinhle mourning AKA is problematic



Image 44 and 45: Denying baby mamas from mourning the death of their children's fathers



Image 46 and 47: DJ Zinhle disrespecting her husband and marriage

The second and positive view highlighted how DJ Zinhle and AKA were able to co-parent in a healthy and mature way, including their ability to introduce their new partners without disrupting their co-parenting dynamic. Those who were pro-DJ Zinhle mourning AKA's death mentioned that she is also mourning on behalf of their child who had a good relationship with their father (Image 48), and that her ability to mourn AKA so outwardly indicates that her and her husband have a healthy and mature relationship. While some social media users felt that the negative comments surrounding DJ Zinhle reflected the unhealthy co-parenting dynamics some people have with their children's other parent, some social media users felt that people could use this as an example of what a healthy co-parenting relationship could look like.

You are hypocrites . So yall have a right to mourn AKA's death but you deny DJ Zinhle to do the same. She was Co-parenting noSupaMega. That is how close they were. She knew him way too personal compared to you claiming to care, she has a daughter to console forever 🙏. #RIPAKA

6:51 AM · Feb 11, 2023 · 45.5K Views

7 Retweets 1 Quote Tweet 225 Likes

Image 48: Denying DJ Zinhle from mourning AKA's death

To have a healthy co-parenting relationship, mutual love & respect are required. Not romantic love but rather family love & bond. Not all love is romantic. Y'all are mean & cruel for dragging Dj Zinhle and Murdah Bongz on such a sad day 💔💔💔

Be fair, Be kind 🌻

#AKAFuneral

Dj Zinhle is showing us how Co-parenting should be like. She is showing us how to raise and love our kids even if our baby daddies have left. She is teaching us to not hate/despise current partners of baby daddies. She is teaching us love, respect & dignity. #AKAmemorialservice

Dj Zinhle is showing us why baby mamas are a no go area 🙏

Show this thread

6:34 PM · Feb 17, 2023 · 16.7K Views

29 Retweets 1 Quote Tweet 238 Likes

Image 49 and 50: Examples of a healthy and mature co-parenting relationships

Coming from dysfunctional families has made people think when people act right - people tend to throw unnecessary tantrums. Dj Zinhle and AKA were matured enough to build such an amazing co-parenting experience. There's really nothing wrong with her posting Nadia on her stories.

3:55 PM · Feb 13, 2023 · 14.8K Views

8 Retweets 117 Likes

Dj Zinhle had a healthy co-parenting relationship with AKA. I don't get the shock around why she is mourning him. Oh I forgot. Some of you ladies see your baby daddies as cash cows and nothing else. 🙏

2:57 PM · Feb 12, 2023 · 457K Views

824 Retweets 99 Quote Tweets 6,368 Likes

Image 51 and 52: Reasons for people's negative views on DJ Zinhle and AKA co-parenting relationship

Challenging gendered roles, norms and cultural practices

The death of AKA and some of the relationship dynamics witnessed during the lead up to his funeral, brought some discussions around gendered assumptions and roles, and certain cultural practices linked to marriage.

Firstly, an assumption was noted that the value of a man decreases when they have kids outside marriage or have kids with different women (Image 53). The owner of this tweet used the cultural and religious message that children should be created between husband and wife, to support his opinion. According to this view, by having kids in marriage, one avoids terms such as 'baby daddy' and 'baby mama' and maintains good social value. A social media user commented that perhaps the issue isn't the value of man but rather the negative connotations linked with being called a 'baby daddy.' It was noted in the report that both terms 'baby mama' and 'baby daddy' were used when discussing unhealthy co-parenting dynamics between parents. Furthermore in Image 54, where a commenter explains that sometimes marriages don't work out and parents separate, it was noted that the term 'baby daddy' was used signalling an unspoken or perhaps unintended 'parental

naming change/shift' from 'father/dad' to 'baby daddy.' The use of language in the tweet was interesting as it suggests a role change occurs once parents separate - a once father, now becomes a baby daddy.

