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Alternative Explanations: Examining Exposure Recall, Selective Perception, And Response Bias In The Evaluation Of A Domestic Violence Prevention Radio Campaign

Abstract

This dissertation explores the program evaluation results from a domestic violence prevention initiative designed to reach African American adults with a dramatic radio campaign. The impact evaluation found associations between program exposure and outcomes, consistent with a claim of impact, however, low exposure levels and evidence of selectivity led evaluators to reject the hypothesis of impact. This paper addresses the question of explaining an association between exposure and outcomes if it is not due to program effects. Two prominent alternate explanations are explored: selectivity and response bias. Through two paired analyses I approach the data set in two different ways. In the first pair I seek evidence of variables that explain two exposure measures - program recall and false exposure claims. The first analysis corroborates the finding of selectivity, as beliefs and behaviors related to domestic violence prevention explain recall, as do racial identification and media use. Domestic violence-related measures are also positively related to false exposure claims. In addition, respondents who are male, listen to the radio more, and spoke with Black interviewers, are more likely to falsely claim exposure. vi In the next paired analysis I reexamine the selectivity hypothesis, testing whether other factors underlie the association between domestic violence measures and the two exposure measures. No other factors account for the association between domestic violence measures and recall, and I conclude that listeners respond differently to a persuasive message depending on their prior beliefs, intentions and behaviors. Most of the association (79%) between domestic violence measures and false exposure remains, while racial identification and media use each account for a small portion (11% and 5% respectively) of the associations. I conclude that issue involvement leads to central processing of the message and consequent recall. The program may thus serve to reinforce and strengthen prosocial norms. I also conclude that the tendency to falsely claim exposure does not reflect social desirability, but demand compliance in response to the interview situation. The study suggests that selective perception and response bias are distinct cognitive processes motivated by different factors.

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Robert C. Homik

**ALTERNATIVE EXPLANATIONS:
EXAMINING EXPOSURE RECALL, SELECTIVE PERCEPTION,
AND RESPONSE BIAS IN THE EVALUATION OF
A DOMESTIC VIOLENCE PREVENTION RADIO CAMPAIGN**

Richard Jeffers Wray

A DISSERTATION

in

Communication

Presented to the Faculties of the University of Pennsylvania in Partial Fulfillment
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2000

Robert Hornik

Supervisor of Dissertation

Harsh Kogi

Graduate Group Chairperson

To Helen Cohn,
who always knew I would complete my PhD, even before I thought of starting it

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ABSTRACT

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Robert C. Homik

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Through two paired analyses I approach the data set in two different ways. In the first pair I seek evidence of variables that explain two exposure measures – program recall and false exposure claims. The first analysis corroborates the finding of selectivity, as beliefs and behaviors related to domestic violence prevention explain recall, as do racial identification and media use. Domestic violence-related measures are also positively related to false exposure claims. In addition, respondents who are male, listen to the radio more, and spoke with Black interviewers, are more likely to falsely claim exposure.

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Chapter 1.

INTRODUCTION

Presented with cross-sectional evidence showing an association between program exposure and outcomes, program evaluation researchers may be encouraged. The minimum evidence for acceptance of the hypothesis of program impact is just so: that individuals exposed to a program respond higher on outcome measures, such as attitudes and behaviors, in accord with program goals. Encountering such evidence however, a researcher must consider three overarching threats or competing hypotheses to the claim of impact. The first is reverse causality, as an association with cross-sectional evidence does not necessarily show cause, merely covariance. The second is a third variable that may underlie both program exposure and outcomes. The third is measurement error or bias.

The research presented in this dissertation reexamines a data set collected in the impact evaluation of a domestic violence prevention radio serial titled “It’s Your Business.” In the evaluation, the analysis revealed a set of associations between program recall and attitudinal and behavioral outcomes, consistent with a claim of effects. Two results led the research team to reject the hypothesis of impact however. First, exposed respondents claimed to have heard only a few minutes of the series, and the research team concluded that a claim that exposure led to the differences in outcomes was not credible.

Second, and more critically, a statistical test to rule out the threat of reverse causality failed to do so. This will be described in more detail in the next chapter, but in

brief, the test involved a comparison with a second group of respondents who claimed to have heard the series, but whose exposure was not confirmed in follow-up questions. The research team hypothesized that if the respondents who were more credibly exposed scored higher on program outcomes than the respondents who were ambiguously exposed, reverse causality could more confidently be ruled out, and the hypothesis of impact accepted. The analysis showed that the patterns of associations of both the confirmed and ambiguously exposed groups with program outcomes were roughly equivalent. This result was consistent with the explanation that attitudes and behaviors led to claims of exposure in both cases, leading to the tentative conclusion that the associations were consistent with the hypothesis of reverse causality, or selectivity, rather than impact.

The conclusion of the impact evaluation raises the question, how are exposure and evaluation outcomes associated if not due to impact? Is the association due to selectivity, third variables, or response bias? In this dissertation I present the results of two pairs of analyses that address and test all three competing hypotheses. Given the nature of the data, I will carry out two pairs of analyses that in effect pursue four research questions.

The first analytical pair seeks to explain two exposure measures. The first measure is the program recall scale used in the impact evaluation. The second is a single-item measure of program exposure included in the pre-broadcast survey waves. Positive responses before the broadcast are thus an estimate of response bias.

Using multivariate methods, the first analysis seeks to answer the question, what factors account for program recall? The analysis explores respondent characteristics that lead to program recall, by assigning the recall scale as the dependent variable. By

reversing the direction of study from the impact evaluation, I am able to explore the nature of program recall, and at the same time elucidate the strength and nature of the association found in the impact evaluation. The analysis elaborates the hypothesis that domestic violence-related beliefs, intentions and behaviors lead to claims of program recall by controlling for other potential determinants of recall, namely demographics, relevance of domestic violence, racial identification, and media use.

The second analysis seeks to answer the question, what factors account for false claims of exposure? The analysis undertakes the same statistical sequence as the first, this time assigning the single-item measure of exposure as the dependent variable. This analysis explores possible explanations of response bias: social desirability, question order, and interviewer effects, among others.

The first pair of analyses offers a statistical portrait of variables underlying program recall, and a parallel test of explanations of a systematic response bias in the measurement of exposure. Combined, the results shed light on the questions of 1) the measurement of media exposure; 2) audience attributes leading to recall and response bias; and 3) implications of response bias for recall claims. The first analytical pair also begins to provide evidence regarding the challenges to program evaluation already introduced, by investigating the competing hypotheses of reverse causality (selectivity), third variables, and response bias.

Selectivity is an alternative hypothesis to impact, but processes of selection have only sporadically been investigated in the context of program evaluations outside the laboratory, and have received equivocal support. The second analytical pair scrutinizes the conclusion of selectivity in the impact evaluation by exploring whether third variables

account for associations between the program outcomes and the two exposure claims.

The third analysis seeks to answer the question, what factors account for the association between domestic violence-related measures and program recall? The analysis estimates the proportion of the association of program outcomes and recall that is due to potential competing variables. The analysis provides a different approach to the question of selectivity by controlling for all potential third variable explanations for the range of domestic violence-related beliefs, intentions and behaviors associated with recall. I derive an overall estimate by averaging the results over the range of domestic violence-related measures. Such an undertaking allows me to estimate the extent to which third variables explain the original set of associations, or whether the associations persist. In this way I can calculate approximately the extent to which the selectivity is caused by underlying characteristics of audience members, or whether it accurately reflects a causal link from domestic violence-related beliefs, intentions and behaviors to recall.

The fourth analysis seeks to answer the question, what factors account for the association between domestic violence-related measures and false exposure claims? The analysis repeats the third, again replacing the recall scale with the false exposure item as the dependent variable. The analysis enables me to further explore the underlying pattern of factors leading to response bias.

The second paired analysis examines the questions of selectivity and third variables in more detail, and comparatively estimates the effects of response bias as well. The comparison of the third and fourth analyses allows me to assess if a parallel set of associations of domestic violence-related beliefs, intentions and behaviors and false

positives can be interpreted as similar or different processes as the original associations. Do selectivity and response bias reflect the same impulse or behavior in the respondent?

The data set affords the opportunity to explore in detail a self-report measure of program recall. Impact evaluations frequently employ this type of measure of program exposure, and in this analysis I explore its nature. On the one hand I set out to validate it, and seek evidence for its value, keeping in mind its inherent weaknesses. I am also able to investigate audience characteristics, including relevance of the topic of advocacy, as they relate to program recall. The analysis provides information that pertains to researchers who of necessity require empirical considerations of limitations to exposure measures.

Second, with a discrete measure of false exposure claims, I am able to test explanations of systematic response bias. This unique analysis suggests particular factors and patterns of response bias that are also pertinent in the context of program evaluation research.

Third, I am able through the four analyses combined to examine in detail the hypotheses that commonly threaten a claim of impact using cross-sectional evidence. In turning the analysis of impact on its head, and assigning exposure as the dependent variable, I can explore the conclusion of selectivity or reverse causality reached in the impact evaluation. I elaborate the question of selectivity by adding potential third variables in two distinct multivariate analyses. Lastly, I pursue the characteristics of a systematic response bias. In the following pages, I will set out the theoretical framework and methods of the study, and then present the results and implications of the work.

Chapter 2

THE “IT’S YOUR BUSINESS” SERIAL AND PROGRAM EVALUATION RESULTS

Introduction – the problem of domestic violence

In the United States, violent crimes are more often committed within families than among strangers (Straus and Gelles, 1990). Evidence suggests that family members or acquaintances commit nearly half (47%) of all homicides (Alpert, Cohen and Sege, 1997). Among experts, domestic violence is considered one of the most insidious and pervasive forms of violence in America today. Defined as intentional violent or controlling behavior by a person in an intimate relation with the victim (Alpert, Cohen and Sege, 1997), adult intimate-partner violence has been documented in every race, religion, class and level of education (Straus and Gelles, 1986).

The prevalence of domestic violence is difficult to estimate due to the covert nature of the behavior, as well as the norms that tolerate abuse. Published surveys suggest a wide range, with estimates of between one and four million American women suffering from intimate partner abuse each year (Alpert, Cohen and Sege, 1997). A national survey suggests that one in four (26%) American women of all races and classes has at some time been a victim of domestic abuse (Lieberman Research, 1996). Scant information about the prevalence of domestic violence in the African American community is available. One survey estimated that sixteen percent of African American women have been physically abused by a husband or partner within the last five years

(Falik and Collins, 1996). Another study found that black women were the victims in more than half (53%) of the violent deaths occurring in the homes of female victims (Bailey, Kellerman, Somes, Banton, Rivara and Rushforth, 1997).

In recent years, the problem of violence has been recast from the legal to the public health domain (Cole and Flanagan, 1998, 1999). By setting violence prevention as a public health priority, national and international health agencies have signaled this shift, including the Centers for Disease Control and Prevention, the World Health Organization, and the American Medical Association (Marwick, 1998). Such a critical change in perspective transforms the research we conduct to better understand the problem (Rosenberg, Fenley, Johnson and Short, 1997; Wallace and Wallace, 1998), and changes the character of the solutions that are proposed to address it (American College of Physicians, 1998; Morbidity and Mortality Weekly Report, 1997).

Recent large-scale initiatives build on earlier efforts by the domestic violence prevention community to offer shelter and services to victims, as well as to influence how courts, enforcement agencies, and other policy actors respond to incidents of abuse (Rosenberg, et al., 1997). This emerging perspective adopts an analytical approach informed by public health models that emphasizes the social and cultural contexts of abuse, and highlights prevention in addition to treatment (Cole and Flanagan, 1998). Among other approaches, such as mandatory alternative treatment for batterers, and professional training for service providers who come into contact with victims, this perspective is increasingly reflected in communication interventions that are designed to change beliefs, norms and social practices related to abuse (Rosenberg, et al., 1997). The public health model also highlights the role of evaluation in testing the effectiveness of

new and alternative interventions (Rosenberg, et al., 1997).

Proponents for domestic violence prevention activities suggest that above and beyond the important efforts to influence the behavior of abusers and victims, successful interventions must also address the social norms, beliefs and practices related to domestic violence in the individuals living around and interacting with those directly involved in abuse. Both advocates and researchers argue that transforming social norms from those of silence and toleration to intervention and condemnation is essential to the long-term reduction of domestic violence (Klein, Campbell, Soler and Ghez, 1997; Rosenberg et al., 1997). Much as shelters provide a safe space for battered women to regroup and regain their self-confidence, activation of a social support network can “simulate the shelter experience through group work embodying the principles of recovery, safety, support, and empowerment... The social support a woman musters often holds the key to whether she can be both safe and separate” (Stark and Flitcraft, 1996, pp. 178-179). It is in the light of this argument that a radio-based intervention called “It’s Your Business” was designed. The balance of this chapter describes the program and its evaluation.

The origins of “It’s Your Business”

The “It’s Your Business” campaign built upon previous efforts by the Family Violence Prevention Fund (Fund). This San Francisco-based agency founded in 1980 works to improve the health, judicial, law enforcement and public policy responses to domestic violence. In recent years the Fund has developed a series of media campaigns and community-mobilization efforts to promote community action and prevention of domestic abuse (Klein et al., 1997). Among other achievements, the Fund developed a

nationally broadcast series of television spots entitled “There’s no excuse for domestic violence” in collaboration with the Advertising Council. Focus group discussions held in relation to this campaign suggested that a culturally-specific initiative might be more effective than a general campaign on domestic violence in reaching the African American community. Under the leadership of the Fund, and implemented through the collaboration of several agencies, a sophisticated radio campaign was developed.

