

Project: Promoting Democracy and an Equitable Society

Project Series: GBV and Misogyny

Social Media Analytics Report 7

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1. Introduction

This report aims to generate a deeper understanding of gender discrimination through an analysis of public social media. It provides an overview of research into the online conversation about the relationships between men and women in South Africa. The findings discussed in this report are shared with other researchers, practitioners and digital activists to inform policy and 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). This is done through online and offline dialogue facilitation.

The development of masculinity in the digital era is an area of immense interest. The use of memes, sharing of content from influencer accounts and other forms of online content may have real-world implications on men's conceptualisations of masculinity and subsequently their behaviour¹.

The research process includes the creation, testing and refinement of an online research query. The broad query is used as a benchmark in an ongoing social media comparative analysis (see Appendix C). 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. In it, data metrics are used to provide a high-level overview of the broad conversation about the relationships between men and women in South Africa. 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 X, formerly known as Twitter. Recent estimates drawn from X's (then Twitter) advertisement reports in early 2022 indicate that 2.85 million South Africans are active on the social media platform.² This represents just under 5% of the population, so it is important to keep in mind that the results are not indicative of the sentiment and thought of the population at large. However, the opportunity for narratives to break out from social media platforms like X and influence traditional media and policy decisions has been reported on frequently in South Africa and beyond³.

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

¹ Shefer & Ratele, 2023

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

³ Bosch, 2017 ; Mpofu, 2019

Note: This is one in a series of 2 reports focusing on 16 Days of Activism and organisational campaigns. Report 8 focuses on organisational share of conversation and engagement, as well as the thematic character of organisational posts on social media.

2. Findings Summary

16 Days of Activism

Highest Engagement: Content that got the most engagement over the 16 Days of Activism were posts by influencers and those with high follower counts who were posting misogynistic content. Content relating to 16 Days of Activism failed to break into the top ten posts with the highest engagement from the dataset, suggesting a lack of significant engagement on Twitter/X. Rather, it was driven by news outlets, businesses or NGO types of accounts. Conversation about 16 Days of Activism was therefore isolated and this revealed that most of the high traction content was by Government and News outlets with an established following. Responses to these posts indicated irritation at the Government's handling of Gender-Based Violence (GBV).

Organisational Campaigns: Campaigns run by NGOs working in the space did not elicit much engagement with their campaigns. However, Women for Change garnered significant engagement on their posts. Posts from this account were different to others in the space, in that they had an emotive characteristic.

Individual Expressions

Parenting and Fatherhood: The comments recorded in this conversation focused on step-fatherhood, absent fatherhood and the role of the man. A significant portion of the tweets frame women in a negative light with regard to the aforementioned issues.

Hate Speech and Misogyny: The themes drawn out from this category were male's perception of women in relation to their views, opinions, sexual relations, among others, as well as the contestation around feminism and patriarchy. One individual noted that feminism is a man-hating movement and that misandry is on the rise which will negatively affect women and men.

Mental Health: Under this focus area, a statement was made that GBV is not solely attributable to patriarchal values and beliefs but that some men suffer from mental illness. The conversation also included questions around how seriously men's mental health is taken.

GBV and Bodily Autonomy: In this conversation, questions were raised around indecisive partners and the worrying consequences that could result therefrom, in relation to sex and consent. In addition, one individual noted that women gatekeep victimhood.

Marriage and Ownership: Stereotypes around the male's role, having affairs and chastity were recorded in this conversation. These stereotypes were also found on topics about cohabitation and holding men accountable for the acts they commit. One individual asked what the purpose is of paying lobola for someone who is living with you already.

3. Supporting Project Outputs and Opportunities for Engagement

3.1 Analytic Information on GBV and Misogyny

- Prior to 16 Days of Activism, the topic of kidnapping and missing persons appeared frequently in the dataset reflecting increased public awareness of crimes against women and children, particularly in Bloemfontein (see [Section 4](#)).
- Our query only picked up 7000+ mentions on Twitter/X, around 16 Days of Activism. This may indicate that further refinement is needed to accurately capture the entire conversation taking place based on the fact that it is a large campaign that runs throughout the country. Therefore, it was expected that more content would have been returned in the dataset.

3.2 Capacitating Online Allies and Facilitating Critical Conversations

- Efforts should be directed towards amplifying positive content by organisations in order to spread awareness and information around Gender-Based Violence.
- It may be prudent to provide easily accessible information through CANVA designs, glossaries and high-end content to ensure that individuals understand concepts like consent, stealthing.

3.3 Supporting Public Awareness and Advocacy for Positive Messaging

- Content related to misogyny continued to trend during the 16 Days of Activism period, often garnering more engagement than the actual awareness campaigns (see [Section 5](#)). This may suggest a potential loss of interest in the 16 Days Campaign on X. To counter the lack of engagement, it might be beneficial for organisations on the platform to tailor their campaigns (like Women for Change) for social media to attract more engagement and raise awareness.

4. Research Overview (1 November to 24 November)

This section provides a high-level overview of the broad conversation between men and women in South Africa taking place on public social media from 1 to 24 November 2023. Within this time period, 432,978 mentions were recorded in this dataset (see Figure 1).

Total mentions	Total retweets	Unique authors	Total reach
432.98 _k	264.99 _k	95.51 _k	1.11 _b
Previous period: 344.22k ↑ 26%	Previous period: 208.46k ↑ 27%	Previous period: 80.21k ↑ 19%	Previous period: 981.61m ↑ 13%

Figure 1: Volume and Engagement Metrics for 1 - 24 November 2023

These mentions were comprised predominantly of retweets, which made up 61.2% of the recorded volume, indicating a moderate preference for the resharing of content. 95,509 authors contributed to the conversation, representing an average of 4-5 mentions per author. Two instances of heightened volume were detected on 12 and 23 November (see Figure 2).

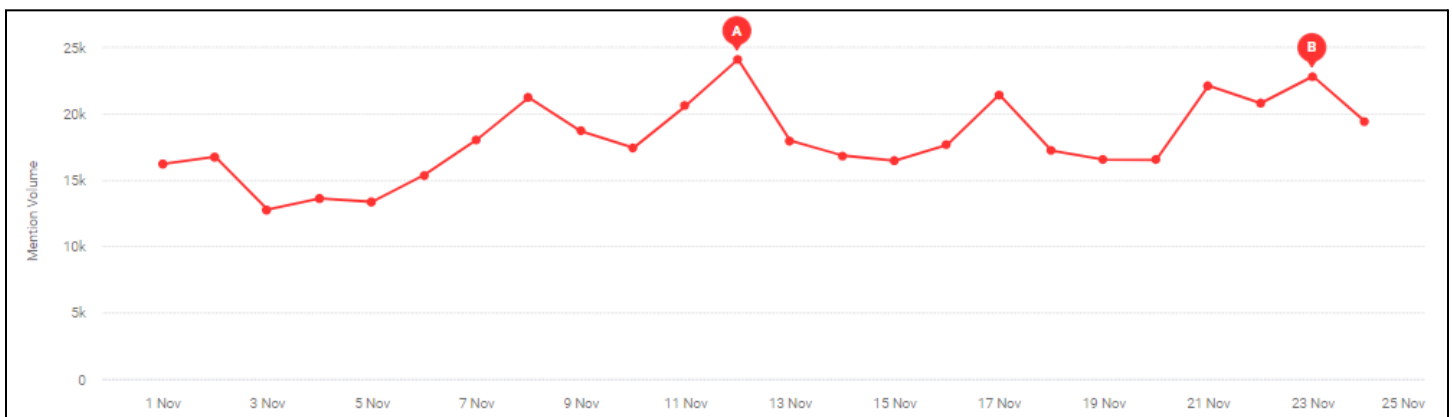


Figure 2: Volume Distribution for 1 - 24 November 2023

High engagement content throughout the month included:

- Awareness campaigns related to the spate of kidnapping in Bloemfontein in the Free State as well as posts by organisations and the South African police relaying cases of kidnapping and gender-based violence within the country⁴.

⁴ <https://www.enca.com/south-africa/videos/bloemfontein-residents-fear-kidnapping-syndicates-targets-young-women>

- A post produced by a man on Gender-Based Violence, in relation to concerns around men's mental health (see Figure 3).
- Conversation on continued conflict in Sudan and the Democratic Republic of Congo and a post on the use of rape as a weapon in the Sudanese conflict⁵.
- A post on men using the abuse and mistreatment of women as a 'rite of passage', in relation to a video shared by a popular music artist on their previous mistreatment of romantic partners.



Figure 3: A post with high engagement on men and Gender-Based Violence

Missing persons cases and kidnapping remained a topic throughout the month, as evidenced in the trend chart in Figure 4 below. Alongside this, conversation related to the beginning of 16 Days of Activism began to emerge near the end of the period.



Figure 4: Trend Chart representing top content on a continuum from the beginning to the end of the month

⁵ <https://www.crisisgroup.org/africa/horn-africa/sudan/sudans-calamitous-civil-war-chance-draw-back-abyss> ;
<https://www.hrw.org/news/2023/06/13/dr-congo-killings-rapes-rwanda-backed-m23-rebels>

Figure 5 below represents the most used hashtags and keywords for the reporting period. These included 30 October, October 2023, MISSING PERSON ALERT, 'case of kidnapping was opened', #crimestop, and #missing were all predominantly related to cases of kidnapping and Gender-Based Violence.




Figure 5: Word Cloud representing top phrases and hashtags

In Figure 6 below, example posts that were found within these highly used keywords are shown. This has been included to help understand why a date like 30 October appears as a major keyword in a dataset like this.

