



Gender-Based Violence and Misogyny 16 Days of Activism Narrative Update in South Africa

25 November - 10 December 2024

Overview

This report provides an analysis of the online discourse surrounding 16 Days of Activism in South Africa, which occurs from the period of 25 November to 10 December 2024. Key metrics, including conversation volume and engagement, are examined to understand the evolving nature of the conversation. Additionally, the report explores the dominant themes, topics, influential accounts, and trends shaping the conversation.

Conversation Volume

From July to August, the Centre for Analytics and Behavioural Change (CABC) identified approximately 138 850 mentions from 44,140 unique authors (see *Figure 1*) within the dataset that was established to track this conversation. In addition, there were approximately 88,270 reposts of content. This means that there was a retweet rate percentage of 63% which is relatively high and indicates that the conversation was less driven by original content and more driven by accounts that chose to repost content that was already available on X.

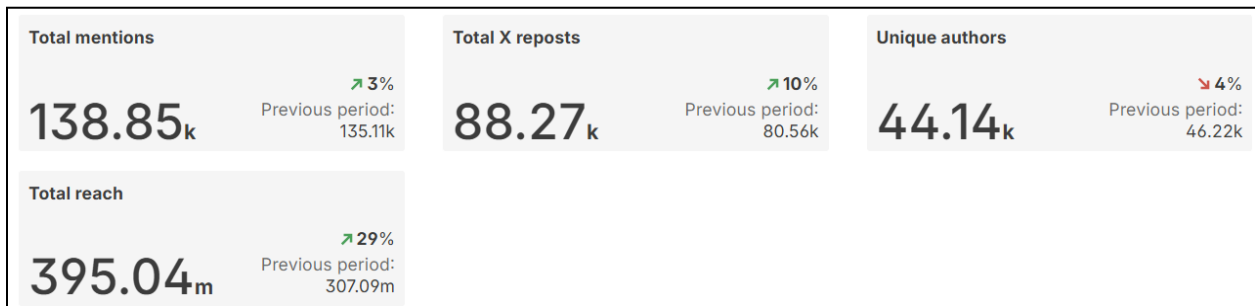


Figure 1: Key volume metrics

Topical events:

Below is a breakdown of the conversation volume over the reporting period. One prominent spike, labelled A, was observed by the analytics tool during the reporting period (see *Figure 2*). The spike is analysed below.

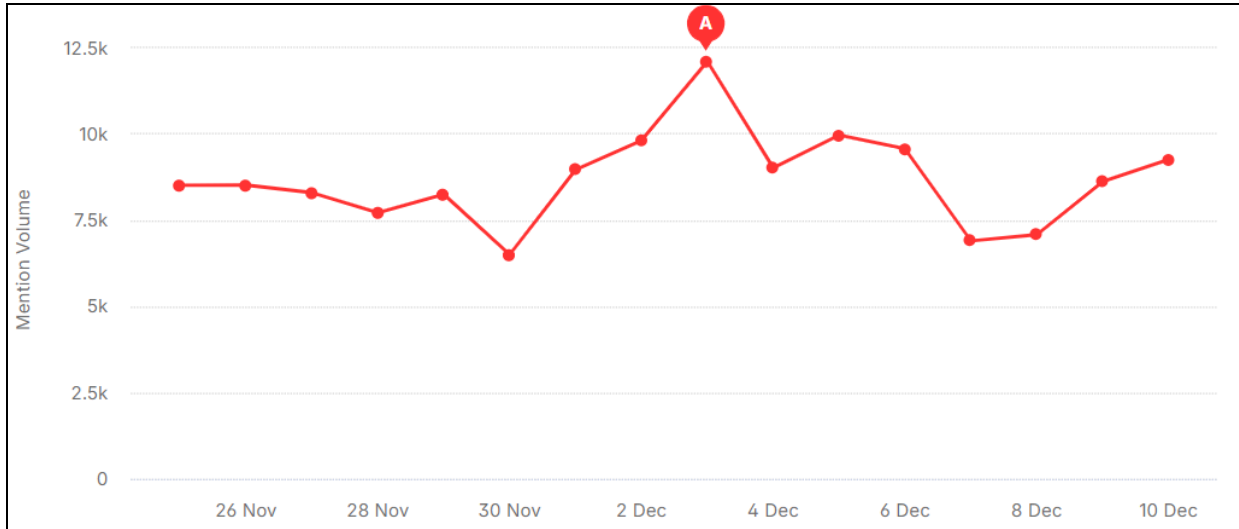


Figure 2: Mention Volume per Day

- **16 Days of Activism:** Spike A was driven by a wide variety of posts, however, the CABC found three dominant hashtags which constituted 25% of the entire conversation on the 3rd of December. The hashtags were:
 - **#endgbvf:** Posts using the relevant hashtag were predominantly official government accounts and/or businesses raising awareness for their initiatives to end GBVF in the country. Notably, grocery retailer Spar's initiatives to combat GBV were also shared online (1) ; (2) ; (3) ; (4).
 - **#16DaysofActivism:** Under this hashtag, posts were predominantly from the South African Police Service who provided updates on their efforts to combat Gender-Based Violence in the Republic as well as government's initiatives to reduce GBV in the country. In addition, Nedbank's financial abuse focused campaign featured heavily under this hashtag but is explained below (1) ; (2).
 - **#financialabuse:** The #financialabuse hashtag featured in conjunction with a novel approach by Nedbank to shed light on and address financial abuse, an often misunderstood form of abuse, in relationships during the 16 Days period. The campaign highlighted key aspects of financial abuse and directed accounts to their website which has tools to address this form of abuse (1).