*"it's not that every man who is a baby daddy **wanted to be**, some had plans to marry and some did marry but marriage didn't work **they now baby daddies**"*



That's how it is supposed to be but people change, not that everything will always go according to your plan, divorce rate is high, it's not that every man who is a baby daddy wanted to be, some had plans to marry and some did marry but marriage didn't work they now baby daddies

7:54 PM · Feb 16, 2023 · 10 Views

Image 53 and 54: The value of a man

The cultural practice of mourning the death of a partner was also discussed as social media users highlighted how in some African societies and cultures only married partners are allowed to mourn the death of a partner. The image of AKA's mom comforting AKA's partner, sparked a discussion around mourning cultural practices, where they come from and how they are adapting to be more inclusive of different relationships.

In *Image 55*, the tweet explains that the ritual of mourning the death of a loved one was intended for married individuals, however another user (*Image 56*) highlighted the fact that culture and its various practices aren't fixed and change over time. From the social media comments, both negative and positive experiences of mourning practices were shared. Social media users with negative experiences commented on how exclusionary and toxic the practice of mourning can be. While other social media users shared their positive mourning experiences, especially those who weren't married to their deceased partners but were welcomed by their partners family to partake in the planning of their partner's funeral and to mourn alongside their partner's family (*Image 57, 58 and 59*).

Unlike our black society I swear they would have excluded nadia in everything and said we don't recognize her no lobola was paid hehehe what what ...whu shem were are so toxic ..#Nadia #RIPakaworldwide #RIPAKA

 **DRUM has moved to SNL24.com** @DrumMagazine · Feb 14

AKA's mother Lynn Forbes and his girlfriend Nadia Nakai embrace each other as the rappers father addresses the media about the death of his son.
#RIPakaworldwide #Nadia #RIPAKA