Women For Change
@womenforchange5

⚠️ LESEGO IS STILL MISSING ⚠️

Lesego Mamello Motaung, 22, was last seen on 30 October 2023. She left her home in Uitsig and was on her way to work at a restaurant in Wesdene, Bloemfontein. A case of kidnapping was opened by SAPS. Any information, please contact: 0825262653



MISSING PERSON

Lesego Mamello Motaung

Lesego, 22, was last seen on 30 October 2023. She left her home in Uitsig and was on her way to work at a restaurant in Zastron Street, Wesdene.

A case of kidnapping was opened by SAPS.

CONTACT: 082 526 2653 or 08600 10111

WOMEN FOR CHANGE

That won't help.

Xhosa men bayayalwa esuthwini, but look at them. In fact, the toxicity would increase because they advise each other ngobulongwe. They don't view women, especially black women, as people. They see us as asserts, accessories, and stock.

Nov 12, 2023

South African men need a real men's conference with real conversations

Firstly how do you know they are sick? Secondly you not saying anything about young women who are not virgins but sleep with all sort of men for money, alcohol you just fighting those who wann protect these women and make their thieu wives

3:53 AM · Nov 7, 2023 · 7,631 Views

A part of me is glad that everyday, social media exposes how dangerous men are. Because every time we speak about how unsafe women and children are in South Africa, we are made to sound insane. What you see online is only a fraction of our reality, btw.

4:10 PM · Nov 11, 2023 · 215K Views

GET the girl who loves you, not the girl you love.

Never live at the mercy of a woman.

[#MasculinitySaturday](#)

9:11 AM · Nov 18, 2023 · 3,819 Views

Figure 6: Posts showcasing highly used keywords

Revised categories, created to sort mentions by theme, are visualised in Figure 7. Of the total mentions, 56% were not categorised. The most prominent categories in this reporting period were Male Ownership of Female Bodies (16%), GBV and Bodily Autonomy (16%) and Parenting and Fatherhood (5%). The remainder of the conversation (7%) was split between varying categories as can be seen in detail in Figure 6.

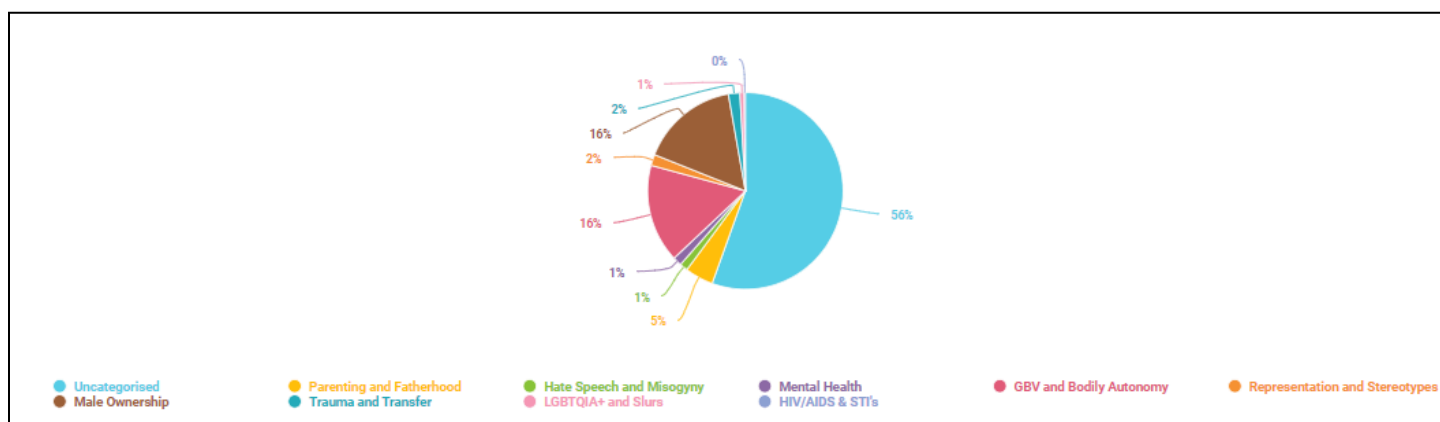


Figure 7: Categorical distribution of data within the time period (incl. Uncategorised mentions)

A secondary visualisation of conversational distribution, excluding mentions which were unable to be categorised, is shown in Figure 8 below. Of the 46% mentions that were categorised the most prominent were 'Male Ownership' and 'GBV and Bodily Autonomy', accounting for 37% and 36% of the categorised conversation respectively. Examples of these are shown below (see Figure 9 and 10).

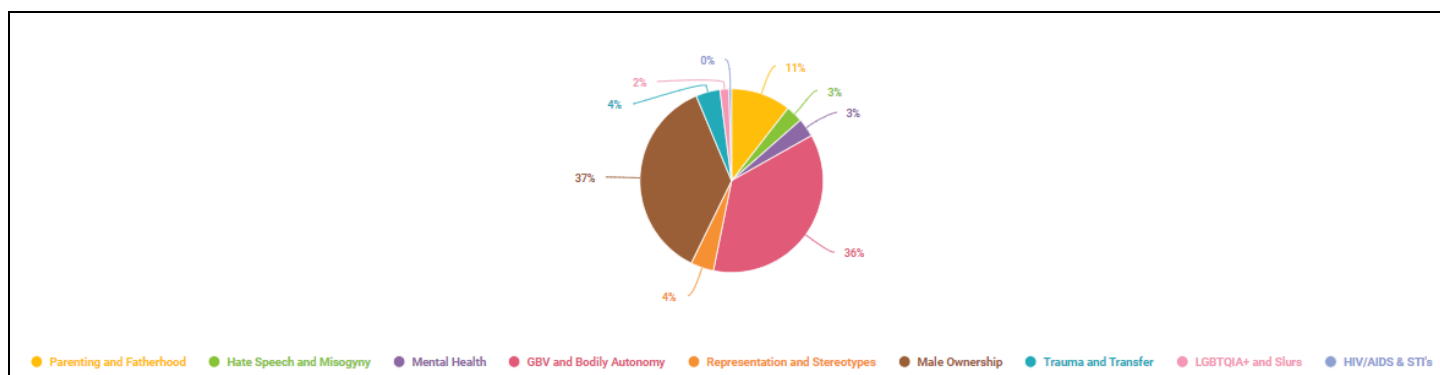


Figure 8: Categorical distribution of data within the time period (excl. Uncategorised mentions)

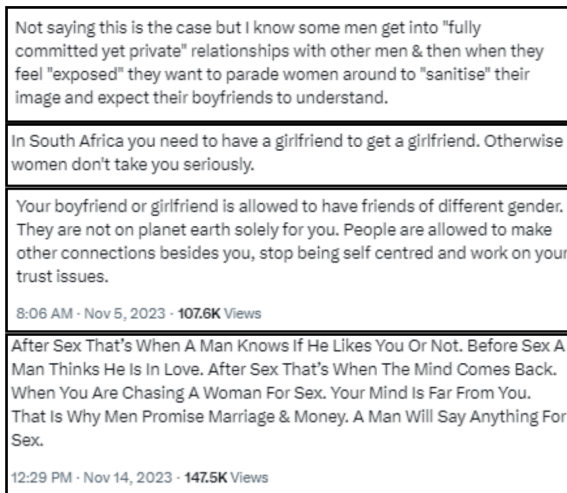


Figure 9: Male Ownership example posts

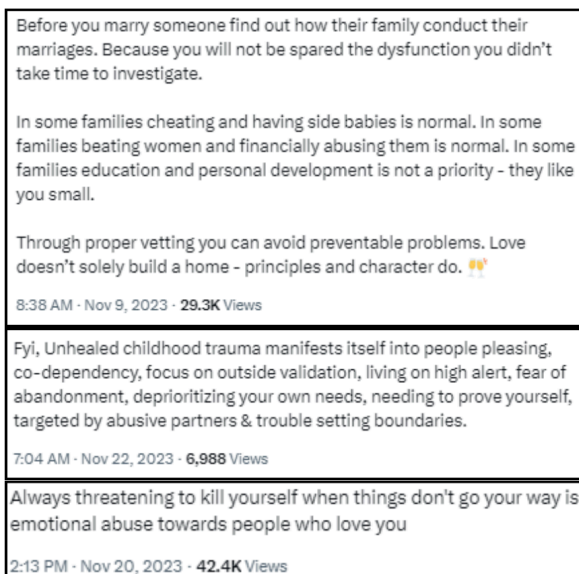


Figure 10: GBV and Bodily Autonomy example posts

5. 16 Days of Activism (25 November to 10 December)

The 16 Days of Activism against Gender-Based Violence is an annual campaign from 25 November to 10 December⁶. The campaign aims to raise awareness about the negative impact of violence and abuse perpetrated against women and children, with the objective of the campaign to meet global goals that seek to eradicate all forms of abuse against these groups of people from society completely.

⁶ <https://www.unwomen.org/en/what-we-do/ending-violence-against-women/unite/16-days-of-activism>

During this period, awareness campaigns are run in communities, on television as well as through social media. The CABC, through its social media analytics, tracked the conversation through this period with the aim of establishing what conversations were taking place. These findings are reported below.

From 25 November until 10 December 2023, 273,420 mentions were returned in the dataset. The conversation was made up predominantly of retweeted content (63.7%). There were 71.52k unique authors in the conversation which implies that these accounts posted an average of 3 times during the reporting period.

Total mentions	Unique authors	Total retweets	Total reach
273.42 _k	71.52 _k	174.39 _k	688.87 _m
Previous period: 289.28k ↓ 5%	Previous period: 76.24k ↓ 6%	Previous period: 163.08k ↑ 7%	Previous period: 720.81m ↓ 4%

Figure 11: Volume and Engagement Metrics 25 Nov - 10 Dec 2023

From this dataset, we isolated conversation about 16 Days of Activism using related terms such as #16DaysOfActivism, #EndGBV, #NoMoreSilence among others, to determine the campaign's share of conversation.