Top Content Sorted by Engagement:

The X posts in *Table 1* include the top 10 highest-engagement posts overall on the left - while the right illustrates the top 10 posts that were most engaged once conversation was isolated to focus on 16 Days of Activism.

High Impact Posts	High Impact (16 Days Tag Applied)
<p>Yesterday we had a 1st Dec small intimate celebration after Lobola  https://t.co/F6mF5GPWZ5</p> 	<p>Imagine a South Africa where safety is no longer a luxury. What's your vision for a generation free from GBV? Share it below and you could win a R500 voucher. #ChooseFearless #Choose1stForWomen #GenerationNone #16DaysOfActivism https://t.co/U1XQ4F84nG</p>
<p>Crying like this ngoba ufuna indoda ibhebhe wena wedwa is very selfish 🥹🥹 https://t.co/xBWfurKiTT</p>  <p>Translation: Crying like this when your partner sleeps with another woman is very selfish.</p>	<p>@HigherHealthSA welcomes the start of the 16 Days of Activism against Women and Children Abuse alongside the commencement of the first Civic and Soft Skills Student Camps at Higher Health. 📺 [WATCH VIDEO] https://t.co/gMMVbHMWgK #HigherHealth #16DaysOfActivism2024</p>
<p>A look inside Khanyisa 1st Dec Jaceni's lobola ceremony. https://t.co/Nu16jOwhK</p> 	<p>YOUR VOICE COUNTS! #16DaysOfActivism #GBV #NSFAS #HigherHealth https://t.co/OjLOWAxbA5</p> 

Reason why Africa men can not be homosexual.

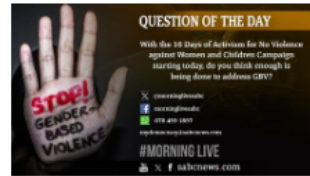


Siyaya eUnion 29th Nov
Buildings! ● ● ● The ANCWL
is united in action against **GBV**
and **Femicide** in **South Africa!**
[#ANCWLMarch](#)
[#16DaysOfActivism](#)
<https://t.co/LNvtNFbWIE>



Once **indoda** says he 26th Nov
doesn't deserve you, please
believe him.

[QUESTION OF THE DAY] With
the 16 Days of Activism for No
Violence against **Women** and
Children Campaign starting
today, do you think enough is
being done to address **GBV**?
[#MorningLive](#) [#SABCNews](#)
<https://t.co/ZWQZpYQnDy>



Homophobia e na le 7th Dec
bo domkop nyana

INFOGRAPHIC| The South
African Medical Research
Council's (SAMRC) latest
femicide study shows that the
Eastern Cape has the highest
femicide rate of all provinces.
[#16DaysOfActivism](#)
<https://t.co/6RuAdYkbOw>



<p>Father hands over son wanted for ATM bombings to police The father, who is a police officer, explained that when he learned his 21-year-old son was being sought for allegedly bombing ATMs in Limpopo, he decided to take him and turn him over to the authorities. https://t.co/CNXc1fi5Vv</p>	<p>All roads lead to the Union Buildings! Lets meet at Burgers Park today at 10am as we march towards the Union Buildings to demonstrate our unity in the call for an end to GBV and Femicide in South Africa. #ANCWLMarch #16DaysOfActivism #16DaysOfActivism2024</p>
<p>A look inside Ntombi 25th Nov Ngcobo-Mzolo's baby shower with a very limited budget. https://t.co/V6IBGKjnJD</p> 	<p>Money can be used to trap women in 99% of abusive relationships, yet no one's talking about #FinancialAbuse. Until now. Learn how to protect your future this #16DaysOfActivism: https://t.co/tvcSHX0A6o #NedbankMoneyWarnings https://t.co/2iiQTPGHBT</p>
<p>Ayikho Indoda with a successful marriage who isn't controlled by his wife. Ayikho!</p>	<p>[WATCH] Wathint' abafazi, wathint' imbokodo! ●●● #16DaysOfActivism #ANCWLMarch https://t.co/7rPlypZg2Q</p> <p>Translation: You touch a women, you touch a rock (an empowering statement/rally cry).</p>
<p>I'm chilling with the boys at one of my boys' places. a woman from one of the neighbors just ran into the yard in her pajamas and her boyfriend was following her (he's been beating her) we told him he won't touch her in front of us, he said he is going to fetch his gun</p>	<p>#FinancialAbuse leaves you completely dependent on your partner. Learn how savings can protect your financial freedom this #16DaysOfActivism: https://t.co/LBEjkFCj4o #NedbankMoneyWarnings https://t.co/ZekQieti8B</p>

Table 1: High Engagement Content for 25 November - 10 December 2024.