4:39 PM · Feb 14, 2023 · 8,493 Views

4 Retweets 46 Likes

Image 55: Recognising deceased individual's partners

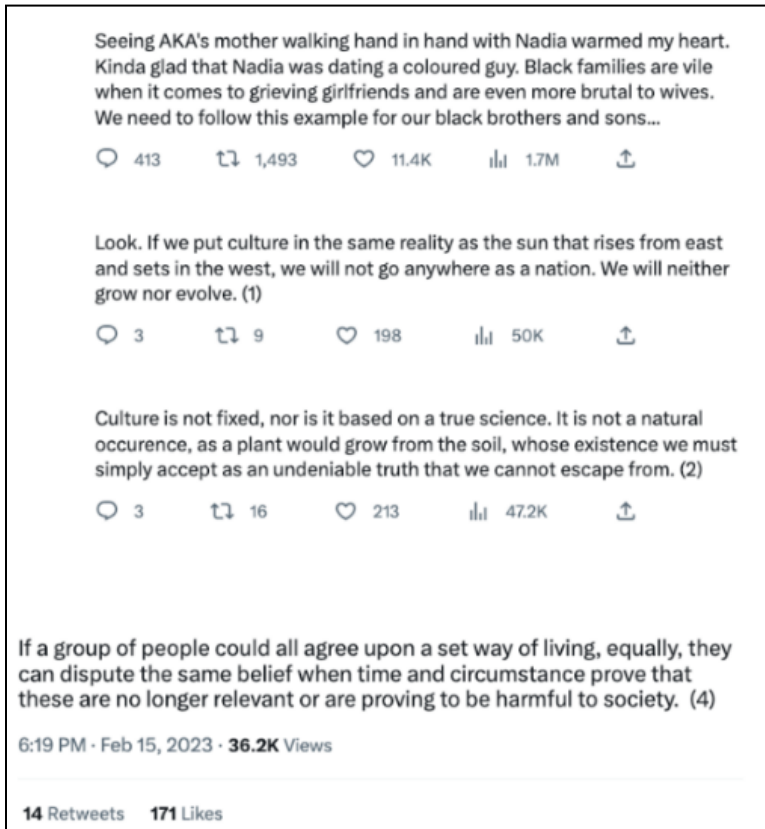


Image 56: Challenging cultural practices

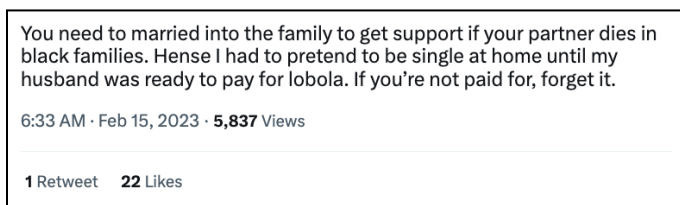


Image 57: Only married individuals are allowed to mourn their deceased partners



Image 58 and 59: Positive non-married experiences

Opportunities for Engagement

- The opportunity for engagement in threads¹³ concerning high-profile cases is present once again in content around the death of AKA and Tibz. Concerns related to the erasure of allegations of abuse in death seemed to split conversation into different camps of opinion, either absolvment or continued scrutiny. This may be an engagement point which could lead to further understanding of the relationship between consequences assigned to a suspected abuser and the lasting impact of abuse on a survivor.
- Cultural conceptions were present in posts which engaged with the funeral of AKA. This provides fertile ground for engagement as the issue at hand relates to the thoughts individuals may have on family structure, tradition and behavioural roles in South African society. Furthermore, content making explicit reference to the place of a “baby mama” or “baby daddy” may provide insight into how people view the agency of individuals outside of the bounds of marriage. Uncovering the drivers of this role-shift may prove prudent to future content creation

Dialogue Facilitation

The Dialogue Facilitation team is responsible for facilitating direct and indirect dialogue online that; 1) counters mis- and disinformation, 2) calms negative, toxic or frenetic narratives, and 3) prevents and heals social ills perpetuated through hate speech or the promotion of violence. This is achieved through skillfully designed engagements that consist of bringing people into a process of self-reflection and healing at scale.

The impact of these efforts is increased by engaging with change agents through a variety of different platforms to train and mobilise citizens to facilitate online dialogue. This includes the use of Turn.io to train change agents in dialogue facilitation and the team takes shifts to monitor the platform for opportunities to engage. Turn.io is an interactive additional platform for dialogue facilitation training and resources. To look at the menu individuals can WhatsApp “hi” to +27 (60) 011-1011 or click on this [link](#) to go there directly. The team is responsible for creating dialogue facilitation Canva designs to facilitate conversations online. The dialogue facilitators provide insights into online conversations and narratives internally to the other units within the CABC.

We harness social media platforms as dynamic spaces to foster relationships with men through online dialogue and to engage them as allies in order to dismantle gender discrimination and violence. Fathers are an important target group of the project as men will be changing harmful gendered norms of behaviour for the benefit of themselves, and for the improved safety and wellbeing of their children and partners. Additionally

¹³ See [Report 1](#)

and critically, for sustainability and long term impacts, modelling these new attitudes and practices to sons and daughters so that they are likely to adopt the practices as they grow up, thus fundamentally disrupting the intergenerational transfer of misogynistic practices.

Dialogue Facilitation Metrics

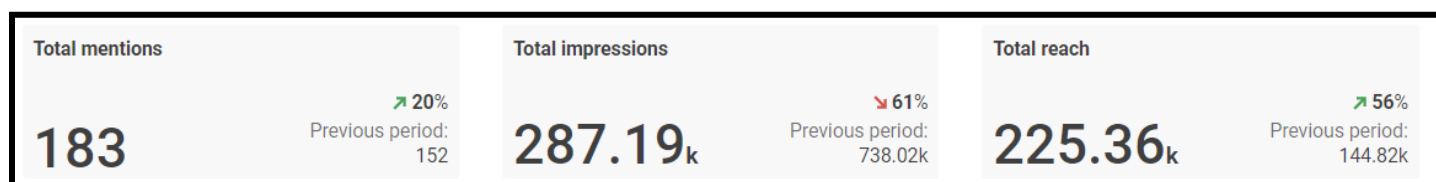


Figure 8: Dialogue Facilitation Metrics

Figure 8 above represents the CABC Dialogue Facilitation team's total activity, inclusive of retweeted content from 1 February to 28 February 2023. Over this period, the dialogue facilitators posted and commented 187 times with an overall spread metric of 287,190 impressions (indicating the number of times the mentions had the potential to be seen on someone's timeline), as well as a reach¹⁴ of 225,360 accounts.