The Family Violence Prevention Fund coordinated the overall effort, leading in the design, development and implementation of the project, which was carried out under the auspices of the Advertising Council. The Annenberg Public Policy Center at the University of Pennsylvania carried out the formative and summative research, and participated in the design and development as well. A group of freelance writers with experience writing dramatic materials for the African American audience wrote the scripts. The UniWorld Group, Inc., the nation's largest African American marketing communications agency recorded and produced the series. The American Urban Radio Network, a national chain of African American-owned radio stations, and the Ad Council undertook the distribution of the series.

Unlike traditional public service announcements, the Fund pursued the development of a social drama, an innovative approach that had been used extensively outside the United States (Advocates for Youth, 1998; Nariman, 1993). These programs build on the potential of the mass media to socialize audiences to prosocial behaviors and life skills (Danish and Donohue, 1976; Hyman, 1973; Jo and Berkowitz, 1994) and use in instrumental fashion entertaining formats such as the soap opera to deliver social messages. “Social dramas” such as these are thought to appeal to audiences, and by

engaging listeners, prompting identification with characters that model behaviors, and stimulating discussion and social interaction around the topic of advocacy may promote prosocial behaviors (Bandura, 1986; Hoffner, 1996; Rubin and Perse, 1988; Slater and Rouner, 1997). These interventions have caught the attention of behavioral researchers and public health program planners in developing countries over the past two decades (Maibach and Holtgrave, 1995; Montgomery, 1990).

Sporadic public health messages have been included in television programs in the US (Montgomery, 1990), but no dramatic series distributed at the national level has been dedicated to the delivery of a specific health message. The cost of media production and the value of broadcast time in comparison with those in developing countries may be one explanation for the lack of experimentation in the United States (Advocates for Youth, 1998). It was hoped that introducing this innovative approach in the US would enhance the ability of the Fund to get the series on the air, solving the problem of exposure (Flay and Cook, 1989) in a public service context.

The “It’s Your Business” campaign developed a series of twelve long-form (ninety-second) public service announcements for radio. Each episode in the series offered a specific educational message linked to the overall campaign theme, and the entire series was built around a dramatic story line designed to capture listener interest and involvement with the characters and their circumstances.

The characters, relationships, interactions and outcomes dramatized throughout the series were selected on the basis of assumptions about the relations between attitudes and behaviors that might be affected by exposure to, and involvement with, the series. These assumptions were based on the existing literature about domestic violence,

related investigations, and specific pre-test surveys. Included in the conceptual framework were beliefs about becoming involved and taking actions with regard to domestic violence. These beliefs included costs and benefits, or consequences of action and inaction in the face of knowledge or suspicion regarding domestic violence. They also included assessments of social norms, and perceived self-efficacy with regard to the primary goal of the project, increasing public willingness to talk about domestic violence and specifically to offer support to women thought to be victims of abuse. Evidence from research over the years has suggested that these types of beliefs serve as prominent cognitive determinants and facilitators of a number of health behaviors (Bandura, 1986; Fishbein, Bandura, Triandis, Kanfer, Becker, and Middlestadt, 1991; Fishbein and Middlestadt, 1995.).

The series featured a central character, Ma Bea, who was the host of a community affairs radio call-in show that began each of the twelve campaign segments. At the beginning of each episode Ma Bea would provide an “update” about a local domestic violence trial. This update served as a framing device that would allow other “characters” in Ma Bea’s fictional audience to discuss, and thereby reinforce the relevant lesson of that particular episode from the perspectives of their own lives. Different episodes promoted specific elements of the overall theme. The first episode encouraged listeners to speak out about domestic violence, to “air their dirty laundry,” true to the campaign theme: “It’s your business.” Other episodes modeled characters offering support to a victim and providing information about where to seek help. Within this fictional audience, a set of recurring characters made up an extended family that struggled over the course of the series to convince a young woman in the family to

leave her abusive husband. Each episode concluded with a telephone number where listeners could call free of charge for information about how to get involved in their communities.

The program was made available to a wide range of radio stations across the country through the American Urban Radio Network. In some sites, particularly in the four cities where the evaluation was undertaken, a special effort was undertaken to encourage local stations to broadcast the series.

The results of the impact evaluation

The impact evaluation study was designed to make possible two kinds of inferences. A series of five random sample surveys were carried out before, during, and after the broadcast of the series in four cities. With five data points, longitudinal claims of population-level impact could be made with evidence of changes over time in any of the four evaluation cities. In addition, cross-sectional inferences could be based on associations of program exposure and domestic violence-related outcomes, as measured by questions about beliefs, intentions and behaviors related to the series' objectives.

The four evaluation cities were selected on the basis of two criteria. First, they needed to have a substantial enough African American population so that a random sample of this population could be accomplished at reasonable expense. Second, only one or two radio stations with substantial reach in the African American community could be present, and these stations needed to commit to playing the series.

The sample selection was designed to maximize the likelihood of finding listeners who had been exposed to the series. Respondents were located through a random digit

dial procedure of census areas with a high concentration of African Americans.

Respondents were screened and accepted for the interview if they identified themselves as African American and reported that they listened to the radio station broadcasting the series.

A detailed account of the impact evaluation analysis has been presented elsewhere (Hornik, Gandy, Wray, Stryker, Ghez and Mitchell-Clark, 2000). The following pages summarize the results and conclusions.

Despite prior commitment achieved by Fund staff from public service and programming directors from participating radio stations, in none of the four cities was the broadcast carried out as planned. Actual broadcast was very limited in three of the four cities, nowhere near the requested amount of time. In these three cities there was no reason to expect impact.

In the fourth city, "It's Your Business" was broadcast, but less frequently than planned. And even in this city, the planned broadcast was undercut by a shift from one radio station to another owned by the same company, albeit also reaching an African American audience. Based on the low level of exposure, the research team did not anticipate a city-wide shift in beliefs, intentions and behaviors relating to domestic violence, and the survey evidence bore this out. An analysis of outcomes over time showed no evidence of an increase that would be consistent with a population-level effect of the program. Consequently, the first conclusion was that there was no population level impact due to broadcast of the serial.

Without longitudinal evidence, the team turned to the cross-sectional data from the post-broadcast survey wave. In order to claim impact, the team sought to establish

evidence for an association between domestic violence-related outcomes (beliefs, intentions and behaviors) and program exposure. I will describe in detail in the chapters that follow the nature of the exposure measures. For the moment suffice it to say that the evaluators had available two measures of exposure. One was included in the survey waves prior to the broadcast, and asked the question “In the past month, did you hear any dramatic advertisements against domestic violence featuring the character Ma Bea?” The purpose of the measure was to capture the level of false positive claims of exposure. Including the same measure in the post-broadcast wave could enable the team to control for the false positive claims, simply by subtracting the proportion claiming exposure prior to the broadcast from the proportion after. Because of a high level of claimed exposure (false positives) before the broadcast, we were not confident about the respondents reporting exposure after the broadcast. Indeed including only the respondents from the fourth city where a notable broadcast occurred, the proportion claiming exposure from this measure increased only six percent, from 16 to 22%. While the difference was statistically significant ($X^2 = 5.87, p < .05$), the result suggested two points. First, it showed that actual exposure in the fourth city had been negligible. Second, it suggested that as an exposure measure it was faulty, and should not be used as the primary basis for claims of impact.

Consequently, in order to identify respondents claiming exposure about whom we were more confident, we combined the results from several other exposure measures added in the post-broadcast survey instrument. We divided the post-broadcast sample (a total of 698 individuals) into three groups. The moderately exposed group included respondents who 1) responded positively to two prompted (yes/no) questions about the

radio serial; 2) answered a very simple recall question about the serial story line correctly; and 3) claimed to have heard three or more episodes, or any one episode three or more times. The ambiguous group claimed to have heard the series but either answered the recall question incorrectly or did not hear three or more segments. The unexposed group did not claim to have heard the series.

In order to claim program impact we tested two hypotheses. The first looked for evidence of an association of exposure and outcomes. The analytical test compared the bivariate results of the moderately exposed with the nonexposed group. A finding of greater levels of desirable results for the exposed group, more often than expected by chance, and statistically significant, would be consistent with impact.

The second hypothesis was designed to rule out a claim of reverse causality, or selectivity. The logic of this step was that if the ambiguous group were no different than the moderately exposed group, then there would be no evidence of a distinction between the two. Assuming that the ambiguous group had not been exposed, and thus could not report levels of outcomes in response to the program, any associations would be evidence of selectivity. The second hypothesis would be accepted if the moderately exposed group also showed higher levels of desirable results than the ambiguously exposed group more often than expected by chance, and if these differences were statistically significant. If we accepted both hypotheses we could claim effects and then turn to the question of ruling out possible third variables in multivariate analyses.

In the cross-sectional analysis, we found the results presented in Table 2.1, borrowed from the evaluation report (Hornik, Gandy, Wray, Stryker, Ghez and Mitchell-Clark, 2000). The analysis for the first hypothesis found an association between

TABLE 2.1: Comparisons between moderate exposure, no exposure, and ambiguous exposure

Outcomes	Grand Mean/ % SE	NE Mean/ % SE (N)	ME Mean/ % SE (N)	AE Mean % SE (N)	Gamma Value ME vs. NE Approx. sign	ME>NE *=ME>NE at p < .05	Gamma Value ME vs. AE Approx. sign	ME>AE *=ME > AE at p < .05
General Beliefs about Domestic Violence (1-5 scale—1 strongly disagree to 5 strongly agree)								
<i>Domestic violence is one of the most important problems in your community</i>	3.40 .08	3.13 .07 (446)	3.49 .20 (61)	3.57 .13 (148)	.203 .055	Yes	.022 .856	No
<i>You do not like talking with others about their private lives</i>	3.35 .08	3.16 .07 (450)	3.72 .20 (61)	3.19 .13 (148)	-.259 .008	Yes*	-.258 .017	Yes*
<i>You don't really know what you can do to help reduce domestic violence in your community</i>	2.99 .09	2.72 .08 (450)	3.36 .21 (61)	2.88 .14 (148)	-.306 .001	Yes*	-.241 .023	Yes*
Beliefs about Talking to a Victim of Domestic Violence (1-5 scale—1 strongly disagree to 5 strongly agree)								
<i>Talking to an abused woman will help her improve her situation</i>	4.18 .06	4.19 .06 (453)	4.20 .16 (61)	4.16 .10 (148)	.045 .710	Yes	.008 .950	Yes
<i>You know how to begin a conversation with an abused woman about her situation</i>	3.73 .08	3.52 .07 (450)	3.92 .19 (61)	3.76 .12 (148)	.203 .049	Yes*	.038 .749	Yes
<i>If a woman's partner found out you spoke to her, he might abuse her more</i>	2.11 .07	2.02 .06 (450)	2.15 .17 (61)	2.15 .11 (148)	-.092 .389	Yes	-.046 .695	Yes
<i>If you spoke to a woman about her abuse she might get angry with you</i>	2.27 .07	2.33 .06 (450)	2.18 .17 (61)	2.31 .11 (148)	.103 .339	No	.093 .441	No
<i>You would ask a woman about her abuse even if you thought it would make her feel badly</i>	3.59 .08	3.24 .07 (451)	3.90 .20 (61)	3.63 .13 (147)	.343 .001	Yes*	.112 .344	Yes

* NE = not exposed ME= moderately exposed AE = ambiguously exposed

TABLE 2.1 (cont.): Comparisons between moderate exposure, no exposure, and ambiguous exposure

Outcomes	Grand Mean/ % SE	NE Mean/ % SE (N)	ME Mean/ % SE (N)	AE Mean/ % SE (N)	Gamma Value ME vs. NE Approx. sign	ME>NE *=ME>NE at p < .05	Gamma Value ME vs. AE Approx. sign	ME>AE *=ME > AE at p < .05
People who are important to you expect you to talk to an abused woman about her situation	3.76 .08	3.53 .07 (447)	3.89 .19 (61)	3.87 .12 (148)	.181 .080	Yes	-.021 .860	Yes
Intentions to Talk to a Victim/ Say the Right Thing (% who said yes)								
<i>Imagine that you suspect a woman is being physically abused by her partner BUT SHE HAD NEVER TALKED TO YOU ABOUT IT. Would you raise the issue with her.</i>								
A. If she were a co-worker?	74.7% .02	64.3% .02 (443)	78.7% .06 (61)	81.1% .04 (148)	.344 .015	Yes*	-.074 .697	No
B. if she were a neighbor who you didn't know very well?	44.3% .03	37.6% .02 (449)	47.5% .06 (61)	44.6% .04 (148)	.200 .149	Yes	.059 .698	Yes
C. if she were a stranger you noticed in a supermarket?	19.9% .02	19.5% .02 (447)	21.3% .05 (61)	18.9% .03 (148)	.057 .740	Yes	.074 .697	Yes
<i>Suppose you are having a conversation with a friend who is being abused by her husband or boyfriend. Please tell me if you would say any of the following statements to her about her situation.</i>								
A. It's not your fault. There is no excuse for his hitting you.	87.4 % .02	82.7% .02 (451)	90.2% .05 (61)	89.2% .03 (148)	.314 .081	Yes	.053 .832	Yes
B. You can't make a big deal about it, he probably had a hard day.	3.31 % .01	3.54% .01 (451)	1.63% .02 (61)	4.76% .02 (147)	-.376 .304	Yes	-.500 .194	Yes