As a result of this isolation 7192 mentions were returned. This accounts for 3,2% of the recorded mentions within our dataset. There were 3326 unique authors in the conversation which means that authors created on average 2 posts per account.

Total mentions	Unique authors	Total retweets	Total reach
7192	3326	5840	35.68 _m
Previous period: 1552 ↑ 363%	Previous period: 961 ↑ 246%	Previous period: 1415 ↑ 313%	Previous period: 8.61m ↑ 314%

Figure 12: Volume and Engagement Metrics 25 Nov - 10 Dec 2023 (with tag applied)

As seen in Figure 13 below, mentions were at their highest at the beginning of the 16 Days of Activism period with sustained interest, only decreasing during the first half of the campaign and picking up again toward the end. The spike in the mentions is likely due to the commencement of the 16 Days of Activism, with many organisations and individuals engaging in the conversation and posting about the start of the campaign.

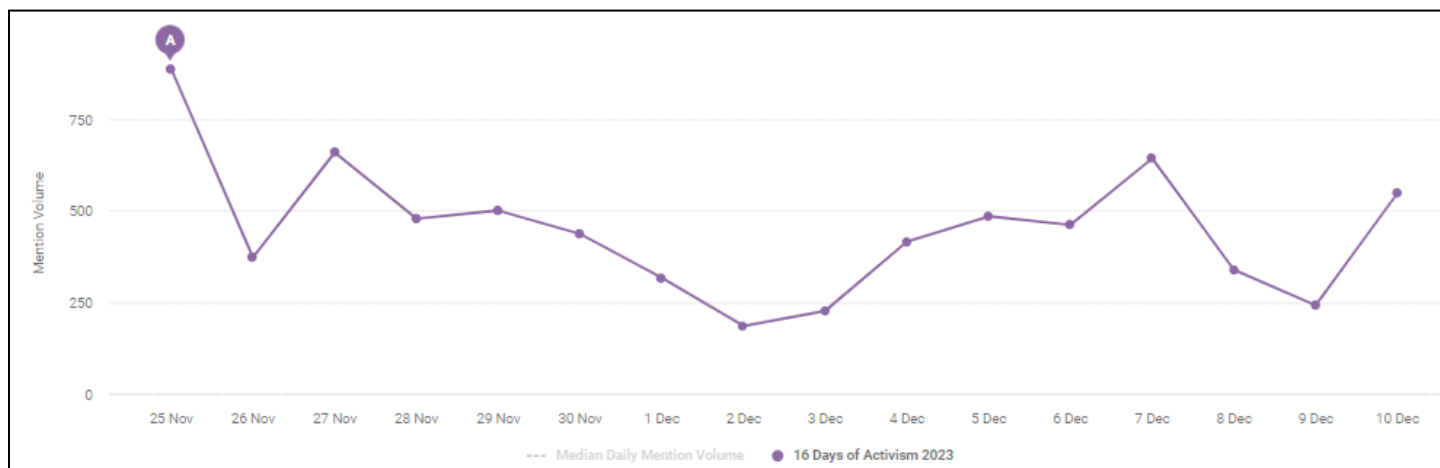


Figure 13: Volume Distribution for 25 Nov - 10 Dec (tag applied)

In order to further understand the activity in this campaign, it became pertinent to differentiate between accounts that belong to individuals and those that belong to organisations. This split between individual and organisational accounts can be seen in Figure 14 below.

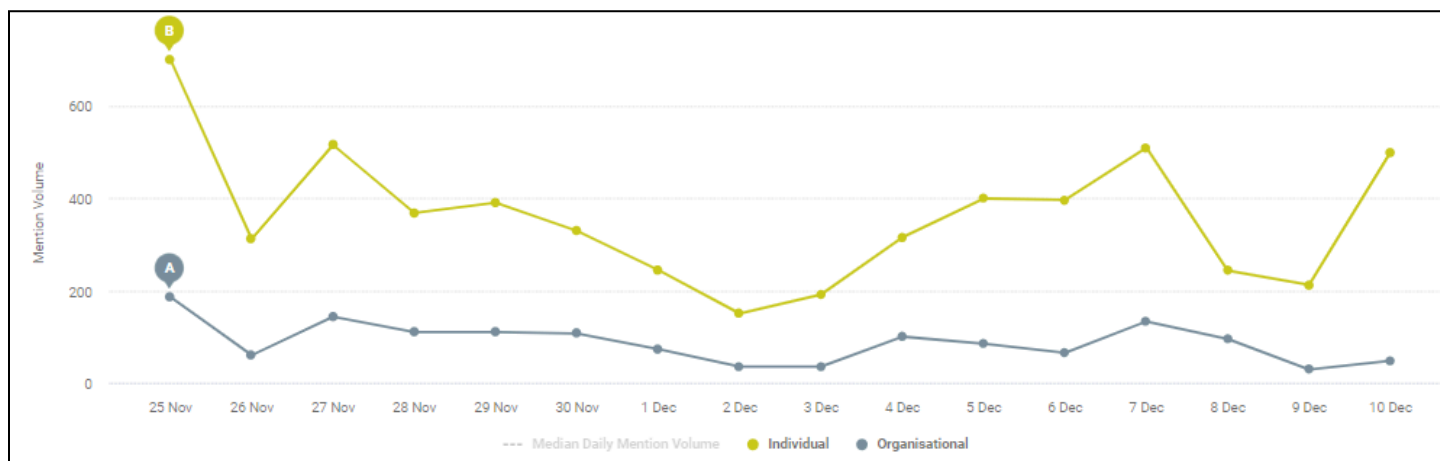


Figure 14: Volume and Engagement by Organisations and Individuals (tag applied)

The word cloud below shows some of the most popular hashtags and phrases throughout the 16 Days time period focusing on the campaign slogan itself as well as related content such as domestic violence and the rate of Gender-Based Violence.⁷

⁷ <https://mg.co.za/partner-content/2023-12-01-carling-black-label-takes-a-bold-stand-with-noexcuse-2023-campaign/>

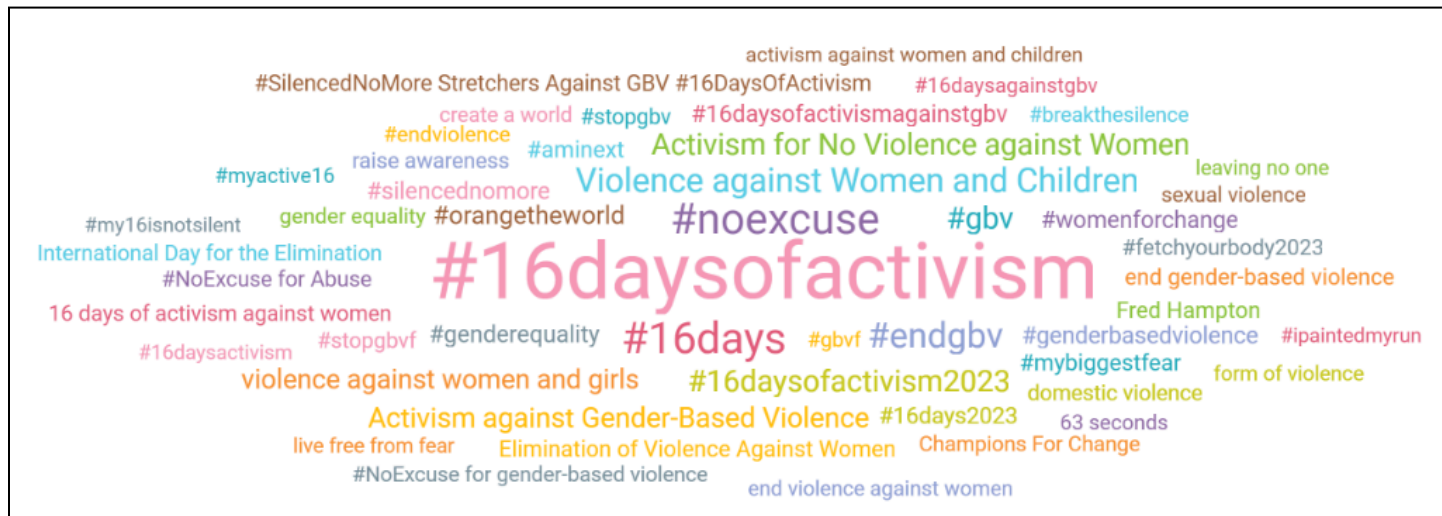


Figure 15: Word Cloud for 25 Nov - 10 Dec

Over time, conversations shifted from discussing forms of violence and sharing campaign hashtags to individuals sharing hashtags related to the potential for violence. As seen in Figure 16, the conversations that are fading concern the elimination of violence against women and the forms of violence whereas in the trending conversations, hashtags such as #mybiggestfear and #aminext appears. These hashtags were primarily driven by the organisation, Women for Change, with one of the most common responses being an expression of anxiety or fear of appearing in one of the organisations posts highlighting the GBV epidemic in the country (see Figure 17).