Using Report Insights in Dialogue Facilitation

The insights from the first heCareZA Research Report were used in various ways by the dialogue facilitation team. One of the ways the team used these insights was to understand the online conversation more deeply and guide our work by using these insights to look for more online conversation from the highlighted focus areas that had come up. The trained dialogue facilitators implemented insights such as engaging well-known celebrities (see *Image 60*), and misattributing activism as being uncaring of men's plight (as in *Image 62*). Other interesting discussions from the report concerned absent fatherhood (*Image 61*) and physical abuse (*Image 63*). These insights were also shared on the heCareZA Digital Activism WhatsApp Group and with our Change Agents with the aim of sharing bite-sized pieces of information with allies, and giving them calls to action to take part in the countering of misogyny and hate speech online. Below are some examples of how the Dialogue Facilitators used these insights in their dialoguing and created further opportunities to open up conversations around these key focus areas in the online space.

¹⁴ Reach is heavily influenced by post engagement and traffic for the author or site in question. Our social media analytics platform's proprietary algorithm uses each of the available metrics and applies various (content source specific) assumptions, based on previous, observed behaviour, to infer how they may translate into the number of individuals that are likely to have seen a given post.

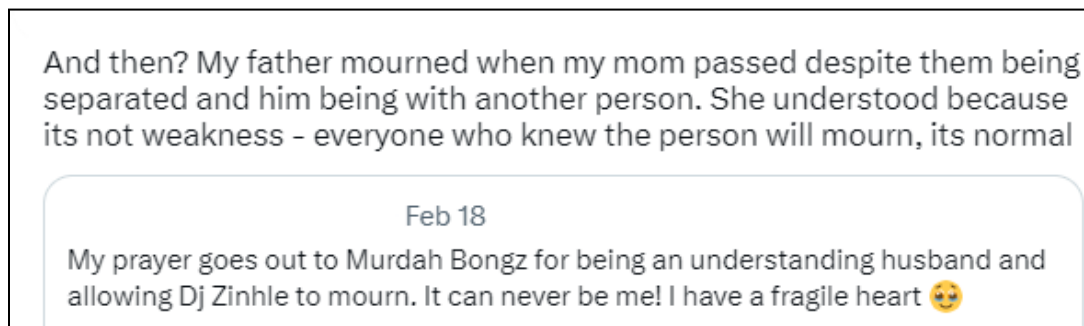


Image 60: Content directed at well-known celebrities

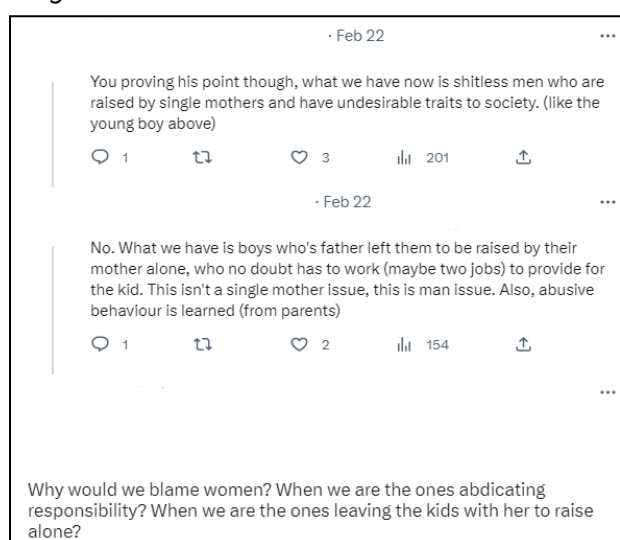


Image 61: Blaming women

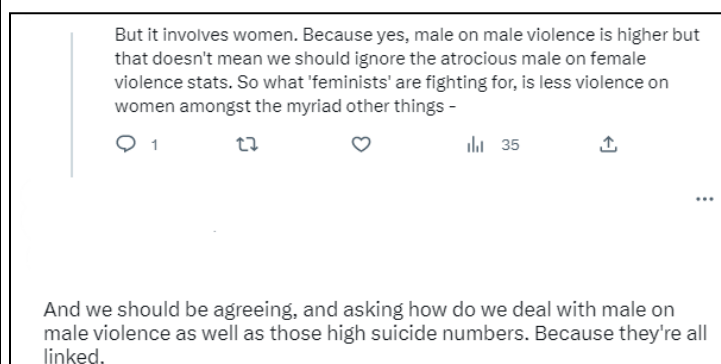


Image 62: Exploration of All-or-Nothing approach

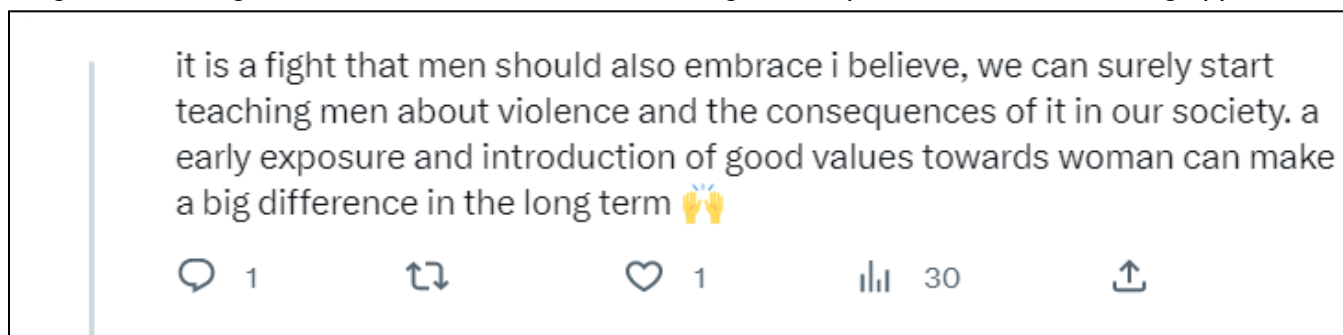


Image 63: Men's Role

Dialogue Facilitation Designs