* NE = not exposed ME= moderately exposed AE = ambiguously exposed

TABLE 2.1 (cont.): Comparisons between moderate exposure, no exposure, and ambiguous exposure

Outcomes	Grand Mean/ % SE	NE Mean/ % SE (N)	ME Mean/ % SE (N)	AE Mean/ % SE (N)	Gamma Value ME vs. NE Approx. sign	ME>NE *=ME > NE at p < .05	Gamma Value ME vs. AE Approx. sign	ME>AE *=ME > AE at p < .05
<i>C. There are people in the community who you can turn to for support</i>	92.5 % .02	88.4% .01 (455)	96.7% .04 (61)	92.5% .03 (147)	.591 .004	Yes*	.409 .183	Yes
<i>D. Stop doing whatever is making him so angry.</i>	9.59 % .02	12.0% .02 (450)	6.56% .04 (61)	10.2% .03 (147)	-.320 .127	Yes	-.236 .367	Yes
Behavior- Talking to a Victim (% who said yes)								
Asked only of people who said they had strong reason to believe that a woman they knew had been physically abused by her husband or boyfriend in the PAST THREE MONTHS								
<i>Did you talk to other people about her situation?</i>	77.2 % .04	64.6% .04 (127)	90.9% .10 (22)	76.2% .06 (63)	.692 .002	Yes*	.515 .077	Yes
<i>Some people have a chance to talk to victims and others don't. How about you – did you talk to the woman about her situation?</i>	74.4 % .04	70.9% .04 (127)	68.2% .09 (22)	84.1% .06 (63)	-.063 .802	No	-.424 .151	No
<i>Who first brought up the subject, you or the woman? (% saying respondent)</i>	51.0 % .05	54.4% .05 (90)	46.7% .13 (15)	51.9% .07 (52)	-.155 .578	No	-.105 .720	No
Beliefs about General Talk Condemning Domestic Violence (1-5 scale—1 strongly disagree to 5 strongly agree)								
<i>If more people told each other they disapproved of domestic violence, it would go a long way to stopping the abuse</i>	4.24 .07	3.96 .07 (452)	4.48 .18 (61)	4.28 .11 (148)	.266 .014	Yes*	.039 .780	Yes

* NE = not exposed ME= moderately exposed AE = ambiguously exposed

TABLE 2.1 (cont.): Comparisons between moderate exposure, no exposure, and ambiguous exposure

Outcomes	Grand Mean/ % SE	NE Mean/ % SE (N)	ME Mean/ % SE (N)	AE Mean/ % SE (N)	Gamma Value ME vs. NE Approx. sign	ME>NE *=ME > NE at p < .05	Gamma Value ME vs. AE Approx. sign	ME>AE *=ME > AE at p < .05
<i>It is important for men to talk with each other about domestic violence in order to solve the problem</i>	4.36 .07	4.13 .07 (449)	4.44 .16 (61)	4.51 .11 (148)	.252 .039	Yes*	-.018 .908	No
<i>There's no point in arguing with people about domestic violence because talking won't change what people do</i>	3.89 .09	3.57 .08 (454)	4.18 .21 (61)	3.92 .13 (148)	-.323 .004	Yes*	-.173 .195	Yes
<i>People who are important to you expect you to say that domestic violence is wrong</i>	4.34 .07	4.27 .06 (453)	4.21 .16 (61)	4.53 .11 (148)	-.007 .957	No	-.269 .097	No
<i>You would feel badly if someone said something which excused domestic violence and you kept quiet</i>	3.55 .09	3.58 .08 (452)	3.51 .22 (61)	3.55 .14 (148)	-.002 .986	No	-.040 .750	No
Behavior- General Talk Condemning DV (% saying yes)								
<i>In the PAST MONTH did you talk with anyone about domestic violence? Asked only of those who said "yes"</i>	56.0 % .03	48.8% .02 (455)	59.0% .06 (61)	60.1% .04 (148)	.204 .133	Yes	-.023 .881	No
<i>Were any of these conversations about domestic violence concerning something you heard on the radio?</i>	35.9 % .03	28.3% .03 (219)	44.4% .08 (36)	34.8% .05 (89)	.339 .075	Yes	.199 .323	Yes
<i>In total, how many conversations about domestic violence did you have in the PAST MONTH? (% saying more than 2)</i>	40.4 % .03	46.4% .03 (220)	44.4% .08 (36)	30.3% .05 (89)	-.039 .830	No	.295 .145	Yes

* NE = not exposed ME= moderately exposed AE = ambiguously exposed

exposure and outcomes. The evidence showed that the moderately exposed group reported higher levels of desirable results for attitudinal and behavioral outcomes in 21 out of 27 cases. In ten of these instances the difference was statistically significant. On the basis of these results, the first hypothesis was accepted.

In the test of the second hypothesis however, the moderately exposed group reported higher results than the ambiguously exposed group only 18 out of 27 times, only four more than expected by chance (about 13-14 out of 27). Only two of the differences were statistically significant, about as many as expected by chance (at the accustomed significance level of $p < .05$). As the associations with attitudinal and behavioral outcomes for the moderately and ambiguously exposed groups were so similar, we concluded that the results showed evidence of selectivity. That is, prior attitudes and behavior were linked to claims of exposure, rather than exposure to the series causing changes in outcomes.

The study findings led to two important conclusions. First, the team concluded that we still don't know whether radio drama will help reduce domestic violence among African Americans. The evaluation was not able to test whether the campaign would have achieved impact if exposure levels had been at the levels planned for. The conclusion that there was no effect on the moderately exposed group does not rule out the possibility of effects if exposure among exposed individuals had been higher or if the reach of the broadcast had been greater. Consequently, the hypothesis that engagement with the radio serial would result in changes in domestic violence-related outcomes could not be tested. In addition, as so few people heard the broadcast, there was little likelihood that discussion about the program and consequent social reinforcement could have

taken place, leading to population level effects as theorized by the underlying model.

The evaluation pointed only to the failure to achieve exposure as the explanation for the failure to achieve impact.

Second, we concluded that ensuring a reasonable level of exposure to the content is essential, but hard to achieve. In this case we were confident about the broadcast because the Ad Council and the Fund both have a good record of commitment from the radio industry, and we hoped that the novel design of the intervention would work in its favor. In the end, in the highly competitive radio market, the duration of the segments and of the series may have worked against it. This confirms the challenge of finding innovative ways to reach optimal exposure levels in a public service context.

The results of the evaluation point to several lingering questions for researchers seeking to study the effects of public health interventions and communication programs. First, we need to concentrate on establishing reliable indicators of exposure. Second, we need to consider how to control or account for social desirability in responses. Third, we need to better understand how to accommodate ceiling effects in our designs. Fourth, we need to establish how various forms of identity function within these behavioral systems. From the standpoint of program design and implementation, an important question remains: whether public service or market-oriented approaches should be relied upon to achieve optimal reach and frequency in future campaigns

The balance of this dissertation seeks to address part of these concerns. Drawing on the same data, I explore the nature of the exposure measures used in the evaluation, and seek to understand their limitations and strengths. As part of this effort, I account for social desirability and other kinds of response bias in the exposure measure. Finally, I

include the available measures of identification to better understand how cultural identity contributes to the results.

To better understand the data, in the next chapter, I present the univariate results.

Chapter 3

UNIVARIATE RESULTS

This section presents the univariate results of the “It’s Your Business” impact evaluation survey. I am especially interested in comparing the two samples that I will use in the two analyses, to assess whether any differences exist that I will need to control for later. To that end, I present the results in terms of three samples: first the entire evaluation sample, followed by the pre-broadcast sample in all four cities, and then the post-broadcast sample in the single city where a broadcast occurred. I present the results generally in the order of the analysis: beginning with independent variables (demographics, experience with domestic violence, racial identification, media use, and interviewer characteristics) then going on to evaluation outcome variables and exposure.

The total sample size for each city was planned to be equal. The final breakdown of the sample by survey wave and city is shown in Table 3.1.

TABLE 3.1. Sample sizes by city and wave

Variable	Kansas City	Dayton	Charlotte	Louisville	Total
Wave 1	152	152	150	152	606
Wave 2	152	150	155	155	612
Wave 3	77	66	56	78	277
Wave 4	228	229	304	227	988
Wave 5	-	-	-	698	698
Total city sample size	609	597	665	1310	3181

The size of the total sample is 3181 individuals. Originally only two pre-broadcast waves were planned, as well as one wave during the broadcast, and one after. The period between survey waves were intended to be equivalent, to best represent any trends that might be associated with broadcast. Due to delays in the broadcast schedule, a third wave was added before the broadcast, but with insufficient time to interview an equivalent number of respondents. The pre-broadcast sample consists of waves one to three in all four cities, with a total sample size of 1495.

A fourth wave was initiated after the broadcast schedule commenced. Programmatic and survey information soon indicated that Louisville was the only city with any notable broadcast. It was decided that the second post-broadcast wave would be limited to that city, and the sample allocated there was increased. In addition, new measures were added to the survey in wave 5 that enabled a better distinction of the exposed respondents, and wave 4 respondents were excluded from the analysis. The post-broadcast sample size in Louisville is 698.

The demographic results are shown in table 3.2. The evidence shows that the three samples were approximately equivalent in terms of demographic characteristics. About three out of five respondents were women, with the proportion in Louisville slightly greater. About one in seven respondents were 18-24 years of age; one in four were 25-24; one in three 35-49; and about one in four 50 or more. Split into high school or less and some college or more, the sample is split about in the middle in terms of education. Cohabitation status shows that almost two thirds of the sample are married to or live with a partner. About four out of five respondents say that they attend religious services regularly or occasionally.

TABLE 3.2. Sample demographics*

Variable	Total	Pre-broadcast	Post-broadcast	Chi ² (df) p
Sample size	3181	1495	698	
Sex M	38	39	35	2.81 (1)
F	62 (3181)	61 (1495)	65 (698)	.09
Age 18-24	16	17	17	
25-34	25	23	23	
35-49	34	34	35	
50-64	17	16	19	8.52 (4)
65+	8 (3178)	9 (1495)	6 (698)	.07
Education				
Less than college	49	50	48	5.51 (5)
College or more	51 (3181)	50 (1494)	52 (695)	.36
Cohabitation status				
Not living with someone	37	36	36	.08 (1)
Living with someone	63 (3143)	64 (1495)	64 (689)	.77
Attend religious services				
Regularly/Occasionally	81	81	82	2.46 (3)
Rarely/Never	19 (3174)	19 (1495)	18 (693)	.48

*Percent in each group (N)

Table 3.3 again shows consistent results across samples responding to questions about experience with domestic violence. Across samples, about one in four respondents reports his or her mother having been abused. Almost two out of three respondents reports ever having known or suspected that a woman she knew was abused. Among women respondents, slightly more than one out of three report having ever been physically abused by a husband or boyfriend.

TABLE 3.3. Experience with domestic violence*

Variable	Total	Pre-broadcast	Post-broadcast	Chi ² (df) p
Mother was ever abused	26 (3181)	26 (1483)	25 (698)	.37 (1) .54
Ever knew a woman who had been a victim of abuse	62 (3181)	64 (1495)	62 (698)	.43 (1) .51
Ever abused by husband or boyfriend (asked only of women)	39 (1968)	39 (917)	37 (453)	.61 (1) .44

*Percent saying yes (N)

Table 3.4 shows the results for racial identification and media use measures.

Apart for the single result for Black newspaper reading, which shows a lower level for the post-broadcast sample, the results for the different samples are approximately the same, showing similar levels of media use and beliefs about race.

TABLE 3.4 Racial identification and media use*

Variable	Total	Pre-broadcast	Post-broadcast	Chi ² (df) p
Black women more likely to be abused	20 (3181)	20 (1452)	18 (698)	1.59 (2) .45
The mass media tend to present Black men as violent.	78 (3181)	76 (1486)	79 (698)	8.11 (4) .09
What happens to Black people generally will affect what happens in my life.	52 (3181)	52 (1463)	57 (698)	5.70 (4) .22
I can make real progress only when the Black community as a whole makes progress	38 (3181)	37 (1481)	41 (698)	5.41 (4) .25
Read Black newspapers**	36 (3181)	39 (1495)	32 (698)	10.50 (1) .001
Number of TV shows featuring Black cast watched***	3.45 (2.3, 3029)	3.53 (2.29, 1419)	3.43 (2.26, 673)	10.96 (8) .20

*Percent responding either Strongly agree or Agree, from a scale where 1=Strongly agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly disagree (N); ** Percent saying Yes (N);

***Mean (SD, N)

About one in five respondents believe that Black women are more likely to be victims of domestic violence. Almost four in five respondents believe that the mass media tend to present Black men as violent. Respondents gave slightly different responses to the two belief questions regarding the connection of their condition to that of the Black community in general. Slightly more (about half) of respondents agreed that events affecting Black people “in general” make a difference in their life; only about one third of respondents agreed that their future progress depended on progress in the Black

community. About two out of five respondents claimed to read Black newspapers, and respondents claimed to watch between three and four television programs featuring a Black cast.