Figure 16: Trending Graph for 25 Nov - 10 Dec

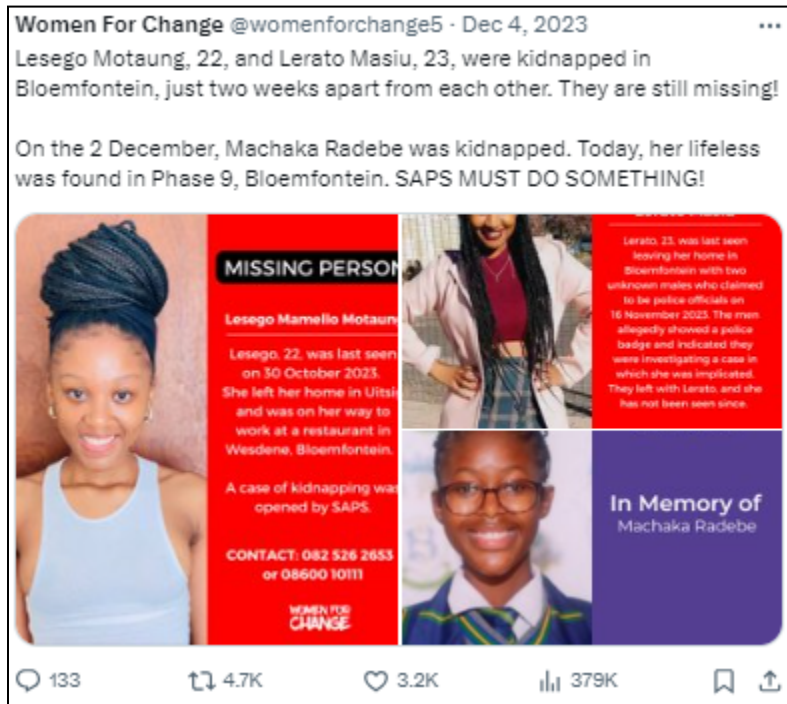




Figure 17: Women for Change example post

The table below records the ten tweets with the highest impact within the entire conversation, on the left, and the ten tweets with the highest impact from the 16 Days of Activism dataset. Impact measures the degree of overall engagement with a post⁸. By isolating the top ten highest impact tweets within this date range, the CABC sought to determine whether 16 Days content garnered significant attention in relation to the overall conversation.

High Impact Tweets	High Impact (16 Days Tag Applied)
<p>Yoh!!!!!! My Cousin killed herself on Monday. Today they are going to beat her up while she's resting so that this doesn't happen again in the family. My mom has to do it, she's already shaking 🥺💔</p>	<p> Cyril Ramaphosa 🇿🇦 @CyrilRamaphosa</p> <p>We mark the start of the 16 Days of Activism for No Violence against Women and Children in the shadow of a terrible crime. Earlier this month, images were circulated on social media of a young male student stabbing his partner, also a student, on the campus of the Peninsula University of Technology.</p>

⁸ Our social media listening tool defines impact as a metric to measure the potential impact of an author, site or mention. It's a logarithmic scale between 0-100 normalised for the data to help find what's most interesting. The impact score takes into account how much potential a mention has to be seen, as well as how many times a mention has been viewed, shared or retweeted.

<p>According to her, she deserves R15,000 monthly Girlfriend allowance.</p> 	<p>StreetNet International @Streetnet1</p> <p>! There are many forms of violence against women.</p> <p>✗ We are committed to eliminating all of them</p> <p>See our video for the #16DaysOfActivism for the elimination of violence against women</p>
<p>The biggest mistake our brothers is to think that they can change a hoe to a wife</p> <p>Brother saw Faith Nketse been drilled by industry niggas</p> <p>He seen her video being hit by an object on her face</p> <p>And he sat down and decided to pay lobola and make her his wife!! 🙏</p>	<p>Nelson Mandela @NelsonMandela</p> <p>#QuotableQuotes from the 21st Nelson Mandela Annual Lecture in Johannesburg</p> <p>#NMAL2023 #Mandela10 #GenderApartheid</p>
<p>Why do most men like young women?</p>	<p>News24 @News24</p> <p>Just a day after the launch of 16 Days of Activism for No Violence against Women and Children, GBVCC is at the centre of controversy, following its virtual collapse due to a contractual dispute between the department of social development and Brilliantel.</p>
<p>During lobola. What happens if you pick the wrong one?</p> 	<p>News24 @News24</p> <p>OPINION @bonolo_sekudu shares why she believes 16 Days of Activism is far bigger than just awareness and education, it is also systematic and a post-mortem of the moral decay and lawlessness in this country.</p>
<p>One day they'll break up and she'll fall pregnant 🙏 within a month of break up. She's saving her womb for her best man and that's definitely not musa</p>	<p>News24 @News24</p> <p>Wolves aren't our problem: Probing violent tales told in a violent world during 16 Days of Activism @News24Wellness</p>

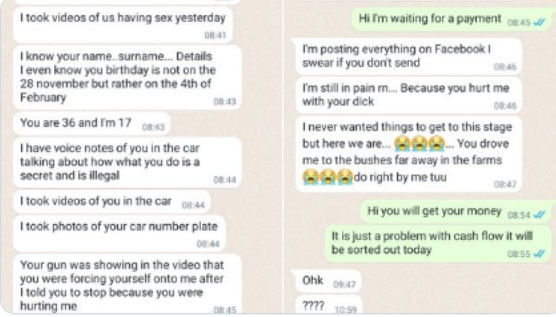






<p>Women Are Evil! Women Are The Reason For Men's Downfall.</p> 	<p> African National Congress ✓ @MYANC</p> <p>Empower boys and men to be champions of gender equality.</p>
<p>Tears flow as MAN divorce his wife on their wedding day after finding out that she visited her ex a day before their wedding.</p> <p>These evil spirits are disturbing</p> 	<p> eNCA ✓ @eNCA</p> <p>[VIEWER QUESTION] Gender-Based Violence is in focus as part of the 16 Days Of Activism. We want to know from you, where does the responsibility fall to end the scourge? #TheSouthAfricanMorning #DStv403 #QuestionThinkAct #eNCA</p>
<p>A notorious criminal known for his "soft life" Sdomane 55 was shot dead in the Mabopane block D Car wash area. Sdomane is known for hijacking people's cars, he is also known for Fraud where he scams people money to fund his Instagram lifestyle.</p>	<p> eNCA ✓ @eNCA</p> <p>16 Days of Activism Call to strengthen laws against GBV</p> <div>  <p>enca.com 16 Days of Activism Call to strengthen laws against GBV</p> </div>
<p>This lady is being abused by her baby daddy, 5 months ago he broke into her old apartment & stole all her belongings, clothes, shoes, bags, hairs & items for sale. The police were called, they saw all the scars & did not arrest him, instead they asked her to go stay with a friend</p>	<p> SABCNews_MorningLive @MorningLiveSABC</p> <p>Violence against women and children is in the spotlight again, with the 16 days of Activism for No Violence against Women and Children Campaign underway globally.</p>

Table 1: High Engagement Content for 25 Nov - 10 Dec 2023

As illustrated in Table 1, the content with the highest engagement during the period consists of posts by prominent influencers in the GBV space who tweet recurring narratives about girlfriend allowances, lobola, perspectives on women and abuse. All posts recorded an impact of 97 or higher and responses to these posts

ranged from 529 replies and higher. No content related specifically to 16 Days of Activism were more impactful than the top ten items in the whole dataset.

The content with the highest impact based on the 16 Days of Activism dataset was posted by the President of the Republic, the ruling party, news outlets and NGOs. We also found fitness content related to 16 Days finding their way into the top ten posts with the highest replies where individuals participated in a running challenge in support of 16 Days of Activism. When the data was sorted by likes, the content with the most likes are those posted by NGOs working in the space. The posts convey a call for improvement, conveyance of information and details of individuals who were harmed by men. These organisational posts will be considered in more detail below.

Responses to these campaigns and posts vary. In terms of governance, responses reflected general dissatisfaction regarding the state of the country and leadership issues that have facilitated such high rates of Gender-Based Violence, as well as questioning why men are not included in calls for protection. Similarly, in response to posts by News media houses, individuals lamented the current state of the country and called for increased awareness so that all stakeholders could play a role in the reduction of GBV. The responses to the high traction posts reflect concerns that the current level of awareness is not enough, that action is needed. Under the 16 Days of Activism running challenge posts, many were celebratory and lauded the efforts to bring awareness to GBV. Examples of these posts are shown in Figures 18, 19 and 20 below.

<p>This is such a farce saying the same thing every year but not putting measures in place such as legislation, Specialised courts etc makes it all lip service. Get things done So tired of your talk</p>
<p>What have you achieved in the past year?! 🤔 All crimes have increased!!! Don't pretend to care, your lack of action speaks for itself! We are all tired of your recycled lip service.. 🤔</p>
<p>Ah! Time for the annual political stunt!! Showtime folks!!! All totally meaningless while SAPS is defunded, education is fooked, unemployment, poverty, hunger and starvation rocket!!! You Sir, have NO SHAME!!</p>
<p>16 days.. You read that right ladies. Your suffering is limited to 16 days... Not 365 days, just 16... imagine if we had a useful policing system, imagine if criminals were put in jail, then of course most of parliament would also be empty. The ANC cares for 16 days, vote better.</p>

Figure 18: Responses to Government

Is this a rhetorical Q asked as indirect assertion that GBVF can be deemed as self created problem with no active known, seen shielded and protected role players 🤔 is it a question asked in 2023 when statistics show who victims are and who are perpetrators? What is it exactly?
When asking where does the responsibility to end GBVF lies, why can't we start by asking who are the perpetrators in the event that we either don't know or we have conveniently 'forgotten " if such a Q is asked to kick off a well constructed conversation how is it victim cognizant?
GVB is normalized in communities, We need schools and parents to educate the youth on GVB. And harsher punishment to stop the scourge. @SAPoliceService is under-resourced and lack ppl management skills.
GBV must be addressed by all stakeholders, government, and people at large.
Its a complex subject. It starts at home. We don't have enough cops trained to deal with gbv, safe houses for victims, therapists available for victims. There are many factors that need to be discussed and looked at. It's not a copy paste subject.