In our [Social Media Analytics Report 7](#), the CABC undertook an extensive investigation into the 16 Days of Activism social media campaign of 2023 and found that content relating to 16 Days of Activism failed to break into the top 10 posts across the GBV conversation usually tracked by

the CABC throughout the year. The trend remains the same in 2024, with 16 Days of Activism content failing to reach the top 10 overall in the GBV dataset in terms of engagement score.

In addition, content and conversations focused on 16 Days continue to be spearheaded by government and/or businesses in a top-down approach and are not naturally occurring within the vast majority of data points gathered. To test and strengthen the aforementioned proposition, the CABC excluded influencer, government and/or business-related accounts in order to isolate naturally occurring *individual expressions*. However, during the reporting period, the CABC found a variety of 16 Days content under individual expressions.

Individual Expressions

Individual Expressions refers to those accounts with a followership of less than 10 000 individuals. These accounts are analysed as they do not have an outsized influence on the GBV and Misogyny narratives found regularly on X. The following themes were found among the posts by these accounts:

- **Social Challenges and Injustice:** A variety of posts were found which highlighted issues such as, *inter alia*, false rape allegations, scapegoating transgender individuals for Gender-Based Violence, parenthood and GBV statistics (1) ; (2) ; (3) ; (4).
- **Combating Gender-Based Violence:** As noted above, several posts (mainly by organisations) that focused on the impact of GBV and the efforts to combat it were found. Various initiatives, campaigns, and training programs are highlighted, emphasizing the importance of creating safe spaces, supporting survivors, and advocating for change (1) ; (2) ; (3).
- **Personal and Interpersonal Reflections:** Personal experiences, family dynamics, and societal expectations, touching on themes of fatherhood, relationships, and the complexities of human interactions were also explored during the reporting period. These stories highlighted the diversity and challenges of interpersonal relationships (1) ; (2) ; (3).
- **Health Advocacy and Awareness:** During the reporting period, the CABC found posts concerning health issues such as HIV/AIDS prevention, access to healthcare, and the importance of advocacy (1) ; (2) .

Author analysis

Top 10 Twitter/X posters:

- The most prolific posters for the 16 Days reporting period consisted predominantly of ordinary presenting accounts, with the exception of Bhekisa and The Joint United Nations Programme on HIV/AIDS who are both civil society organisations.











X POSTER	MATCHING POSTS ▼	IMPACT ☺	X ☺	REACH ☺
		AVERAGE	FOLLOWERS	AVERAGE
 @cher1511	269	3.6	2 283	1 398
 @Bhekisisa_MG	216	41.2	22 810	8 634
 @AquilakaHecate	192	6.5	3 118	2 008
 @Cthulhucachoo	192	11.9	3 169	4 296
 @AmosDarrien	186	0	944	110
 @Tsholofelo_Le	186	43.7	29 733	10 527
 @UNAIDS_ESA	172	27.1	5 746	3 895
 @RonaMurdoch	166	3.5	2 239	1 383
 @rennemangena	162	25.4	5 044	3 720
 @Mish_K_	157	39	18 761	7 644
Total for X posters	1898		93 847	

Figure 4: Top X Accounts Contributing to the GBV and Misogyny Conversation

Analysis and commentary

Discourse around 16 Days of Activism largely followed a similar trend to that of last year. This report focuses on the 16 Days of Activism period, hence the high volume of 16 Days content that was returned by the analytics tool. Despite there being a high volume of 16 Days content, conversation with the highest engagement in the overall GBV dataset remained those posts by influencer accounts and/or posts which relate to our focus areas but not acknowledging or participating in conversation around 16 Days of Activism. 16 Days of Activism content had to be isolated through the use of specific keywords in order to determine content related to 16 Days which had the highest engagement.

Negative posts were found wherein individuals questioned why partners cry when their male partners cheats or sexualizes women in order to convey the idea that homosexuality is unnatural in the African context. However, positive posts were also found concerning cultural practices such as lobola. In addition, posts calling out abuse as well as poor treatment of a

spouse were also found which represents a shift in the recorded conversation vis-a-vis the conversations found in the 16 Days of Activism period for 2023.

In terms of 16 Days focused content, it remains a conversation driven by businesses, organisations and governments. Notable campaigns such as those run by Spar and Nedbank garnered significant attention, according to the dataset. Nedbank's novel approach to focus on financial abuse, in line with their sector, may have been a key driver for their reach and should be commended for not sticking to the regular script but rather finding ways to create a more resilient society through access to information about different types of GBV.

Conclusion

In summary, conversations about Gender-Based Violence and Misogyny largely followed similar trends, in terms of accounts and engagement, over the reporting period. The notable difference in 2024 was that high engagement content included posts questioning abuse, poor treatment as well as a celebration of traditional cultural practices. Businesses have also varied their approach to 16 Days, with Nedbank's approach to financial abuse standing out.



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