Table 3.5 presents the results for questions on media use. With regard to newspaper readership, television viewing and radio listenership, no striking differences between samples appear. Respondents read the newspaper on average slightly less than four days a week; in post-broadcast Louisville, slightly more. Television viewership is reported at an average of 5 hours per day, and radio listenership almost 4 hours per day.

TABLE 3.5 Media use*

Variable	Total	Pre-broadcast	Post-broadcast	Chi ² (df) p
Days of the week read a newspaper	3.87 (2.66, 3169)	3.85 (2.66, 1491)	4.11 (2.66, 696)	8.44 (7) .30
Hours per day watch television	4.12 (2.16, 3151)	4.09 (2.15, 1480)	4.24 (2.19, 691)	6.70 (9) .67
Hours per day listen to the radio	3.58 (2.71, 3146)	3.58 (2.72, 1477)	3.66 (2.68, 695)	7.30 (8) .51

*Mean (SD, N)

Finally, among the set of independent variables, we turn to the interviewer characteristics. Table 3.6 shows the breakdown by sex and race of interviewers. Almost two thirds of interviewers are female; and more than half are African American. The greater proportion of African American interviewers for the pre- than post-broadcast samples is statistically significant.

TABLE 3.6. Interviewer characteristics*

Variable	Total	Pre-broadcast	Post-broadcast	Chi ² (df) p
Sex of interviewer				
Male	36	38	36	.29 (1)
Female	64 (3181)	62 (1495)	64 (698)	.59
Race of interviewer				
Black	55	62	51	23.47 (1)
Other	45 (3027)	38 (1453)	49 (625)	<.001

*Percent in each group

With Table 3.7, I begin to present the univariate results for the domestic violence-related measures.

TABLE 3.7 General domestic violence-related attitudes and beliefs*

Variable	Total	Pre-broadcast	Post-broadcast	Chi ² (df) p
Domestic violence is one of the most important problems in your community	52 (3115)	50 (1455)	54 (689)	2.43 (4) .66
You do not like talking to others about their private lives	40 (3142)	40 (1471)	40 (693)	4.02 (4) .40
You don't really know what you can do to help reduce domestic violence in your community	53 (3145)	52 (1475)	55 (692)	3.49 (4) .48

*Percent responding either Strongly agree or Agree, from a scale where 1=Strongly agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly disagree (N)

The first outcomes are designed to capture general beliefs about domestic violence, and the results show that again, the samples respond consistently to the questions. About half of respondents consider the issue of domestic violence one of the most important in their community. Two out of three agree that they do not like talking to others about their private lives, and slightly more than half that they don't know what to do to prevent and reduce domestic violence.

Table 3.8 shows the results for attitude questions related to talking to a victim of abuse. For four measures the post-broadcast sample scores higher on items than the pre-broadcast sample. These differences are statistically significant.

TABLE 3.8 Domestic violence-related attitudes and beliefs – Talking to a victim*

Variable	Total	Pre-broadcast	Post-broadcast	Chi ² (df) p
Talking to an abused woman will help her improve her situation	79 (3153)	79 (1480)	81 (696)	3.86 (4) .43
You know how to begin a conversation with an abused woman about her situation	60 (3135)	59 (1472)	65 (693)	11.44 (4) .02
If a woman's partner found out you spoke to her, he might abuse her more	72 (3140)	71 (1474)	75 (692)	12.15 (4) .02
If you spoke to a woman about her abuse she might get angry with you	68 (3148)	66 (1472)	73 (693)	12.33 (4) .02
You would ask a woman about her abuse even if you thought it would make her feel badly	57 (3147)	55 (1476)	59 (693)	10.92 (4) .03
People who are important to you expect you to talk to an abused woman about her situation	63 (3144)	62 (1479)	65 (690)	3.83 (4) .43

*Percent responding either Strongly agree or Agree, from a scale where 1=Strongly agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly disagree (N)

About four out of five believe that talking to an abused woman will help her; about three out of five know how to begin a conversation with an abused woman; about seven out of ten believe that negative consequences might result from talking to a victim; but almost three out of five respondents agree they would speak to a woman even if it would make her feel badly. Almost three out of five also agreed that people important to them would speak to a victim.

In Table 3.9, we see the results for several questions inquiring about intentions to speak to abused women in hypothetical situations. In this case the post-broadcast sample shows significantly different results in two cases. The post-broadcast group shows slightly better results, with a greater proportion than the pre-broadcast group saying that they would speak to a coworker or neighbor if they thought she was a victim. About the same (only one in five) say they would speak to a stranger about her abuse, and this agrees with the overall and pre-broadcast samples.

TABLE 3.9. Domestic violence-related intentions – Talking to a victim*

Variable	Total	Pre-broadcast	Post-broadcast	Chi ² (df) P
Would you raise the issue with a woman you suspected of being abused if she were a co-worker?	69 (3181)	64 (1479)	74 (698)	8.15 (1) .004
If she were a neighbor who you didn't know very well?	39 (3181)	35 (1479)	42 (698)	5.66 (1) .02
If she were a stranger you noticed in a supermarket?	22 (3181)	20 (1486)	21 (698)	.01 (1) .92
Would you say to a woman you thought was being abused: "It's not your fault. There is no excuse for his hitting you."	87 (3181)	85 (1479)	89 (698)	.12 (1) .73
"You can't make a big deal about it, he probably had a hard day."	4 (3181)	5 (1491)	4 (698)	.91 (1) .34
"There are people in the community who you can turn to for support."	90 (3181)	89 (1484)	91 (698)	1.13 (1) .29
"Stop doing whatever is making him so angry."	12 (3181)	15 (1476)	11 (698)	.68 (1) .41

*Proportion saying yes (N)

About the same proportion say they would say the right or wrong thing (according to program goals) to a woman they thought was being abused. About eight or nine out of ten report that they would say "It's not your fault. There is no excuse for his hitting you" or "There are people in the community you can turn to for support." Five percent or

fewer of respondents reported that they would say “You can’t make a big deal about it;” between 10 and 15 % reported they would say “Stop doing whatever is making him so angry.”

Table 3.10 shows a slightly greater response, again, for the post-broadcast group, with statistical significance in two out of three cases. About ten percent more (72% rather than 61%) claim to have spoken to other people about a woman who they thought was abused recently. About five percent more (74% rather than 69%) claimed to have spoke to the woman. Respondents who did not report knowing a victim in the past three months, were asked if they ever had. Of these respondents, about the same proportion claimed to have spoken with her, and again, slightly more appeared in the post-broadcast sample (74% compared to 67%). Though slightly higher in the post-broadcast samples, the responses across the samples are striking that they are both high, and roughly the same level.

TABLE 3.10. Domestic violence-related behaviors – Talking to a victim*

	Total	Pre-broadcast	Post-broadcast	Chi ² (df) p
Did you talk to other people about her situation?	64 (978)	61 (447)	72 (221)	7.31 (1) .007
Did you talk to the woman about her situation?	71 (977)	69 (447)	74 (221)	2.35 (1) .13
Have you ever spoken to a woman about her abuse?	69 (1294)	67 (643)	74 (268)	4.15 (1) .04

*Proportion saying yes (N)

Following in the pattern of similar results, Table 3.11 shows that attitudes about general conversation are also consistent across samples, and rather strong in support of

domestic violence prevention. About three out of four respondents supported the idea that speaking about domestic violence makes a difference toward stopping it; more than four out of five respondents agreed about the importance of men talking about abuse; about one in three agreed to the contrary point, that talking won't make a difference; more than four out of five agreed that people important to the respondent would expect the respondent to speak out about domestic violence; and about three out of five respondents said they would feel badly if they didn't comment on someone who excused domestic violence.

TABLE 3.11 Domestic violence-related attitudes and beliefs – General conversation*

Variable	Total	Pre-broadcast	Post-broadcast	Chi ² (df) p
If more people told each other they disapproved of domestic violence, it would go a long way stopping the abuse	75 (3166)	75 (1487)	78 (695)	6.18 (4) .19
It is important for men to talk with each other about domestic violence in order to solve the problem	81 (3154)	81 (1479)	84 (692)	9.20 (4) .06
There's no point in arguing with people about domestic violence because talking won't change what people do	33 (3166)	33 (1485)	31 (697)	3.48 (4) .48
People who are important to you expect you to say that domestic violence is wrong	83 (3170)	84 (1490)	85 (696)	8.01 (4) .09
You would feel badly if someone said something which excused domestic violence and you kept quiet	61 (3141)	59 (1469)	64 (695)	8.79 (4) .07

*Percent responding either Strongly agree or Agree, from a scale where 1=Strongly agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly disagree (N)

Table 3.12 shows the results for general conversation behaviors. Again the results are about the same across samples. About half of the respondents report having spoke with anyone about domestic violence in the past month. One in three of these

respondents indicate that some of these conversations were about something they heard on the radio; more than half report that they have had more than two conversations about domestic violence in the last month.

TABLE 3.12. Domestic violence-related behaviors – General conversation*

Variable	Total	Pre-broadcast	Post-broadcast	Chi ² (df) p
In the past month, did you talk with anyone about domestic violence?	50 (3169)	49 (1490)	53 (698)	2.88 (1) .09
Were any of these conversations about something you heard on the radio?	33 (1569)	32 (729)	32 (368)	.02 (1) .88
How many conversations about domestic violence have you had in the last month? **	57 (1574)	56 (766)	58 (369)	.18 (1) .67

*Proportion saying yes (N); **Proportion saying more than 2

Finally, with Table 3.13 I present the results for exposure.

TABLE 3.13. Program exposure*

Variable	Total	Pre-broadcast	Post-broadcast	Chi ² (df) p
False exposure claim	19 (3042)	17 (1420)	22 (698)	6.99 (1) .008
Credible recall	-	-	9 (698)	

*Proportion saying yes (N)

On average, a high percentage of respondents claimed to hear the series before it was on the air. The intended use of the measure was as a gauge of response bias that could then be subtracted from the proportion answering the question in the positive in the

post-broadcast survey waves. As noted, the conclusion of no impact was reached in part because the difference after the broadcast (in Louisville, the city used in the analysis of impact) was low – only 6%. Although statistically significant (as in the analysis shown here, with the entire pre-broadcast sample; the previous analysis included the pre-broadcast sample only for the test city), this small difference also contributed to the conclusion that exposure was too limited to warrant a claim of impact.

In sum, on the whole, I find that the two samples, pre- and post-broadcast are approximately the same. There are some variables for which the post-broadcast group receives a higher score (with statistically significant differences) including some of the outcome measures. But the claim of impact consistent with such a finding has already been ruled out. It is possible then that the differences may be a function of location, and that the single city is different from the four cities together. This finding indicates that in the multivariate analysis, it behooves me to control for the city.

Chapter 4

SEEKING TO EXPLAIN PROGRAM RECALL AND FALSE EXPOSURE CLAIMS

Introduction

As presented in the introduction, rejecting the claim of impact in the evaluation of the “It’s Your Business” campaign prompts three questions. Is the association due to selectivity, third variables, or response bias? To address these questions, I will conduct two paired analyses. This section of the dissertation presents the first pair, the purpose of which is to reverse the direction of the impact analysis, and examine the tentative hypothesis of selectivity. In doing so I assign credible recall as the dependent variable, and compare the results with a parallel analysis seeking explanations for the false exposure claim.

To prepare for the analysis, in this chapter I first present a theoretical background, reviewing literature on conceivable influences leading to the two exposure measures, and introduce hypotheses arising out of the review. Subsequently, I will detail the plan of analysis, results and preliminary conclusions.

Framework for describing the “It’s Your Business” audience

The first analysis then, addresses the question: who recalled the “It’s Your Business” campaign, and how do we know it? Who among the survey respondents tended to claim

exposure to the campaign, as gauged by the credible recall measure? The rejection of the claim of impact was made credible by the additive scale computed to convincingly measure recall, or recognition, a self-report proxy measure of exposure. As such, the measure presents an opportunity to identify any respondent characteristics that systematically influence the likelihood of program recall.

The question of exposure touches on several theoretical concerns. Questions arise in the context of research and evaluation about communication strategy and campaign effects. The topic also prompts questions of measurement and methodology. Coupled with these broad concerns lie theoretical queries leading to potential test factors, or independent variables, that may be associated with exposure. Among these are demographics; experience, beliefs and behaviors related to domestic violence; racial identification; media use; and interviewer effects.

Program evaluation issues

In the context of program evaluation, an accurate reading of exposure to the program or treatment of interest is critical. Among other areas, the first analysis addresses programmatic concerns, in seeking to establish evidence of the characteristics of the campaign audience. In doing so I hope to shed light on explanations for why these characteristics may be important, and expand our understanding about anti-violence communication campaign planning and evaluation research. Establishing credible evidence of exposure (above and beyond with the campaign goal of actually achieving it) is a central concern in the evaluation of campaigns.

The strategic approach of the “It’s Your Business” campaign was to reach African American adults (with some emphasis on younger adults) via radio stations with substantial African American reach. Apart from this, the campaign did not set out to reach any specific subgroup. Consistent with the strategy, the screening procedure that determined sample selection for the survey limited the respondents to African American adults who listened to the radio stations that had agreed to broadcast the series. The following analysis assumes as given then the broad criteria of the sample selection – that respondents were adult African Americans and radio stations listeners. This constraint on the sample does not allow me to test whether the campaign reached its target audience rather than another. But the analysis goes beyond these categories to focus on other respondent characteristics that lead to recall of the series.