Figure 19: Responses to News Outlets

It brings awareness. But then, when you are on a diet, a Spur advert also brings awareness. But as long as we do it,... Who bothers with outcomes? Many such programs.
Activism against women and children is a joke. I've had a foster baby with me for more than a year. She should have been adopted months ago, but the fckung wheels of justice turns like a sloth, or not at all. The trauma when this child is removed from me is unthinkable
"We say NO to #GenderBasedViolence and any kind of violence." Amen to that 🙏🙏🙏
#UntilWeRunAgain Amandla Maaaatia Matimba Maanda 🍌🍌
Amazing skeem!
You and everyone did amazing and please continue raising awareness 🍌

Figure 20: Responses to individuals

Organisational Campaigns and Responses

This section showcases a select few organisational social media campaigns over 16 Days of Activism and general responses thereto. It focuses on 7 organisations and their campaigns by tracking their hashtag usage and checking the responses under each post.

Women For Change ran an emotive campaign focused on what women's biggest fears are. This campaign was primarily run on Instagram, but the organisation also posted updates on their X page. In one of their X posts they note that one of the most common answers to the question was to not end up on their page i.e. to have fallen victim to Gender-Based Violence or femicide.

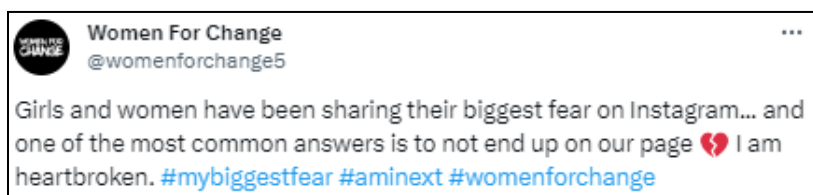


Figure 21: Women For Change Campaign

The responses to this campaign were largely dejection on the part of women. Others applauded the organisation for bringing the human cost to the fore and not treating these bodies as statistics. There were also calls for the government to do more and take stronger action against the perpetrators. There has not been complete support with some questioning the organisation for focusing only on women and children while men and boys also suffer.

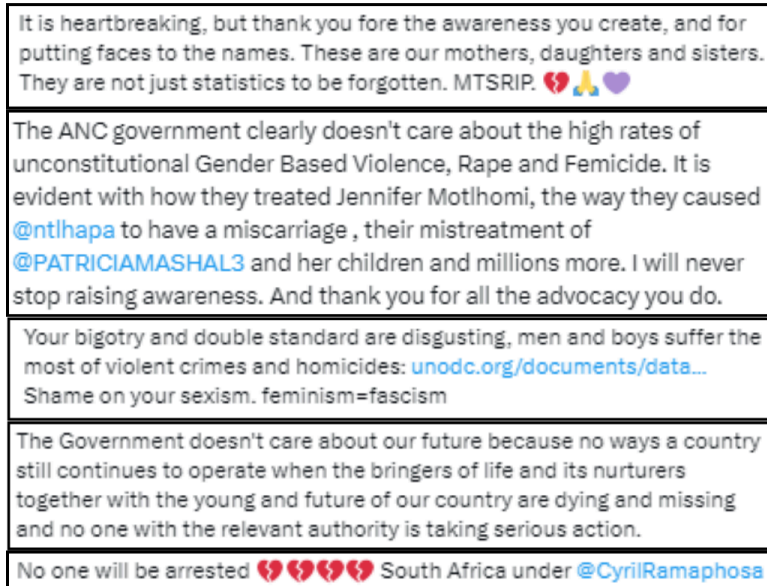


Figure 22: Responses to the Women For Change Campaign

Sonke Gender Justice's X page reflects a mixed approach to awareness. They posted about their action on the ground as well as using the page to raise awareness around the cause. They also took the opportunity to spread information on support structures available to the victims of Gender-Based Violence.

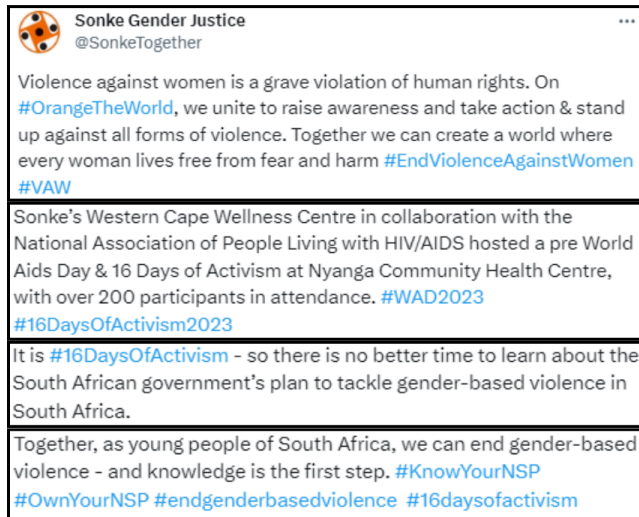


Figure 23: Sonke Gender Justice Campaign

As Sonke's approach was a multi-pronged approach and did not focus exclusively on a comprehensive social media campaign with the aim to start a dialogue, engagement under the posts are sparse and lacking.

The Justice Desk similarly used a mixed approach to raising awareness, serving to update their followers of their on-the-ground actions and raising awareness of how to approach a case of GBV.

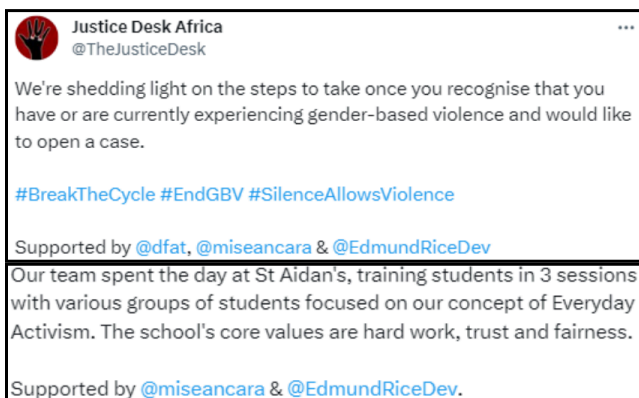


Figure 24: Justice Desk Africa Campaign

Similar to Sonke, due to the nature of content posted by The Justice Desk, there is a notable lack of engagement with the posts.

“Father A Nation” based their campaign on the hashtag #PositiveMasculinity and as such, their approach targeted masculinity in South Africa by offering short courses and information on how to assist in taking a stand against GBV.



Figure 25: Father A Nation Campaign

The project similarly balanced on the ground campaign updates with information provision through social media posts. Sadly, this organisation also received little engagement on their content that had been shared with the public.

Soul City Institute for Social Justice launched their campaign #KgalemelangGBV365 which translates to challenge Gender-Based Violence for 365 days. This campaign was a call to action to hold each other accountable for ending GBV not just during the 16 days of Activism, but throughout the year.

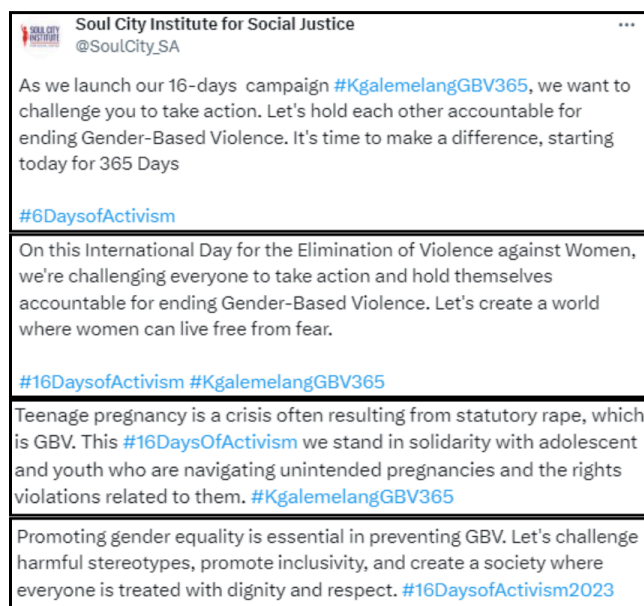


Figure 26: Soul City Campaign

Again, we find very low engagement on these campaigns due to the lack of a clear social media strategy that could facilitate engagement. One could raise questions with these organisations about the intentions behind the campaigns they created.

6. Individual Expressions

This portion of the report analyses original posts from individual accounts, which belong to men, with a low-to-moderate followership. While these posts do not necessarily garner high engagement, they provide a lens into the perspectives and opinions of everyday users sharing personal anecdotes not necessarily related to trends on social media or swayed by influencer accounts. This is important because these insights will inform the design and supporting material of on-the-ground sectoral engagement and outreach activities within this programme. Furthermore, identifying insights from individuals may serve to inform our knowledge gap in this space as it pertains to the perceptions men may hold. In order to focus data being returned from the query, posts were restricted along the following parameters: (1) Accounts needed to have less than 10,000 followers⁹; (2) Posts needed to be wholly original, excluding retweets, quote tweets and replies to other posts. Qualitative checks through account biographies, profile pictures and self-referential gendered posts were utilised to ensure that posts stemmed solely from men.

⁹ This number was selected as accounts with less than 10,000 followers are considered '[nano-influencers](#)', in 2019, the average twitter account had [707 followers](#). Aiming to incorporate mentions from accounts with less than 10,000 followers represented a satisfactory compromise for our first exploration of individual expressions.

Once the parameters were put in place, mentions were sourced from in-house categories¹⁰, built to segment original posts from the query. The present themes are: (1) Parenting and Fatherhood; (2) Hate Speech and Misogyny; (3) Mental Health; (4) GBV and Bodily Autonomy ; (5) Marriage and Ownership. Once the posts had been filtered, manual checks and selection took place across all returned mentions, in total amounting to just over 1k mentions.