We have created 45 dialogue facilitation social media designs in multiple languages and these have been used by the dialogue facilitators and digital activists while engaging online. These dialogue facilitation social media designs are developed from online dialogue facilitation and research insights. They are designed to support the work of dialogue facilitators, digital activists and partner organisations. These dialogue facilitation designs are

unbranded and are created to blend in naturally with the conversations that social media users are having online. They use colloquial language, slang and have an unpolished look and feel to encourage interaction. We've found that this promotes engagement and self-reflection rather than coming across as an organisation who has all the answers. Some examples of the unbranded designs can be seen below.



Image 64: Dialogue Facilitation Canva Designs

Using Report Insights in Dialogue Facilitation Designs

In addition, these insights were used to inspire the dialogue facilitators to create designs and spark interest around these popular focus areas of conversation online. These are some of the designs that the dialogue facilitators made using the insights from the first research report. The first design was inspired by the an insight from the report noting how many young men or boys' first sexual experiences were with older women and the trauma and shame that this can have on these victims, ultimately leading to mental health issues amongst young men, as well as perpetuating cycles of intergenerational violence because of the unresolved trauma¹⁵. The second design used an insight from a social media conversation about listing strict things one's parents have done to them, which sparked the realisation that some of the strict or disciplinary acts that parents may have done might have been abusive in nature. Finally, the third design was made in reaction to fathers being criticised or frowned upon for showing physical displays of affection to their children, especially their sons, and

¹⁵ [Impact of child sexual abuse on mental health | The British Journal of Psychiatry | Cambridge Core](#)

how some social media users considered hugging or kissing their child to be inappropriate. Many users even stated that fathers showing physical affection to their sons would “turn them gay.”