Problems in the measurement of exposure

Elaborate measures of media exposure have been developed by corporate interests with the greatest financial stakes – advertisers. Yet even the accuracy of the sophisticated technological measuring devices of the Nielsen and Arbitron services have their limitations (Webster and Wakshlag, 1985). Evaluations of public service campaigns generally rely on more economical measures – self-report items on surveys. Exposure itself has been conceptualized in a variety of ways, depending on whether a medium, channel or specific program is of interest, or which behavior is of theoretical concern – ranging from choice and preference, to attention, perception and recall (Webster and Wakshlag, 1985).

The exposure measure used in the “It’s Your Business” study was categorically a post-exposure measure, and so classified as an estimate of program recall. Such self-report measures are thought to be vulnerable to threats to validity derived from two factors: 1) the length of time over which a respondent is asked to recall and 2) whether the recall is aided or not. As the time interval increases, more demands are made on memory. Research suggests that the more memory is taxed, recollections of actual viewing are increasingly influenced by program preferences, rather than actual selections (Webster and Wakshlag, 1985). Memory error has also been seen to be a function of the salience of the topic asked about by a survey item. As media exposure is considered a low salience activity (Flay and Cook, 1989; Sudman and Bradburn, 1982) the practice of asking about program exposure over even a relatively short interval of a few weeks is considered to run the risk of error (Webster and Wakshlag, 1985). In the case of “It’s Your Business,” even the short time frame of four weeks is susceptible to error.

The error can be reduced however. The use of prompts to jog the memory of respondents is seen to improve the accuracy of self-report measures (Sudman and Bradburn, 1982). In addition, a series of follow-up probes have been shown to increase the accuracy of measures prone to bias (Wentland and Smith, 1993), rather than increase social desirability responding (Webster and Wakshlag, 1985). In fact, the credible recall scale benefited from such a sequence. Table 4.1 shows the results of several questions used in the survey to measure exposure to the series.

Apart from the first question that was included in all five survey waves, the added questions were included only in the post-broadcast wave. The second question, asked only of those who said No the first time, sought more explicitly to prompt the respondent,

TABLE 4.1: Distribution of variables used in refined exposure measure

Question	Values	%	N
In the PAST MONTH, did you hear any dramatic advertisements against domestic violence featuring the character Ma Bea?	No	77.8%	527
	Yes	22.2%	150
Asked only of those who said "No" above			
In the PAST MONTH, did you hear a series of radio advertisements on that told the story of a domestic violence situation? In the series, CHARLISE is the name of the victim and JAMES is the abuser; the tagline and theme were IT'S YOUR BUSINESS; and the advertisements took the form of a series, like a soap opera?"	No	83.7%	448
	Yes	16.3%	86
Asked only of those who said "Yes" to either question above			
I am going to read 3 short descriptions of what the series featuring Ma Bea was about. Can you tell me which one of them best describes what happens on the series? Was it MOSTLY about...			
1. A man who had been in prison and returned home and the problems he and his wife faced? (OR)		14.4%	34
2. How people in a family and community reacted to protect a woman from beating by her husband? (OR)		52.5%	124
3. A young child who had to tell a teacher in school the problems between her mother and her mother's boyfriend? (OR)		18.2%	43
None/Other/DK		14.8%	35
The advertisements took the form of a series, like a soap opera. About how many different episodes of the series did you hear?	1-2	73.0%	157
	3-5	23.3%	50
	6-9	3.3%	7
	13+	.5%	1
About how many times did you hear each episode?	1	39.0%	87
	2	31.4%	70
	3-4	19.3%	43
	5+	10.3%	23
Refined exposure measure includes either general exposure measure, story check, and how many different episodes. "Not exposed" = "No" to either general exposure measure "Exposed" = "yes" to either general exposure, "2" to story check, and ">=3" to # different episodes or ">=2" to # times heard episode			
	Not Exposed	68.5%	455
	Exposed	9.2%	61
	Ambiguous (Not Included)	22.3%	148

naming characters and the tagline, and describing the serial form of the spots. Combining the two measures, more than 30% of the sample claimed exposure. Three follow-up questions were directed only to those 236 individuals. The first asked the respondents to

identify the storyline, presenting three hypothetical plots to choose from. Encouragingly, more than 50% of the group claiming exposure selected the correct story. The two remaining questions sought to assess amount of viewing, in terms of numbers of episodes heard, and the number of times each was heard. The discouraging result here was that only eight individuals, or one percent of the sample, claimed to have heard more than half of the episodes.

In order to identify respondents deemed more likely to have been exposed, the three probes were combined to select only those respondents who identified the story correctly and heard any episode more than twice, or heard more than two episodes. Through this procedure a measure of recall was constructed that could be seen to be reasonably accurate, given the understood threats to self-report. The results of the refined measure are shown in the last line of the table. Only nine percent are claimed as exposed using the refined “credible recall” scale, and 22% are rejected as ambiguous. The impact evaluation was threatened by the potential for exposed respondents to be assigned to the ambiguous group, and unexposed respondents to the exposed group. The literature on asking questions confirms that prompted questions followed by probes can improve the accuracy of measures, and the scale takes advantage of that potential.

I next turn to a discussion of theory, deriving possible explanations of recall of a media program, and bias in responses to survey questions asking about media exposure.

Theoretical background for the “It’s Your Business” audience

Two theoretical areas lead to possible explanations suggestive of respondent characteristics leading to recall of the “It’s Your Business” serial: personal relevance and

racial identification. These concerns are in part constrained by the constructs available in the context of the evaluation survey instrument.

Personal relevance and involvement

As pointed out above, topic salience is associated with reduced error in memory, and leads to accurate recollection (Flay and Cook, 1989; Sudman and Bradburn, 1982). The literature on persuasion offers insights and models into how this might take place. A model that has received considerable attention in recent years (Stiff, 1994) is the elaboration likelihood model (Petty and Cacioppo, 1986). The model seeks to explain how individuals cognitively process persuasive messages under different conditions. Two different routes of processing are proposed as to how individuals respond to messages. The first, titled the central route, or elaboration, is characterized by close attention, careful scrutiny of message arguments, and evaluation in relation to knowledge and experience of the individual. The second reflects less consideration of arguments, and is set apart by influence of peripheral message characteristics, such as number of arguments, and source credibility.

The likelihood of elaboration is increased when two conditions are met: an individual has both the motivation and ability to respond to the message. While peripheral processing can lead to persuasive success, attitude change under elaboration lasts longer, is more effectively linked to behavior, and resists subsequent counterargument more effectively. Petty and Cacioppo argue for such effects in terms of cognitive categories: “Under the central route then, the issue-relevant attitude schema may be accessed, rehearsed, manipulated more times, strengthening the interconnections

among the components and rendering the schema more internally consistent, accessible, enduring and resistant than under the peripheral route” (Petty and Cacioppo, 1986, p.22).

Accessibility leads to persistence of the attitude, and potential for guiding behavior. The evidence suggests that elaboration also leads to better recall of messages as well. Despite some equivocation resulting from conflicting research results, the authors conclude that “high elaboration has tended to be associated with more argument recall than low elaboration” (Petty and Cacioppo, 1986, p. 37).

The conditions leading to the central route rather than the peripheral depend on two key variables – motivation and ability – which are in turn determined by a variety of circumstances. Of immediate concern are two characteristics: personal relevance of the message, which leads to motivation, and personal knowledge, which underlies ability to process. The proponents of elaboration are unambiguous in stressing the importance of the former: “Perhaps the most important variable affecting the motivation to process a persuasive message is the personal relevance of the advocacy” (Petty and Cacioppo, 1986, p. 81).

High personal relevance, or involvement, leads to greater capacity for assimilation of proattitudinal messages, and for counterargument and rejection of counterattitudinal messages. “As personal relevance increases, people become more motivated to process the issue-relevant arguments presented” (Petty and Cacioppo, 1986, p. 82).

Experimental laboratory studies by Petty and Cacioppo set out to discern the effects of involvement in response to well-crafted versus simplistic arguments. Their evidence showed that high involvement in a message topic led to “greater appreciation for the strengths of cogent arguments and the flaws in specious ones” (Petty and

Cacioppo, 1986, p. 87). Strong arguments led to the highest scores on attitude items, while weak arguments led to declines. The authors also argue that under conditions of intense personal interests or values, cognitive processing may become biased in the interest of self-protection or in the service of the ego.

The experimental work of Petty and Cacioppo on involvement has focused on outcome relevance. Typical studies split experimental subjects according to whether the consequences of an outcome (usually a change in comprehensive exams) are immediate or delayed. Other scholars have pointed to another kind of involvement derived from underlying values and have found experimental evidence of differences between the two (e.g. Maio and Olson, 1995; Thomsen, Borgida and Lavine, 1995).

In their review of the research on involvement, Thomsen et al. (1995) distinguish between outcome relevant and values-based involvement. They point out that most of the research has focused on the former. Researchers studying the effects of values-based involvement from the perspective of social judgment theory found that attitude changes would be more difficult to effect under conditions of high involvement. Scholars in the elaboration tradition found that high involvement led to central processing and more enduring attitude change. The reviewers note that the differences derive from distinct research paradigms, and are not necessarily contradictory. Thomsen and his colleagues conclude that the preponderance of the evidence suggests that involvement leads to: more cognitive effort and more issue-relevant thought; more sophisticated but more partisan reasoning; and stronger and more accessible attitudes.

Ability has not received as much attention as motivation from researchers studying the elaboration likelihood model, but some experimental work has shown that

distractions, and message distortion and difficulty can reduce learning and comprehension, affecting cognitive evaluation of message content (Stiff, 1994). Arguably, a factor underlying ability is personal knowledge. In their description of the central route of processing, a key element is integration and comparison of new information with existing knowledge and attitudes. In this way, prior knowledge plays an important role in the elaboration process.

One unpublished experimental psychology study investigated the influence of both involvement and prior knowledge on recall and recognition of persuasive statements (Cameron, 1990). High involvement, but not prior knowledge, was found to enhance both cued recall and recognition. However, prior knowledge lengthened reaction time for recognition.

While critics have pointed to limitations of the elaboration likelihood model, it “has provided strong evidence of two types of message processing and established an important relationship between receiver motivation, message scrutiny, and cognitive responses” (Stiff, 1994, p. 191).

Bearing in mind the evidence about the importance of personal relevance and knowledge on the processing of persuasive messages, a variety of variables present themselves as candidates that may help explain program recall. Specifically, several respondent characteristics appear as potentially indicative of the relevance of the topic of the “It’s Your Business” campaign for respondents. Some characteristics also appear as indicative of greater knowledge about the topic, also leading to greater elaboration of the persuasive messages. While I cannot test precisely whether the central or peripheral route was used in processing the series, the data available allow me to test hypotheses

that are consistent with central processing. That is, if central processing took place, and the series received more careful consideration, then the thoughts, emotions and attitudes should be more accessible, leading to greater recall. This proposition leads to the following arguments and hypotheses.

Given the importance of gender in the dynamic of domestic violence as it is commonly understood, and indeed presented by violence prevention advocates, (i.e. that typically men are the perpetrators and women the victims) it is reasonable to suggest that women are more likely to be sensitive about the topic than men. This suggests the first hypothesis:

Ho1: Women are more likely than men to recall the campaign.

Further, I argue that experience with and increased concern about the issue, indicative of personal relevance (and knowledge), will affect how the series is processed, and in turn, recalled. This leads to the second hypothesis:

Ho2: Respondents with direct experience, and stronger beliefs, intentions and behaviors related to domestic violence, will be more likely to recall the campaign.

Racial identification and media exposure processes

In this section of the review I present key elements and orientations of the literature on racial identification, with a careful consideration of the role it may play in perceptions of and research about a culturally-tailored public service program. Racial identification has become a prominent theoretical element in studies that explore “African American belief

systems and their influence on the behavioral choices made by African Americans” (Davis and Gandy, 1999, p. 367).

The literature offers a variety of definitions and conceptualizations of racial identification, ranging from psychological to sociological orientations, and differing in terms of the theoretical context in which identification is placed. Critical elements of the theory distinguish the referent group from others, and emphasize the identification of the individual with that group. Sanders Thompson (1995) describes psychological, physical, cultural and sociopolitical parameters of racial identification.

The struggle for racial identity is reflected in changes in preferences for appropriate group names over the course of the 20th century. Smith (1992) argues that changes in names accepted by African Americans themselves went hand in hand with shifts in political empowerment and ideology. As new names were nominated, advocates propounded their potential to “instill and maintain a sense of group consciousness, racial pride, and a hope for racial justice” (p. 503).

Singer (1972) commented on another key element of racial identification, which he termed “common fate” (p. 142). He argued that the origins of racial identification were shifting, suggesting that historically, identity was locally derived, building on social networks and interaction in communities and neighborhoods. Under circumstances of economic and social dislocation, such as could be found in the inner city, Singer argued that as social interaction was diminished, individuals would seek social identity referents in the symbolic community of the mass media. Singer argued that the greater dependence of (inner city) Blacks on the media for news and other information derives

from their relative isolation from society coupled with their desire for information.

Counter to the critical theorists, Singer's thesis posits a positive role for the media in assisting minorities to "help forge new identities" (p. 148). His pluralistic argument leans towards a purposive use of the media that anticipates the interpretivist turn of the next decade.