Parenting and Fatherhood

The 'Parenting' category utilises terms such as ATM dad, deadbeat, co-parent, step-dad, parental alienation, ubaba and custody among a host of other keywords to focus the conversation on fathers and parenting. Filtered for our individual expression parameters, this category returned 918 mentions with 736 unique authors. This means that roughly 80% of content in this category is posted by different accounts. This stands in stark contrast to the 56% recorded without these parameters applied. This is to be expected as this part of the report doesn't focus on trends but rather on what a broader, less heard groups of South Africans may have to contribute to this conversation.

Figure 27 below explores narratives around step-fatherhood and paternity testing. While two posts showcase a desire to not be part of a blended family, while another notes that showing an interest and caring for a child is an important aspect of supporting your partner.

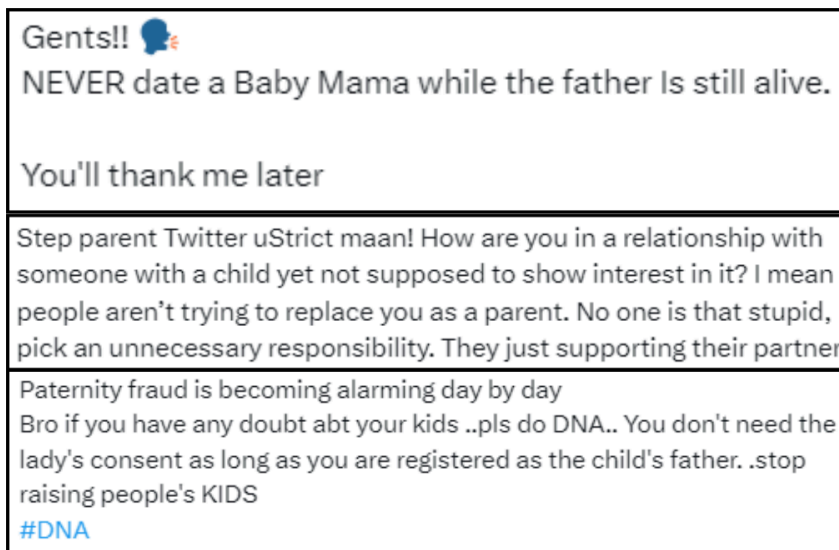


Figure 27: Posts relating to Step-Fathering

¹⁰ Categories act similarly to a 'funnel', in which the use of specific keywords assists in filtering relevant content

Moving to absent fatherhood, Figure 28 highlights some concerns around and/or rationales behind absent fathers. The last tweet draws an interesting parallel between apartheid era South Africa where many Black South African males were imprisoned for taking a stand against apartheid and notes that instead of seeing their fathers through prison windows, they see them through their cell phone, highlighting the lack of quality time spent in person.

98% of children have Absent Fathers because of their Mother's behavior
Children need their fathers to put them in line. 🇿🇦🇿🇦🇿🇦🇿🇿🇦
Gents, we gotta man up. Siring kids with multiple women robs kids of this sort of discipline. Women are left to perform our role.
This thing of men not being allowed to buy morning afters is another reason why there's absent fathers... 🤔
Our Fathers understood how it feels like to be alive & fight for freedom but did not calculate the power of the PTSD.
South African Men are prisoners of pleasure & their families see them in the windows of mobile devices instead of prison cells... 🧠🐝

Figure 28: Posts relating absent fatherhood

Figure 29 below deals with the role of a father in the household as well as broader society. Often, calls to action take a gendered approach with men being shamed for being what is considered a 'weak man' and to 'man up' and take care of their children. One post noted that society dismisses and ridicules the authority of fathers when they are present and active.

No parent wishes for a weak son No child wishes for a weak father No woman wishes for a weak man Live up to your duty and get stronger
Society problematizes single motherhood because it understands the importance of a father in raising a child but the same society would dismiss and ridicule the authority of fathers over their children when present and active.
Funny society. Funny logic. Funny people.
I heard someone say "if you love your children, don't break their mother. She is their primary source of strength and emotional support" and I just feel like some of y'all needed to hear that 🤔

Figure 29: Posts relating to the role of men

Hate Speech and Misogyny

The 'Hate Speech and Misogyny' category employs keywords such as misogyny, whore, sfebe (derogatory term for women considered promiscuous), trust, misandry or amavuso (refers to someone who requests money from you after sleeping with her), among others. After applying the individual expression parameters, 350 mentions were returned by 283 unique authors.

Figure 30 below is a collection of posts focused on male's perception of women. The content reflects a wide array of angles that women can be (and in fact are) judged on factors such as; transactional sex, children or lack thereof, attitude, behaviour and personality. It is interesting to note that two posts mention lack of children above a certain age as problematic and as shown above, having children is considered problematic as well.

<p>70% Modern day women are less FEMININE due to whatever horrible reasons this cruel world has turned to. It's alarming. The FEMINISED men have always aided this. It's no GAINSAING that 80% of women can't handle POWER.</p> <p>1:28 PM · Nov 19, 2023 · 52 Views</p> <p>1</p> <p>Unfortunately, with the high rate of simps and FEMINISED men increasing exponentially due to whatever evil reasons this cruel world is turned to, making the laws and giving the female gender so much power, it only accrues to the fact that only GRACE can save mankind.</p>	<p>Men want a high value woman whose value is her purity.</p> <p>Fast forward, if a woman is old with no child that is prolly a red flag.</p> <p>Firstly, because no man has been able to commit to her meaning she is the problem.</p> <p>Secondly, the more she ages the more chances of her having more body count which is just a much bigger red flag.</p> <p>Thirdly, chances of her being submissive is zero because she is unruly.</p> <p>On the other hand having a lady with a kid and is a single mom means that you will have a wife who will always play two cards. The woman will get screwed by baby daddy with no compromise.</p> <p>Note that it's most likely to happen.</p> <p>Also having a woman with a kid brings questions as to why the guy never committed at first after finding out you had his pregnancy as a woman.</p> <p>Inshort ladies with kids and are single women are most probably the biggest red flag if not one.</p>
<p>ama traditional rules are unfair because why is it considered bad luck when you date/sleep with someone's wife kodwa it isn't when a woman sleeps with a married man ? Le rule yenziwe indoda abayidlela</p> <p>You have 2+ children from different men. Look how disgusting you are. Your vagina is like an ejaculation box for men. You busy calling Men trash on social media. Your drink alcohol and you can't live a month without having sex. What your purpose vele in life vele. Ubufebe nje</p>	<p>If you are a woman at age 30 years or more and have no kids and no Marriage, is a huge red flag.</p> <p>You only few years away from losing your fertility and your chances of getting married are 5. At this point your natural purpose as a woman is gone. no Matter how successful you are</p>

Figure 30: Posts relating to the behaviour of women

Feminism and patriarchy remain contested concepts as well amid these lower traction posts. One post notes that black South African men are constantly being dehumanised despite not holding power and that these narratives are being funded by white men to redirect anger. Several posts below also seek to draw attention to the perceived negative effects of feminism such as toxic femininity and taking over the role of men.

FEMINISM is a man hating movement. Misandry is on the rise and it will negatively affect women and men.
One of the few adulting things that bring me fulfilment is washing my wife's car.
It doesn't feel the same when I take it to the car wash. Women should embrace toxic masculinity, not everything about it is bad.
Also, I dont hate women. I love them. C'mon my mom is a woman 🤔
I just love working on their nerves and annoying them by pointing out their double standards or their toxic femininity. It gets them so worked up 😂.
Also, yal aren't like that in real life 😂🤔
The traditional roles of men and women are being blurred by feminists and single mothers who seem hell bent on being providers and protectors of their families and societies. It's almost feels like they don't want men in this world anymore. Are men that bad?

Figure 31: Posts relating to feminism and patriarchy

Mental Health

The “Mental Health” category uses root¹¹ keywords such as men, man, mfethu, grootman alongside descriptive terms such as anxiety, depression, suicide, dysphoria etc., to isolate conversation related to Men and Mental Health. After applying the individual expression parameters, 335 mentions were returned from 291 unique authors.

Figure 31 raises interesting questions around the perception of GBV in South Africa. The author, responding to the tragic case of a CPUT student stabbing his partner, notes that the act was linked to mental health and not patriarchal values that any one individual holds.

<p>Sad Story</p> <p>*Truth Notes*:</p> <p>People will use this to prove that GBV is a "huge" problem and is inherent amongst men in South Africa</p> <p>No, this evil man doesn't represent normal South African men</p> <p>He's clearly mentally ill, he didn't do this because of some PATRIARCHAL beliefs he has</p>

Figure 32: Post relating to GBV and mental health

¹¹ A root keyword is a keyword that you build on. Example, men is a root keyword and ‘abuse’ would be a qualifying keyword which focuses the data gathered (Men (root) + Abuse (qualifier) = Conversations about abuse and men).

Figure 32 below, similarly, gives insight into abuse and mental health. The author states that abuse on men is not given the attention and respect it deserves and therefore, men are seen as objects who tolerate and take any kind of abuse.

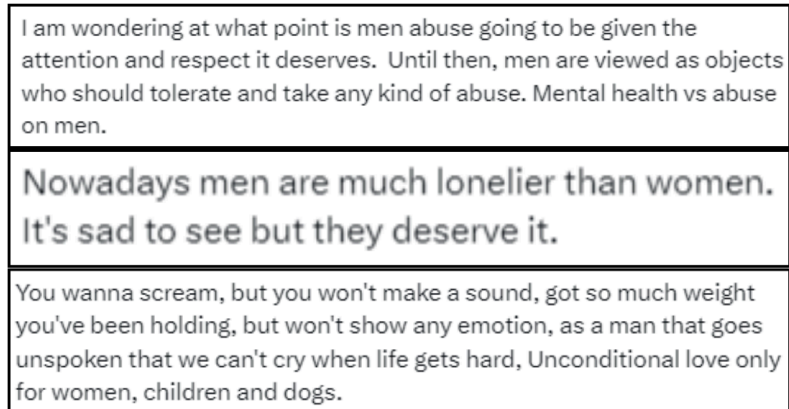


Figure 33: Posts relating to men and mental health

GBV and Bodily Autonomy

The “GBV and Bodily Autonomy” category uses keywords such as femicide, GBV, misogyny, rape, intimate partner violence, perpetration and sexism, among others. After applying individual expression parameters, this category returned 2960 mentions from 1955 unique authors.