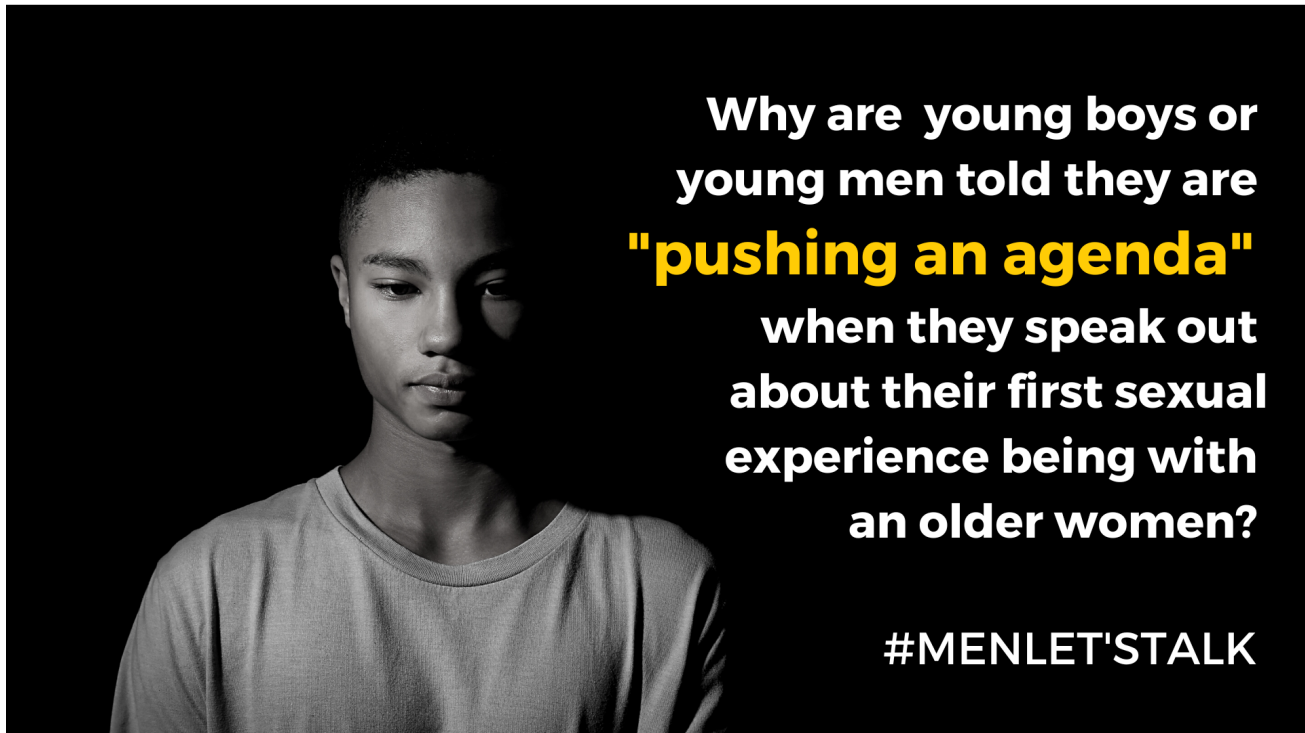


Image 65: Dialogue Facilitation Canva Designs




Image 66: Dialogue Facilitation Canva Designs

heCareZA Dialogue Deck

#HeCareZA

DIALOGUE DECK




APPROACH

Dialoguing is a way to help and support men who are caught or stuck in spaces that encourage hatred and violence toward women. This deck will help you change men's toxic ideas of women and help men express themselves differently.

HOW TO USE THE DIALOGUE DECK

- Use the responses below to give you ideas for your replies.
- Make the suggested tweets your own.
- Remember to use #IsonoSethuYini at the end of all your tweets
- Set yourself a daily tweet and retweet target
- Get the squad involved. Make teams of 2 or more who have your back and retweet each other



SAMPLE TWEET

A lot of you don't understand there are millions of 18-30 year old men who have grown up with no (or weak) fathers, in a society that constantly tells them their gender is the source of all problems, women don't need them, their masculinity is 'toxic', and everything is hopeless.

4:04 PM · Jan 9, 2023 · 1.3M Views

SUGGESTED RESPONSES

- What do you suggest should be done to help those that are raised in such environments?
- How can we stop such a mentality to all fathers in our society?
- How accurate is your statistic and how did you come up with its conclusion?
- We have to approach this issue by not isolating men nor women from the conversation. How do you suggest we open this conversation with men?
- How do we know that a man is weak?

PUBLISH AND SHARE

You can publish on social networks and share with the team or ask for assistance.