Singer (1972) does not point to specific evidence directly linking identification building processes with media use. And although it is easy to counter that media mostly feature and target White audiences (especially in 1972) two pieces of evidence support his thesis. First, some evidence, as I will show, suggests that racial identification leads to preferences for Black actors and media. Second, the proliferation since he wrote of radio programs and networks targeting Black audiences have borne out his predictions of a demand for minority-oriented media.

Survey results about use of time show an African American preference for radio, but they also point to the continued importance of social interaction for Blacks. "In each survey since 1965, African Americans spend almost twice as much time going to church as Whites do, and four to five hours more a week watching television. Blacks also listen to more radio and recordings as primary activity, and they spend more time in family and phone communication. These findings are remarkably stable over the four decades of the survey" (Robinson, Landry and Rooks, 1998, p. 4). Singer suggested his theory of a mediated identification building process in the context of the ghetto, replacing the processes derived from social interaction. Robinson et al.'s evidence suggests that the social interactional processes have not been diminished for African Americans overall.

Black identity has been defined as “a measure of a Black person’s sense of belonging to the Black race and his or her concern with Black issues and causes. A Black who strongly identifies with being Black expresses attitudes and behaviors supportive of the Black community” (Witler, Calantone and Young, 1991, p. 462). This definition includes as another element of the racial identity construct a political element, suggesting that identification leads to an affinity with causes and activities aligned with political action. Witler et al. (1991) found that their Black identity scale was correlated with participation in causes and activities involving the Black community, including attendance at church and preference for a Black presidential candidate. The scale was also correlated with a preference for Black entertainers, but not with radio listening overall.

While earlier studies found an affinity of Blacks for Black programming (Witler, 1991), more recent studies have tried to specify the effect of racial identification on perceptions about and responses to media programs. Much of this work has been done in the context of advertising research. For example, Witler (1991) found that individuals with strong racial identification identified more strongly with Black than White actors, and that these preferences were linked to increased likelihood of purchase behavior (for products with ads featuring Blacks).

Another study adds two important components to the mix: the context of the ad (racially-targeted vs. general audience media) and racial connotation or import of the product being advertised (Gren, 1999). Gren found that racial identification affected perceptions about ads. Specifically, strong identifiers had more positive evaluations of ads featuring Blacks in racially targeted media. Furthermore, strong identification

coupled with ads featuring Blacks led to increased purchase intentions for the race-based product, (and not for the race-neutral product).

Evidence has also shown that demographic, socioeconomic and attitudinal factors, lead to Black identity and influences television exposure, preference and orientation (Allen and Bielby, 1979). Younger and more educated respondents tended to score higher on the Black identity measure, which emphasized distinctiveness of Blacks. In turn, respondents who scored higher on the Black identity measure were less likely to watch television overall and were more likely to report criticism about situation comedies. The measure was not related to preference for programs featuring Black casts, nor public affairs programs overall. Results of the study indicated that variations in attitudes and behaviors toward television were systematically related to differences in adults in terms of exposure levels, subjective orientations (including Black identity) and demographic characteristics. The authors concluded that the varied responses of Black adults to television programs showed considerable diversity in responses to media among Blacks.

Highlighting the importance of Black ownership of the media outlet, Jones (1990) showed that younger and racially-oriented respondents tended to be heavier viewers of and more satisfied with Black programming on a Black-owned network (BET) than Black-oriented programs on other networks.

In a carefully devised argument that includes as key elements constructs of racial identification and media orientation, Davis and Gandy (1999) applied the theory of racial identity to the data set collected for the formative stage of the “It’s Your Business” campaign. They hypothesized that strong racial identification would lead to greater

criticism of the media. The two racial identity measures were designed to capture two key elements of identification. While both measures derive from connections with the African American community, one underlines the individual's destiny linked to the group's; the other emphasizes the well-being of the collective. Both share elements of Singer's (1972) notion of "common fate." The measure concerning criticism of the media asked whether the respondent thought that the media portray Black men as violent. The results showed that the two measures of racial identification were both significant predictors of a critical attitude toward the media.

An element in the research on involvement is also worth mentioning in the context of racial identification. Thomsen et al. (1995) note that values-based involvement is thought to derive from a basis in social identification. If this is the case then racial identification may also provide a link to involvement in an advocated topic, such as the "It's Your Business."

Several findings from the review link racial identification and media perception and are of interest, and contribute to the overall model and analysis. The research suggests a preference for racially-oriented media. The evidence from the advertising studies showed that racial identification affects perceptions about ads. In particular, Gren's (1999) study suggests that racial identification is associated with culturally-tailored programs, especially on racially-targeted channels. Broader media studies also show that racial identification generally influences perceptions about and criticism of the media. This evidence suggests that to the extent that "It's Your Business" is designed with an African American audience in mind, racial identification may influence audience receptiveness to it. Coupled with the potential for racial identification to be linked to

values-based involvement, the evidence suggests that identity may influence how individuals process and recall a culturally-tailored program with a persuasive message.

This argument suggests the next hypothesis.

Ho3: Racial identification and Black media use measures will be associated with credible recall.

If it is the case that this association is due simply to a preference for Black casting, then the following hypothesis applies.

Ho4: The association of racial identification and recall will disappear when controlling for preference for Black programs.

Media use

Under conditions of extensive exposure, with substantial play of a program on a specific channel, exposure to the channel may be sufficient to represent exposure to a specific program. In other words, it may be sufficient to compare radio station listeners and non-listeners to distinguish program effects. Hornik (1989) successfully used this strategy to discern evidence of effects of a communication program in Swaziland. It is reasonable to argue that station listening will be associated with recall. This argument also corresponds with the racial identification thesis, as the selected radio stations were those that sought African American audiences. As we screened for station listening in selecting the survey sample, I use a measure of amount of listening to radio in general, to test the following hypothesis:

Ho5: Radio listening will lead to program recall.

Elaborating on this argument, I suggest that other measures of media use may be associated with recall. The available measure is one of newspaper readership. I propose that newspaper readership is indicative of greater interest in and exposure to community issues, and may lead to program recall through greater knowledge. This argument leads to the next hypothesis:

Ho6: General newspaper reading leads to recall.

Theoretical background for false exposure claims

The “It’s Your Business” evaluation offers another enigmatic and unexplained result: the substantial levels of false claims of exposure. The next section introduces a discussion of the literature on response bias in survey and social psychological research, exploring the various mechanisms put forward and tested in the past. I focus on the measurement of exposure, and the implications for the question of response bias. At the same time, I do not forget that the exposure question is in the context of a survey and campaign relating to a domestic violence prevention campaign. Drawing on the literature, I describe how the exposure measure may be influenced by this context.

Scholars representing a variety of social sciences have suggested numerous causes of “response effects” (Sudman and Bradburn, 1974) or response bias, reflecting an array of possible underlying factors. One survey research text offers readings on bias organized around issues of sample design, questionnaire design, mode of administration, and interviewer characteristics (Singer and Presser, 1989). Another review organizes the

range of possibilities in terms of three factors underlying respondent error: inaccessibility of information to the respondent, problems of communication and motivational factors (Wentland and Smith, 1993).

Keeping in mind the specifics of the data to hand, I limit my discussion in the following pages to those factors that I seek to explore and elucidate. I will discuss literature as it relates to the data, and limit my comments about other topics, such as sample or study design, as they are beyond the reach of the available information. Consequently, I focus on factors arising from the literature that appear to me to be most relevant as I present the hypotheses that I will test in the next analysis. This effort in part seeks explanations in the literature on survey research for the false exposure claims; not all will be testable given available data. These topics are 1) self-presentation in the context of survey research; 2) social desirability; 3) interviewer effects; 4) question order; and 5) studies using measures of false exposure.

Self-presentation

Several writers in the social psychological tradition argue that the “demand characteristics” of experimental laboratory research lead to biased responses (Page, 1981; Tedeschi, Schenkler and Bonoma, 1971; Tedeschi and Reiss, 1981). Their critique focuses on the circumstances of laboratory experiments and the way that subjects may through a variety of means accommodate and cooperate with study goals. Tedeschi and Reiss note that “It has long been known that subjects in psychological experiments often try to discover what the experimenter wants them to do and then perform the desired responses” (1981, p. 18). Page (1981) specifies that such “demand compliance” may

come about due to demand awareness, evaluation apprehension and subject sophistication and suspicion. By focusing on these factors, he was able to reproduce the accepted findings of previous studies in experimental social psychology. Page argues that this cooperative behavior comes about under the rubric of self-presentational strategies described by Tedeschi and Reiss (1981) as “impression management.” Earlier, Tedeschi et al. (1971) had also argued that impression management explained many of the results of laboratory studies, including research into cognitive dissonance.

While the evidence of self-presentational effects derives from laboratory research, proponents suggest that these strategies influence research results and behaviors occurring in other contexts as well (Page, 1981; Tedeschi and Reiss, 1981). For example, self-presentation may be an issue in response bias in face-to-face and telephone surveys, on the basis that social roles established in the interview interaction lead to expectations and demand characteristics akin to the laboratory context, and so lead in turn to respondent cooperation (Wentland and Smith, 1993). I argue that this threat is also present in the context of telephone surveys, as survey respondents may become aware of the desired direction of results of researchers, and will accede to that direction.

Social desirability

Social desirability is thought to be a “major source of response bias in survey research,” and has consequently received a considerable amount of attention from scholars (DeMaio, 1984, p. 257). It refers to “the tendency of people to deny socially undesirable traits and to admit to socially desirable ones” (Clancy, Ostlund and Wyner, 1979, p. 23). Simply phrased, social desirability is “a tendency to say good rather than bad things

about oneself" (Phillips and Clancy, 1970, p. 550, in DeMaio, 1984, p. 265). Early research on the topic assessed the tendency of responses by subjects in personality studies to be biased in socially desirable directions (Edwards, 1957). In this early work, Edwards asked subjects to rate personality traits in terms of desirability. He found very high correlations ($r > .8$) between the social desirability ratings of traits and the endorsement (or self-designation) of those traits by respondents. Edwards argued that such endorsement might derive from two factors, either the prevalence of the trait in the culture, or (anticipating the self-presentation critique of Tedeschi) the attempt by the respondent to give a good impression.

Later scholarship pointed out that a social desirability bias might be seen either as a personality construct (need for social approval) or as a quality of the measurement items (DeMaio, 1984; Phillips and Clancy, 1972). In a study of social desirability bias in the reporting of mental health items, evidence of an independent influence of each factor was found (Phillips and Clancy, 1972). In addition, the influence of item desirability was clarified, or "specified" by factoring in sex of the respondent. Specifically, among respondents for whom a trait that is considered desirable, the difference between men and women is increased; for those for whom the trait is not desirable, there is no difference between men and women. "With six of the seven measures (all but doctor's visits), the magnitude of the original relationship between sexual status and people's responses is specified by the introduction of judgments of trait desirability into the analysis" (Phillips and Clancy, 1972, p. 935).

A second study found independent effects of item desirability and need for approval, although these effects were not found to influence the primary goal of inquiry,

the influence of demographic characteristics on self-reports of mental health status (Gove and Geerken, 1977). Of the demographic variables assessed, age was most strongly associated with the desirability variables. Education, occupation and income showed some evidence of association, but none was found for sex and race.

A third study showed an influence of demographic characteristics on socially desirable reporting. In this case, as age increased respondents were more likely to both assert positive characteristics and deny bad ones. Education was associated with the tendency to assert good character, but not with the tendency to deny bad (Campbell, Converse and Rogers, 1976, in DeMaio, 1984).

Subject matter counts too, in the likelihood of socially desirable responding: “Learning or other kinds of behavior which may be influenced by motivation to look good would seem to qualify” (Edwards, 1957, p. 91). Other scholars also found that socially desirable responding depends on the nature of the behavior, and the extent of the threat implied by a question about more difficult or private behaviors.

An early synthesis of research on response bias investigated the influence of a variety of factors to induce response effects (Sudman and Bradburn, 1974). Among other variables, the investigators designated the likelihood that a topic or item was socially desirable. While their criteria are not spelled out, the text implies that topics more likely to be affected by socially desirable responding are, for example, more personal, or more threatening. In accord with their hypotheses, the authors found that response effects were greater for behaviors with a greater possibility of socially desirable responding. The response effect was greater for attitudes than behaviors, even when attitudes were gauged

on non-threatening topics. Attitude questions on highly threatening topics had the greatest response effect.

The likelihood of socially desirable responding is also associated directly with demographic characteristics (Sudman and Bradburn, 1974). For items with a strong possibility of social desirability, female respondents are more likely to give socially desirable answers than males, and Whites more likely than African Americans. For neutral items, with less likelihood of socially desirable responding, the opposite is true, and men and African Americans were more likely to give false responses.

A later study tied the “threat” of a question, measured by respondents’ reported sense of “unease” about a specific question or topic, with bias in self-reports about the behavior or topic itself (Bradburn, Sudman, Blair and Stocking, 1989). Focusing on questions about leisure behavior ranging from gambling and drinking to sex and drug use, uneasiness about a topic was related to underreporting (or non-response). Interestingly, a non-monotonic curve was found, with low levels of behavior (particular for more illicit or personal ones) reported when no uneasiness at all was reported. The authors argued that this was likely to be individuals who actually had low levels of the behavior of interest. It was thought that they would not report uneasiness about the topic because they had no need to, in the sense that uneasiness, or threat, reflected respondent perception of social norms. The purpose of the paper was to argue for adjustment of levels of activities according to reported level of unease, suggesting that the slightly higher levels of behavior reported by respondents who felt “moderately” rather than “very” uneasy were more accurate. Bradburn et al. suggested that such a question might be included in surveys to control for the sense of threat and adjust responses accordingly.