Figure 34 below details two posts which target perspectives on gender dynamics in relationships. In the first instance, the author notes that men are left in difficult situations when they have an indecisive partner that could retract consent at any moment and claim rape. In the second instance, the individual claims that women tend to “gatekeep” victimhood. He finishes it with a claim that you do not leave a partner just because they are unstable.

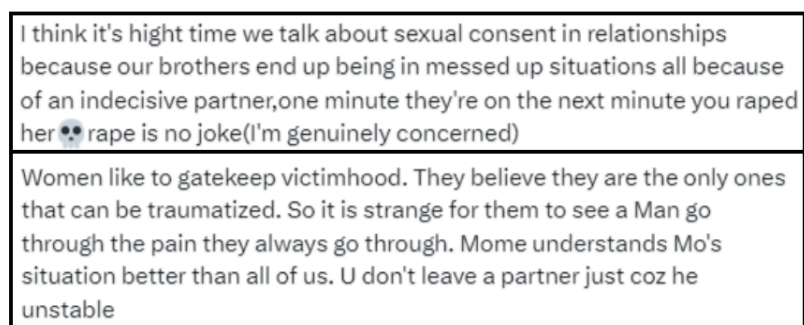


Figure 34: Posts relating to relationships

Marriage and Ownership

The “Marriage and Ownership” category uses root keywords solely. Examples of these keywords are, marriage, lobola, magadi, mahadi, umembeso, izbizo and dowry. Filtered for our individual expression parameters, this category returned 3259 mentions.

Figure 35 below showcases several opinions on customary traditions and marriage. The perspectives expressed vary from chastity, a man’s role in marriage and having affairs.

Dear Black Men, unless you have money to pay for lobola at the age of 20, you will definitely be a step father, coz the girls ain't waiting for you to get the bag.	I believe that concubinage is and will always be a bonafide practice. Not every woman is a wife, but every woman of age can give birth to children. There were always three broad classes of women we have ignored in modern society:
Love is a powerful weapon and the system was created to frustrate the love lifes of the majority.	1. The wife (who is chaste to a high degree and is sheltered by wealth. She is also known as a housewife)
Your thoughts?	2. The concubine (who is chaste to a lesser degree because of harder and more trying circumstances cannot be sheltered by wealth and so has freer movement and greater access to men. The modern career woman fits in this category.
A man is not suppose to cook, wash dishes or wash his clothes if he got a woman..	3. The promiscuous woman or prostitute. She uses her sexuality for financial gain and doesn't ever 'belong' to any man, because you can rent her.
A conversation between dad and me:	A decent man can marry the wife, sleep with the concubine- provided she is exclusive to him, and must at all costs stay away from the prostitute because she belongs to no one.
Dad: Son! It's a man's job to respect a woman and It's a woman's job to give him something to respect.👍	
Me: Thank you pops👍	

Figure 35: Posts relating to marriage, values and traditions

Figure 36 deals with cohabitation and holding men accountable for their actions. The first post deals with cohabitation in relation to lobola and notes that if you are cohabiting with your partner, why is there a need to pay lobola. It intimates that lobola payment allows a man access to certain things and in this instance, the man already has this and lobola payment will not change the arrangement rendering it useless. On the flip side, the second post encourages individuals to cohabit before marriage, to see if you are able to live comfortably with the other.

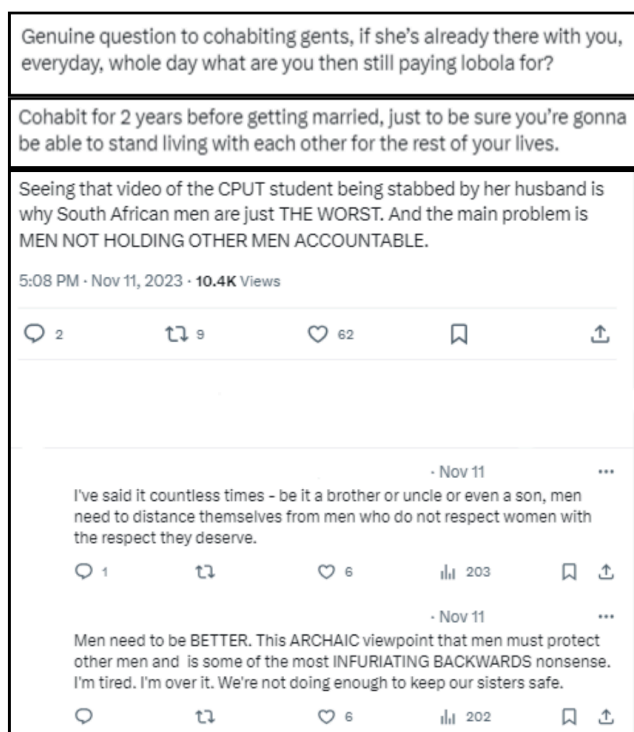


Figure 36: Posts relating to cohabitation and holding men accountable

7. Dialogue Facilitation

The dialogue facilitation team is responsible for facilitating direct and indirect dialogue online that; 1) encourages critical engagement with 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. If you have any difficulty in using this number, please email info@cabc.org.za for us to better assist you.

The dialogue facilitation team is responsible for creating 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 focus group of the project as it is the purpose of the heCareZA project to engage men to address harmful gendered norms of behaviour for the benefit of everyone, and importantly for the improved safety and wellbeing of their children and the mothers of the children. Additionally, for sustainability and long-term impacts, it has become increasingly important to model these new attitudes and practices to sons and daughters so that they are likely to adopt the practices as they grow up, with the hope that this interaction will fundamentally disrupt the intergenerational transfer of misogynistic practices.

7.1 Dialogue Facilitation Metrics:

Figure 37 below shows the total activity of the CABC Dialogue Facilitation team from 01 November to 15 December 2023, achieving 45 120 impressions and reaching 2 734 accounts. This period saw the facilitators actively posting and commenting 68 times. The total number of likes is 17, which is not particularly high if you consider the engagement volumes that some of the content around 16 Days of Activism and other topics were able to achieve. Hence, we will be working closely with the media, research and the content production teams to be able to track and report on the efficacy of our messaging. The analysis that will be conducted applies to all the indicators displayed in the figure below.

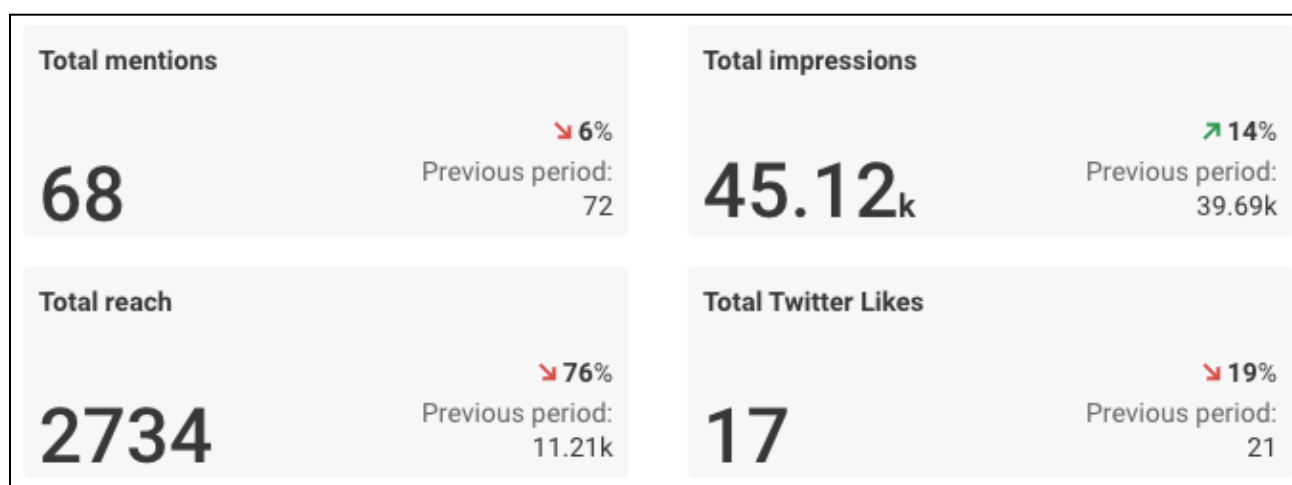


Figure 37: Total mention volume of heCareZA directed dialogue

7.1.1 Using report insights in Dialogue Facilitation

The objective of the research reports is to furnish dialogue facilitators with a more profound comprehension of the overarching online discourse that influences the team's efforts. This section presents insights from both the sixth report and the internal insights report, focusing on their relevance to the efforts of the dialogue facilitation team. Noteworthy observations from these reports include addressing the silence surrounding patriarchy and discussing women's contributions to child support. By examining two distinct online narratives, we aimed to focus on specific parts of these discussions and their potential to shape societal perspectives. These narratives delve into the insidious impact of patriarchy on women's voices and choices, as well as the complex scrutiny faced by a public figure navigating personal decisions. In this context, facilitators engaged in dialogue regarding two comments (see Figure 37 and Figure 38), shared by social media users labelled as "influencers," which received substantial reach and attention.