Find more examples on the following page

Figure 9: heCareZA Dialogue Deck

The heCareZA team has put together a Dialogue Deck for digital activists to explore and make their responses their own. The dialogue deck is a collection of sample tweets with responses from the dialogue facilitators that allies can use to see how facilitators approach a statement and frame their own responses to similar tweets as well as use for inspiration and an example for their own dialoguing. By making these decks freely available online, allies are able to engage on Twitter using the dialogue methodology and critically engage and dialogue



with those who make harmful statements. Dialoguing is a way to help and support men who are caught or stuck in spaces that encourage hatred and violence toward women. This deck will help you change men's ideas of women and help men express themselves differently. View the heCareZA Dialogue Deck [here](#).

We shared the Dialogue Deck on our Digital Activism WhatsApp group to inspire the members to get involved in online conversations. Are you currently involved in gender-based violence prevention? We would love to hear from you. Send us an email and join the heCareZA Collective. Email us at info@hecareza.co.za

Reach Out for Help

Lifeline: 021 461 1113

GBV Command Centre: 0800 428 428

Rape Crisis Centre: 021 447 9762

Sonke Gender Justice: 021 423 7088

You can also send a please-call-me to a Social Worker by dialling *120*7867#

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Appendices

Appendix A: heCareZA Ethical Considerations

In our work, we abide by specific ethical principles to ensure that we do no harm. We are particularly influenced by the recommendations made by the Partners for Prevention in their report, “Using social media for prevention of violence against women.” (Liou, 2013). Below we list these recommendations and explain how they relate to our work.

Anonymity and confidentiality: All research findings will be sufficiently aggregated to ensure that no one community or individual can be identified. Where case study findings are presented, we will change sufficient detail to ensure that the source of the information cannot be identified. In our study, we focused exclusively on content that is publicly available. Nonetheless, we are aware that the boundaries between public and private are dynamic and often blurred in the social media space (Markham, 2018). For example, although social media users may consent to sharing their content publicly and with “third parties” at the point of sign up (Samuel & Buchanan, 2020; Williams, Burnap, & Sloan, 2017), they may not agree to their words and personal identities being subject to academic scrutiny and publication. Therefore, to ensure our research is ethically responsible and that we protect the privacy of social media users, we do not include their names, Twitter handle or profile picture.

Stigmatisation: We will be scientifically rigorous in our dissemination of research findings and highlight that GBV and VAW are cross-cutting phenomena that exist in all communities and socio-economic groups. We will reiterate that these issues do not exist in one setting and are not perpetrated by specific ethnic groups.

Retraumatization and counselling: The heCareZA programme involves the facilitation of dialogue from an empathetic perspective. Rather than judging or shaming men, our facilitators are trained to support constructive conversations amongst men that address the cycle of violence, problematic social norms, and challenge discriminatory language and actions, from outright insults to sexist jokes. Moreover, we encourage perpetrators of GBV to reach out for healing.

Since this is a sensitive topic, and mental health is a growing concern among South African men we regularly post contact numbers for the GBV Command Centre, who has 24/7 counselling for survivors and perpetrators or to the non-profit, free counselling service of Families South Africa (FAMSA). In the event that we identify anyone that needs more comprehensive support, we always refer them directly to these same support

services. Lastly, we also share appropriate referral contact numbers on the heCareZA website and on our regular social media posts.

Informed consent: In our analysis of mass data on public social media, we will not be able to ask everyone for consent. However, as mentioned above, all of this data is publicly available and will be rigorously aggregated to ensure that all identities and communities are protected.

For the change agents, we will send a message to men who speak out against GBV online, and we will invite them to visit the website or join the Facebook group. The nature of the Facebook group is that they can leave the group at any time without any negative repercussions. We will not seek informed consent from all Facebook group members.