Interviewer effects

Studies have found evidence of the influence of interviewer characteristics on response bias. One such study has found an effect of race of interviewer on survey responses. Schuman and Converse (1971) assessed the effect of race of interviewer on both racial and nonracial topics in interviews with Black respondents. They found a much stronger effect of race on racial than nonracial opinions and facts. Variance explained by race of interviewer was greater than two percent in 32% of racial, compared to 3% of nonracial, opinions. Assessed across a variety of demographic variables, only income increased the effect, with a much stronger effect at lower levels.

In their review Sudman and Bradbury (1974) find an interaction of interviewer characteristic with the likelihood of social desirability for a specific item. Where social desirability is highly likely, White interviewers are more likely to evoke a response bias than Blacks. Under the same conditions, male interviewers are more likely to receive a response bias than female interviewers. The opposite effect is true, in both cases, where social desirability is unlikely.

Question order, context and contiguity

Question order and context have also been offered as potential factors underlying response bias. One study compared opinion polls that asked about presidential popularity, in a split ballot experiment with a telephone survey sample (Sigelman, 1981). The study compared the results for an instrument in which the question about the President came first, and one in which it followed questions aimed explicitly to highlight controversial issues. The survey results showed that the manipulation of question order

did not affect the direction of respondents' opinions. Of interest however was a second finding. Respondents were more likely not to respond if the opinion question came first, with a non-response rate of 20% vs. 11%. This effect was more pronounced for less educated participants: 21% vs. 8%. It was not clear whether the response rate took more away from approval or disapproval ratings, but such a dramatic difference was argued to influence the results in some undetermined way, and as such was cause for concern.

An important finding adds to the concern about question order. Schuman, Kalton and Ludwig (1983) replicated an early split-ballot experiment by Hyman and Sheatsley (1950) in which a strong question order effect was found. In the original study, the instruments varied the order of questions asking whether a Soviet (or American) reporter should be allowed into America (or the USSR) to send back news reports. Positive responses to the Communist reporter question were much greater (and highly significant) when the American reporter question was first rather than second: 70% vs. 44%. In their replication, Schuman et al. added a third instrument in which 17 items were inserted between the American and Communist items (in that order). Positive answers to the Communist reporter question remained high (66%) and the difference with the version in which the two items were contiguous was not statistically significant. They conclude that questions need not be immediately adjacent in order for one to influence another.

Studies using measures of false exposure

The fundamental problem with self-reports, is that absent validation by another means, the truth of the claim cannot be known, either for the case of behavior, where an observable and empirical claim might be possible, or for more subjective phenomena like attitudes. In

such cases, the truth about a respondent's self-report is unknown, so "an exact specification of social desirability is impossible to measure" (DeMaio, 1984, p. 278).

Two of the studies presented so far used a technique to objectively assess overclaiming parallel to the method in the "It's Your Business" evaluation. Phillips and Clancy (1972) included a measure of exposure to different media programs and products that did not in fact exist. They also included a question which asked respondents how important it was for them to be up to date on the latest media wares. Consistent with their findings for other behaviors, they found an association between desirability of being up to date, and claiming to be exposed to products that did not exist. Respondents who rated being "up" on the media were almost three times more likely to overclaim than were those who rated the trait as not important (28% claimed exposure vs. 11%). Overclaiming was also associated with the need for social approval, with 21% of those high in need falsely claiming exposure compared to 14% of those low in need. The authors show evidence of an interaction of trait desirability with sex of the respondent. Among those who thought the trait was desirable, women were more likely to overclaim than men (32% vs. 23%). Among those who did not consider the trait important there was no difference by sex, with 18% of both men and women falsely claiming exposure.

Some years later another study was undertaken to assess the influence of social desirability on false exposure claims, with opposite conclusions (Clancy, Ostlund and Wyner, 1979). The researchers asked study subjects who claimed to have read a recent issue of a magazine if they had read a set of eight long articles, eight short articles and if they had seen eight advertisements. In each category four items had actually been in the issue, and four were bogus (and were planned for a future issue). A high level of false

reporting was found, with 27% of respondents claiming to have read at least one of the bogus short articles, 31% a long article, and 37% an ad.

Several elaborations of the data take the results further. First, the tendency to overclaim cuts across categories. Respondents who overclaim for one kind of material are likely to overclaim for another: the correlations for the different claims range from $r = .3$ to $.41$.

Second, a similarity of readership of real and false materials was also noted, with no impressively greater proportion of real articles than false reported read. When the sample was broken down according to criteria of readership, in terms of claims based solely on identification of the cover, vs. cover plus two true stories, false readership claims of three to eight items (articles or ads) actually increased from 24 to 33%. Contrary to the expectation that more avid readers would be better able to identify true stories correctly, the findings seemed to suggest that these readers were more inclined to claim having read false stories as well.

Third, in contrast with the principal result of the Phillips and Clancy study in 1972, this study did not find an effect of social desirability. Correlations of false readership claims and three magazine recognition measures described in the previous paragraphs were unchanged when controlling for trait desirability and social approval. Having rejected the hypothesis of social desirability, the authors recommend exploring other possible factors accounting for false exposure claims, including demographics, acquiescence response sets, memory factors, and interest in the subject matter.

Clancy et al. point to another element of interest in this investigation. They argue that recall and recognition measures of exposure may not be an accurate reflection of a

respondent's actual experience with a given media program or product (such as the magazines they were testing) so much as what Wells (1964, cited by Clancy et al., 1979) calls a "subjective probability statement" which estimates the likelihood of having been exposed to a particular program. According to Clancy et al., a respondent makes a claim of exposure based on past media use and habits. The authors argue that this characteristic of recall measures renders them ineffectual for researchers seeking to study the effects of specific programs, such as impact evaluations of communication programs.

What are the implications of the review of the literature for the false exposure measure in the "It's Your Business" dataset? A matter of considerable concern is the nature of the behavior – exposure to a media program. Attention has been paid in past studies of response bias to the nature of the behavior of interest and its susceptibility to social desirability, e.g. Bradburn et al.'s (1989) threat. In the case of program exposure there is no inherent rationale to claim a social desirability bias. In contrast, it is reasonable to conclude that the socially responsible attitudes and behaviors advocated in the intervention itself lend themselves to socially desirable responding. Without any measures of trait desirability we cannot study the response bias in the domestic violence measures, or try to control for them in relation to the exposure measure. Nonetheless, it is reasonable to assume that the domestic violence prevention belief and behavior questions set the tone of the survey, as they came first.

Much of the attention paid to the literature above was for the sake of pointing to arguments and evidence of how socially desirable responses to the domestic violence-related questions might influence the responses to the false exposure measure. The prominent explanations for making a connection between the domestic violence content

of much of the survey and the question asking about exposure to a domestic violence prevention radio program are: self-presentation and demand compliance; question order and consistency effects; and interest and commitment in the topic. While the data do not allow me to distinguish between these rationales, they do enable me to draw a connection and hypothesize that socially desirable bias of the domestic violence-related measures will be conferred on the false exposure measure. This leads to the first hypothesis.

Ho7: Respondents exhibiting greater experience or interest in domestic violence, or holding attitudes consistent with domestic violence prevention, tend to falsely claim exposure to the “It’s Your Business” program.

The literature review suggested that a variety of demographic characteristics had been found to be directly associated with response bias. These results often interacted with other characteristics of the behavior of interest. The next hypothesis builds on the argument that social desirability in the domestic violence items spills over to the false exposure measure.

Two studies showed that age tended to be positively associated with socially desirable responding (Campbell et al., 1976; Gove and Geerken, 1977). Two other studies showed that for items more susceptible to a social desirability bias, women were more likely to respond in a biased manner (Phillips and Clancy, 1972; Sudman and Bradburn, 1974). Education was also found to be associated with responding in a socially desirable manner (Campbell et al., 1976). These findings suggest the following hypothesis.

Ho8: Respondents who are older, women, or better educated will tend to falsely claim exposure to the “It’s Your Business” program.

The study of false claims of magazine readership (Clancy et al., 1979) also points to the likelihood that media use may be associated with the false exposure claim. I highlight this argument by building on the suggestion of the authors that recall and recognition claims are a result of a subjective probability estimate. Again, this argument posits that a respondent makes an exposure claim based on their past experience with the channel in question and programs similar to the one being asked about. To the extent that claim is true, the following hypothesis should hold.

Ho9: Respondents who listen to the radio more tend to falsely claim exposure to the “It’s Your Business” program.

Finally, the literature suggests that interviewer characteristics can influence response bias, but that this may depend on the circumstances. One study pointed to effects of race of the interviewer, but only for survey questions about racial opinions and facts. As the topic of domestic violence does not have an overt or specific racial basis, I forecast the following hypothesis.

Ho10: Race of interviewer does not influence false exposure claims.

Further analysis may be undertaken to explore how the characteristics itemized in the above hypotheses interact, especially the demographic measures.

Chapter 5

METHODS IN EXPLAINING PROGRAM RECALL AND FALSE EXPOSURE CLAIMS

In this chapter I present the methodology I apply to test the hypotheses just introduced. The plan is presented in the following sequence: sample and measures used in each analysis, and statistical procedures. As described, I will carry out two separate and parallel analyses to explain recall and false exposure claims. This chapter describes the procedures I will use for both analyses.

Sample selection

To test the recall hypotheses, I will use the same portion of the sample used for the final step of the impact evaluation – the post-broadcast wave from the one exposed city. We were reasonably confident that this portion of the sample included a segment that had been exposed to the radio serial. The false exposure claim analysis will be conducted with the pretest sample, which includes the three waves of data collection conducted prior to the broadcast in all four study cities.

Measures

Dependent variables

For the analysis of recall I define the exposed and unexposed groups with the same scale that was used in the analysis of impact. Respondents who credibly recalled the program were those who correctly answered a question identifying the story line of the series, and claimed to either hear an episode more than two times or to hear more than two episodes, or both. Aiming, as in the impact evaluation analysis, to distinguish between those respondents who were most credibly exposed or not, I will also exclude the ambiguous group from the analysis. Ambiguously exposed respondents were defined as those who claimed exposure but did not fulfill the criteria of the credible recall group. The unexposed group is defined as those respondents who answered all exposure questions in the negative.

For the response bias analysis, I will use the single-item false exposure measure that was included throughout the study. During the pre-broadcast survey waves a positive claim of exposure on this measure was a false exposure claim.

Independent variables

The various variables that have been identified as possibly explaining recall and false exposure claims fall into five categories: demographics, racial identification, media use, experience with domestic violence, and interviewer characteristics. Available demographic measures are age, sex, education, and religious service attendance. Racial identification items include the two attitude questions dealing with the “linked fate” (Davis and Gandy, 1999) of the respondent with that of her race, and one question

regarding the presentation of Black men in the media. I also include questions about the use of Black media, specifically, Black newspaper reading and preference for television programs that feature African American actors. Treating general media use separately, I also use items that measure the daily amount of newspaper readership and hourly television and radio use by respondents.

The domestic violence items that best fit the hypothesis are those which signify experience, concern, beliefs about talking to a victim (matching one program goal), intention to talk to a victim, and behaviors. The experience items are those that ask if the respondent ever knew a victim of abuse, if their mother was a victim, and for women respondents, if they were ever abused. The concern item is the first belief question, which asks about the importance of the issue. I put together a scale of beliefs about talking to a victim, which was made up of the following items: "Talking to an abused woman will help her improve her situation;" "You know how to begin a conversation with an abused woman about her situation;" "You would ask a woman about her abuse even if you thought it would make her feel badly;" and "People who are important to you expect you to talk to an abused woman about her situation." The reliability score for this scale is low, with relatively few items, but approaching acceptable limits ($\alpha = .57$). I also computed a scale of intention to talk to a victim which adds the three items asking whether a respondent would speak to a victim if she were a coworker, neighbor, or stranger ($\alpha = .66$). The behavior measures ask if a respondent ever spoke to a victim, and whether they have spoken with someone about domestic violence in the past month.

I also use survey items that asked interviewers to record their race and sex.

In preparation for the analysis, some measures were recoded to maximize statistical power and to enhance clarity. Throughout the analysis, greater numbers represent a positive response. Among outcome measures, certain variables were recoded so that a greater number signifies a position consistent with program goals, that is, supportive of domestic violence prevention. Respondents to hypothetical questions of intention about speaking to a victim, who answered “It depends” were recoded as replying “No” for the analysis.

In some instances, variables were recoded in order to minimize missing variables. For example, respondents who said they don't read newspapers at all, and were consequently not asked about Black newspaper reading, were defined for the analysis as not reading Black newspapers either, rather than missing. Similarly, in the survey two questions inquire about knowing or suspecting that a woman was a victim in two different time frames, in the past three months, or ever. Only respondents answering the first question in the negative were asked the second. The responses to these two questions have been combined into one “ever knew” category.

Plan of analysis

As noted, I will carry out a separate but parallel analysis for the credible recall and false exposure measures as follows. I will begin with preliminary tests for bivariate associations of hypothesized independent variables with the dependent variable. I will select the independent variables that are associated and statistically significant, using either a correlation or chi-square and the conventional significance level of $p < .05$. The selected variables will then be entered into a logistic regression in a stepwise manner for

each cluster of variables: demographics, domestic violence experience, racial identification, media use and lastly domestic violence-related beliefs and behaviors. I will accept relevant hypotheses for each independent variable with statistically significant coefficients. I will run a parallel linear regression with the same variables to derive tolerance statistics to test for multicollinearity.