7.1.2 Narrative Exploration

In mid-December, a thought-provoking tweet surfaced, unveiling the pervasive influence of patriarchy on women's voices (see Figure 38). The user articulated the insidious intent of patriarchy, aiming to enforce silence on crucial issues. Discussions emerged, revealing diverse reactions to the tweet. Some acknowledged the importance of breaking the silence, attributing part of the problem to women's internalised patriarchy. In contrast, some male users contended that men, historically instrumental in societal changes, now face undermining by women.

Patriarchy wants women silent so that we can't find modes of solution. We have to be silent about periods, sexual assault, marriage, violence, money, dating, health issues, motherhood, pregnancy... all of. Patriarchy wants us to think we have individual problems not systemic ones.

2:54 PM · Dec 7, 2023 · 242.6K Views

Figure 38: An account shares their view on Patriarchy

Similarly, in mid-November, Twitter buzzed with revelations about a renowned public figure. Her breakup with a public figure, accompanied by an offer of R1 million for commitment, garnered sympathy but also criticism. The majority of comments tended to undermine her choices, unveiling a discernible undercurrent of misogyny. This

discourse highlighted societal biases and the challenges women face in navigating personal decisions amid public scrutiny (see Figure 39).



Figure 39: An example post of public scrutiny

7.1.3 Synthesis for Dialogue Facilitation

These narratives exemplify the power of individual expressions in shaping societal discourse. The patriarchy-focused discussion underscores the need to break the silence and challenge systemic norms. Simultaneously, her story unveils the complexities faced by public figures, emphasising the importance of recognizing and respecting personal choices.

For dialogue facilitators, these narratives offer valuable insights into navigating conversations around gender dynamics and personal choices. The ability to harness these insights for constructive dialogue design is essential in fostering understanding and promoting positive societal shifts.

In November through December, amidst the 16 Days of Activism, dialogue facilitators actively participated in discussions on fatherhood through various posts. These posts reflected concerns about traditional fatherly values, parenting approaches, and the lasting impact fathers have on their sons' futures. Additionally, the facilitators emphasised the inclusivity of activism for all genders while highlighting the unique challenges faced

by a specific gender. Previous reports have played a pivotal role in steering dialogue facilitators towards more effective engagement and navigation of online narratives. Below, you'll find examples of interactions with users online.

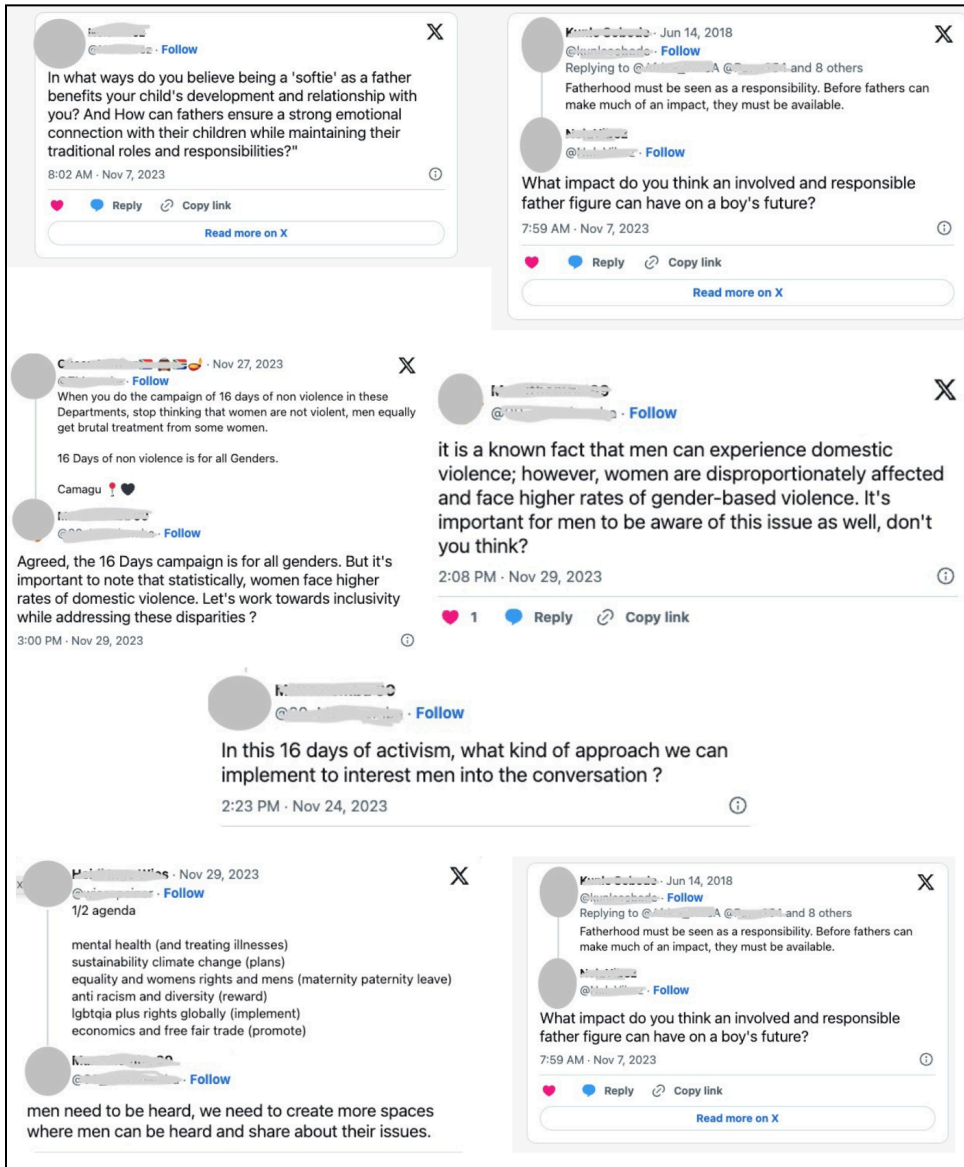
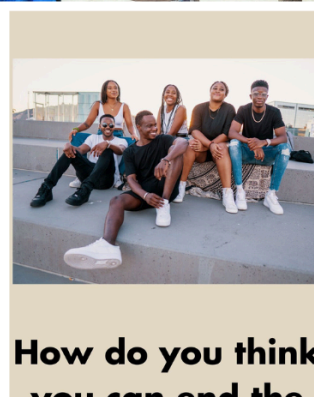


Figure 40: An example of DF's engagements.

Here are some examples of the designs that this understanding allowed us to create:


7.2 Dialogue Facilitation Designs



7.3 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 39: 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 to engage with those who make harmful statements. 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

8. Reach Out for Help



GBV Command Centre: 0800 428 428

Lifeline: 021 461 1113

Sonke Gender Justice: 021 423 7088

Rape Crisis Centre: 021 447 9762

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

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Appendix

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 et al., 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 ("uncle waffle*" OR "imali" OR "DiepCity" OR NoBhuti OR Showmax OR TheWife OR YomZulu OR YomXhosa OR Inja OR Umshado OR Igcwale OR Mnakwethu OR "Ari Lennox" OR Uyihlo OR #ad OR bbnaija OR bbmzansi OR sundowns OR mamelodi OR "hook ups" OR "sugar mommy" OR "sugar mamas" OR "strings attached" OR "find a blesser" OR "dating for singles" OR #teamnaturalhair OR #skeemsaam OR #vote4lasizwe OR #yourkeytofinancialfreedom OR #singleandmingle OR #nofuxxgiven OR #podcastandchill OR #squarerootcreatives OR "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 OR "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 OR #PoliceTrainees OR #Project10K OR continent:"NORTH AMERICA" OR
continent:"EUROPE" OR continent:"ASIA" OR continent:"SOUTH AMERICA" OR
continent:"OCEANIA" OR #KhosiTwala OR "Khosi Twala" OR #SheOwnsHerSuccess OR
#BrutalFruitSheBeen OR #WomenWhoMakeMoves OR #ChangeTheTechnicalTeam OR #FemDom
OR #bdsm OR #dominatrix OR "Elon Musk" OR Musk OR Khosireigns OR Malema OR ABSA
OR #worldathleticschamps OR #liveart OR #bbnaijaallstars OR BRICS OR
#bricssummit2023 OR #senzomeyiwatrial OR avon OR #TsatsiiMadiba OR #taxistrike
OR #orlandopirates OR "Edwin Sodi" OR "Burna Boy" OR "violences sexuelles" OR
SIU OR DSTV OR Ireland OR "Hip Hop" OR #OccupyJulorbiHouse OR #OutlawsShowmax
OR #AlwaysRising OR #Auschwitz OR #USOpen OR #PAKWvSAW OR #bokwomen OR
#makeitcount)

Appendix C: Programme Overview & Methodology

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, 1959¹²). 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 reduce gender discrimination and violence. The first step in this transformative process is to conduct in-depth online research to investigate conversations about the interactions between men and women taking place on social media in South Africa. This knowledge will inform our future work that engages men.

Methodology



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

¹² <https://slate.com/culture/2019/09/hurt-people-hurt-people-quote-origin-hustlers-phrase.html>

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 Preparation¹³

- 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 at relevant posts that have not been included.
- If and when our team finds that some words could be added or removed, 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](#)). Conducting this iterative process has allowed researchers to build onto the initial 52 keywords that were used for the “Mapping Gender Norms” study.
- With the goal of delivering the most useful insights possible in this report, we created libraries of categories and tags to focus on the parts of online conversation that were most relevant for this project. This development of the categories and tags was 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.

¹³ New keywords and exclusions are identified both at the query and tag level on an ongoing basis.

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.
- Based on trends observed over the course of several months, an author watchlist section was added.