Appendix B: Exclusions

```
NOT("Meghan Markle" OR "Jeremy Clarkson" OR "Buckingham Palace" OR "World Cup" OR "Super Cup" OR "Section
89" OR Ramaphosa OR Zuma OR State OR RET OR Football OR "Prince Harry" OR Messi OR Morocco OR #BBTitans OR
#BigBrotherTitans OR DM OR "Follow & Retweet" OR #thewifeshowmax OR #t20worldcup OR crypto OR #eth OR #btc
OR NFT OR #gamblingtwitter OR #bitcoin OR bitcoin OR #nsfwtt OR #fifaworldcup OR #betredemption OR #gvfip
OR #NBA OR #tiktok OR #NFL OR #Soccer OR #Win OR President OR ANC OR God OR Jesus OR Rwanda OR Kagame OR
"Heavenly Father" OR Pope OR Pray* OR Holy OR John OR Psalm* OR EFF OR DA OR Christ OR Meghan OR Substance
OR Drug OR Church OR Uganda OR Saudi OR @MiaCathell OR Tax OR Euro* OR AOC OR Fascist OR Dudula OR PSAF OR
Xeno* OR race* OR Balenciaga OR Politic* OR Citizens OR Vote OR Zimbab* OR #PhalaPhala OR "Phala Phala" OR
"State Capture" OR Apartheid OR ZanuPF OR CR17 OR Immigration OR OUTA OR Bank OR Apple OR Android OR
#Unplayable OR Netflix OR #PutSouthAfricansFirst OR "Put South Africans First" OR Monarchy OR Eskom OR
Loadshedding OR #supportlibraries OR "Please Retweet" OR #Ostfuza OR Ukraine OR Russia OR "Big Brother" OR
COVID* OR Corona* OR #PremierLeague OR "Manchester United" OR #Nigeria OR biafra OR Nigeria OR Holocaust
OR Taliban OR Afghanistan OR Iran OR "African National Congress" OR "Economic Freedom Fighters" OR
"Democratic Alliance" OR #enoughisenough OR #StandUpSA OR #womensart OR #womeninbusiness OR #phyna OR
Bloat OR #savewarriornun OR #davidukpo OR #beatriceekweremadu OR #runningiwthtumisole OR #fitness OR
Amapiano OR Afrobeat OR Studio OR #Sete OR song OR #Python OR #ai OR #womenintech OR #blackexcellence OR
#LuthuliHouse OR #BBTitians OR #womenwhocode OR #NYEEdition OR #datascience OR #malibongwe OR
#machinelearning OR #Renewal OR Rwandan OR Pre-season OR "Tory Lanez" OR Belinda OR Migor OR "Belinda
Migor" OR Pitbull)
NOT ("Riot Police" OR "Timothy C. Roth" OR Roth OR "Chris Brown" OR "#rho=" OR #grammys OR @loveisland OR
#onemorefan OR #hazardsofvalentinesday OR SONA OR #sona2023 OR #reddwarf OR #ZeeNunewXVamino OR #KataBiz
OR #mufc OR "black history month" OR #blackhistorymonth OR taehyung OR "Black seed" OR rhodurban OR
"Tshepi Vundla" OR "Map Editor" OR MK* OR "Super Nintendo" OR hibernation OR cock OR "andrew tate" OR
"man* city" OR Arsenal OR Chelsea OR Earthquake OR NTA OR Assam OR "Leonardo DiCaprio" OR "Viola Davis" OR
Casemiro OR "Cory Booker" OR Bruno OR Ronaldo)
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Appendix C: Category Keywords

⌵ Fatherhood ✎

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1 "atm dad" OR atmdad OR ((father OR dad) AND money) OR Father* OR Deadbeat OR "Absent Father" OR "Co-Parent*" OR (Father AND Abuse) OR (Guardian NOT Mail) OR "The Guardian" OR "Broken Family" OR "Broken Home" OR "Blended Family" OR (Present AND (Dad OR Father)) OR "Parental Alienation" OR (Baby AND (Daddy OR Mama)) OR (Test AND (Paternity OR DNA)) OR uBaba OR (Step AND (Dad OR Kid OR Child)) OR Maintenance
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⌵ GBV and Misogyny in South Africa ✎

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1 gbv* OR misogyn* OR femicid* OR (abus* NOT (drug* OR "human rights" OR mineral* OR abuso OR resources OR petrol) OR rape OR murder OR #IPV OR "Intimate Partner Violence" OR "Gender Based Violence" OR (Violence AND (Women)) OR Perpetrator OR Stealthing OR Manipulation OR Sexism OR Victim*)
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