Chapter 6

RESULTS – EXPLAINING PROGRAM RECALL AND FALSE EXPOSURE CLAIMS

In this chapter I present the results of the first paired analysis. I carry them out one at a time, assessing the status of hypotheses for each, and offering a preliminary interpretation. After carrying out both analyses, I will discuss the implications of one for the other.

Results for the analysis seeking to explain credible recall

Bivariate results

Table 6.1 shows the results of the bivariate analysis of all available independent variables, except the domestic violence-related items, and credible recall. All variables are included to make possible a comparison with the false exposure claim results.

None of the demographic measures were associated with credible recall to a statistically significant degree, although women, individuals who had pursued higher education, and those who attended church more often were more likely to claim recall, by a difference of seven to nine percent. Sex is in the predicted direction, but the result is not significant, so I reject hypothesis 1, which posited an association between sex and recall. Consequently, I will not select any demographic measures for the multivariate analysis.

TABLE 6.1. Results of bivariate analysis of independent variables and credible recall

N	Variables	Not exposed	Claimed recall	X2 (df)	p	R	p
Demographic variables							
523	Age	46	44	Ns		Ns	
523	Female	65	74	Ns		Ns	
521	Education greater than high school	49	56	Ns		Ns	
517	Currently living together	63	67	Ns		Ns	
518	Occasionally or regularly attend religious services	79	87	Ns		Ns	
Racial identification and media use							
506	Believe that Black women are more likely to physically abused by their husbands or boyfriends	17	20	Ns		Ns	
467	Read any newspapers meant for the African-American community each week	27	44	7.74 (1)	0.005	.113	0.015
502	Number of TV programs usually watch each week which have mostly an African-American cast	3.28	4.1	16 (8)	0.042	.119	0.008
520	Agree: The mass media tend to present Black men as violent and threatening	77	84	Ns		Ns	
517	Agree: What happens to black people generally will affect what happens in my life	55	66	Ns		.086	0.05
517	Agree: I can make real progress only when the Black community as a whole makes progress	37	48	8.9 (4)	0.06	.17	0.08
Media use							
522	How many days a WEEK do you usually read a newspaper?	3.93	5.03	12.12 (7)	0.097	.131	0.003
521	How many hours per DAY do you usually listen to the radio?	3.29	4.93	37.21 (9)	<.001	.196	<.001
516	About how many hours per DAY do you usually watch television?	4.21	4.52	Ns		Ns	
Interviewer characteristics							
523	Interviewer female	65	67	Ns		Ns	
467	Interviewer black	52	44	Ns		Ns	

Percent claiming exposure for different levels of age and media use variables are reduced for display purposes; statistics of association use the full range of each.

Four of six racial identification measures were associated with recall claims (at the $p < .1$ level). Black newspaper readership ($R = .11$, $p = .015$) and watching television

shows with Black actors ($R = .12, p = .008$) were both positively related with exposure. Agreement with two statements linking the respondent's life and progress with blacks in general ($R = .09, p = .05$) and the black community specifically ($R = .17, p = .08$) were both positively related with exposure, and were marginally significant. I tentatively accept hypothesis 3 for Black media use, but not for racial identification.

Hypothesis 4 posits that racial identification leads to recall via a preference for Black programs. Table 6.2 presents the results of a partial crosstabulation showing the underlying pattern of the associations between the racial identification measures and credible recall, controlling for preference for Black programs, using dichotomous versions of all measures.

TABLE 6.2. Percent claiming recall by racial identity measures, controlling for Black television preference

N	Agree: What happens to Black people generally will affect what happens in my life	Disagree	Agree	Chi2 (df)	P
295	Weak preference for Black TV	9	10	.06	.8
201	Strong preference	9	20	5.04	.025
295	Agree: I can make real progress only when the Black community as a whole makes progress	Disagree	Agree		
202	Weak preference for Black TV	7	13	2.63	.11
	Strong preference	14	18	.56	.45

The table shows a striking result for the first racial identification term (“What happens to Black people generally will affect happens in my life”). For respondents with little preference for Black programs, there is no difference in exposure claims for respondents differing in racial identification measure. For respondents with a strong

preference for Black television on the other hand, racial identification comes into sharp focus, with strongly identified respondents twice as likely to recall. This result shows an important interaction of racial identity and media use, suggesting that an interaction term should be included in the multivariate analysis to represent racial identification.

A bivariate test of such an interaction term (the first racial identification item multiplied by the measure of preference for Black programs) resulted in a stronger correlation with recall ($r = .16, p < .001$). I reject the fourth hypothesis, finding that the association of racial identification and recall did not disappear when controlling for preference for Black programs, but was clarified as an interaction of the identity and media variables. Consequently I select the interaction term for the multivariate analysis and accept Hypothesis 3 for racial identification: the interaction of racial identification and preference for Black programs leads to recall of “It’s Your Business.”

Returning to the review of table 6.1, as predicted, radio listening is associated with recall, with the strongest correlation of the lot, $r=.2$ ($p<.001$), and so I tentatively accept hypothesis 5. In addition, general newspaper reading is associated with recall ($r=.13, p=.003$), and I tentatively accept hypothesis 6. Interviews conducted with Black interviewers were less likely to result in claims of credible exposure, with an eight percent difference, but this was not statistically significant.

Table 6.3 shows the results for the bivariate analysis of the domestic violence-related items and credible recall. Of the eight domestic violence-related measures, four associations are statistically significant and in the predicted direction. Respondents who ever knew a woman who had been abused, believed domestic violence is an important problem, believed in the efficacy and importance of talking to a victim, and ever spoke to

one, are all more likely to recall the series. Consequently, I tentatively accept hypothesis 2, linking domestic violence-related measures to recall.

TABLE 6.3. Results of bivariate analysis of domestic violence-related variables and recall

N	Variables	Values*	Percent claiming exposure	Chi²	p	R	p
523	Experience: Ever knew a woman who had been physically abused by her husband or boyfriend	No Yes	8 14	5.42 (1)	.02	.10	.02
521	Experience: Mother was ever physically abused by her husband or boyfriend	No Yes	12 10	.27 (1)	.60	-.02	.60
344	Experience: Ever physically abused by her husband or boyfriend (asked only of women)	No Yes	13 14	.12 (1)	.73	.02	.73
514	Belief: Domestic violence is one of the most important problems in your community	Disagree Agree	11 13	12.8 (4)	.01	.07	.10
507	Belief scale: Efficacy and norms of talking to a victim of physical abuse	Disagree Agree	9 15	15.79 (16)	.47	.13	.004
500	Intention scale: Likelihood of speaking with a victim of abuse	No Yes	10 15	5.51 (3)	.14	.08	.07
523	Behavior: Ever spoken to a victim of abuse	No Yes	7 17	11.6 (1)	.001	.15	.001
523	Behavior: spoke with anyone about domestic violence in past month	No Yes	10 14	2.01 (1)	.16	.06	.16

* Percent claiming exposure for different variables are reduced for display purposes; statistics of association use the full range of each.

Multivariate results

Based on this preliminary analysis, I now turn to the multivariate analysis for a test of the model, shown in Table 6.4. Variables brought forward for the multivariate analysis were: the racial identification interaction term (combining the effects of racial identification and preference for Black television), Black newspaper reading, general news reading, radio listening, and the four domestic violence measures.

TABLE 6.4. Results of logistic regression explaining credible recall

Independent variables	B	P	Odds ratio	Confidence interval limits		Tolerance
Racial identification scale	.04	.007	1.04	1.01	1.06	.94
Black newspaper readership	.36	.25	1.43	.78	2.63	.93
General newspaper readership	.18	.004	1.20	1.06	1.36	.94
Radio listening	.18	.0007	1.20	1.08	1.34	.97
Ever knew a victim	-.61	.43	.54	.12	2.50	.34
Importance of domestic violence	.05	.65	1.05	.86	1.27	.97
Beliefs about talking to a victim	.07	.15	1.07	.98	1.17	.91
Ever spoke to a victim	1.09	.15	2.99	.67	13.34	.33

Model chi-square = 50.20, df = 8, n = 481

The results are surprising. The first regression shows that only three variables are significantly associated with recall, controlling for the others in the model. The racial identification interaction term is positively related, as are general newspaper reading, and radio listening. Black newspaper reading drops out, as do the four domestic violence-related variables. Tolerance levels (drawn from a linear regression analysis with identical variables) suggest the reason – the domestic violence-related measures are highly related, and this multicollinearity destabilizes the results. Table 6.5 shows the correlation matrix for these measures.

TABLE 6.5. Matrix of correlation coefficients of domestic violence-related variables*

	Importance of domestic violence	Beliefs about talking to a victim	Ever knew a victim
Beliefs about talking to a victim	.14 <.001		
Ever knew a victim	.05 .24	.18 <.001	
Ever spoke to a victim	.09 .02	.24 <.001	.81 <.001

*R, p

Given the high levels of intercorrelation between the domestic violence-related measures, I conducted a second regression analysis including only one of them. I selected the one variable that attained the highest correlation with credible recall in the bivariate analysis, the behavior measure of whether a respondent had ever spoken to a victim, arguably the strongest indicator for concern about the topic. Removing the remaining three domestic violence measures enables me to get the most stable estimate of the association between the behavior and recall. The results are presented in Table 6.6.

TABLE 6.6. Results of second logistic regression explaining credible recall

Independent variables	B	P	Odds ratio	Confidence interval limits		Tolerance
Racial identification scale	.04	.005	1.04	1.01	1.06	.95
Black newspaper readership	.39	.21	1.47	.81	2.69	.93
General newspaper readership	.19	.003	1.21	1.07	1.36	.94
Radio listening	.19	.0003	1.21	1.09	1.35	.99
Domestic violence importance	.06	.53	1.06	.88	1.29	.97
Ever spoke to a victim	.65	.039	1.91	1.03	3.52	.96

Model chi-square = 47.43, df = 6, n = 489, Cox and Snell Pseudo R² = .092

The racial identification interaction term is positively associated with recall, leading me to accept hypothesis 3. The odds ratio of 1.04 signifies that for each unit of the identification scale, the likelihood of claiming recall increases by 4%. For an interpretable estimate of the influence of this variable, I multiply the coefficient by twice its standard deviation (range = 0 - 40, m = 11.14, sd = 10.17), and then derive the odds ratio: 2.23. By this calculation, respondents who score one standard deviation higher

than the mean on the identification scale are more than twice as likely (123%) to recall the program than those who score about one standard deviation lower.

Undertaking the same procedure with the remaining variables gives the following results. Noting that general newspaper readership is associated with recall, I accept hypothesis 6. Each added day of newspaper reading adds more than 20% to the likelihood of program recall, but more frequent readers ($m = 4.11$, $sd = 2.66$) are almost three times (175%) more likely to recall than less-frequent readers. Each added hour of radio also adds more than 20% to the likelihood of recall, leading me to accept hypothesis 5. With a range from less than one to more than eight hours ($m = 3.66$, $sd = 2.68$), more avid listeners are 177% more likely to recall than less frequent listeners. Finally, the odds ratio for the dichotomous behavior measure shows that respondents who had ever spoken to a victim about her situation were almost twice as likely (91%) to recall the program than those who had not. I accept the hypothesis of personal relevance of the topic, spelled out in hypothesis 2.

These results show that several factors underlie program recall. Racial identification proves to be an important influence, suggesting that the intervention caught the special attention of African Americans who strongly identify by race, and prefer Black programs. The racial identification scale combined a “linked fate” belief item and preference for Black programs. The result suggests racial identification influences preference for and perceptions about culturally-tailored interventions like “It’s Your Business.” It may also be that political orientations and values-based involvement represented by racial identity affect audience receptiveness to the campaign. Such a result is promising for proponents of culturally-tailored interventions. At the same time

the findings suggests the potential for effects from such efforts may be limited to portions of the audience for whom identity is a strong motivating factor.

I also note a strong result for newspaper reading. While the theoretical explanation for this result has not been fully elaborated, it may be understood as indicative of a linkage between the greater motivation of newspaper readers to keep abreast of the news, and the potentially greater awareness of events and issues that results. Consistent with the elaboration likelihood model, this motivation and ability may lend an enhanced capacity to better apprehend, process, and recall even a fleeting media program such as “It’s Your Business.”

The finding for radio listening is unsurprising, as added hours with the radio were likely to enhance the chances of hearing the series. The finding suggests the importance of mere channel exposure in effecting awareness of a media campaign. While exposure levels were not substantial enough to enable the evaluation team to assess impact solely based on radio listening, as envisioned, the result is essential in confirming the importance of simple exposure. The result also confirms the critical program design task: selecting appropriate channels for specific audiences.

Finally the domestic violence-related measure confirms the hypothesis that the personal relevance of an advocated topic enhances recall. It is not unreasonable to suggest that greater cognitive work engaged in by respondents with greater interest in the issue may lead to this recall.

The first analysis undertook to gain evidence for specific factors leading to recall of a public service radio intervention. Next I will present the second half of the first paired analysis that begins to explore response bias leading to false exposure claims.

Results for the analysis seeking to explain false exposure claims

Next I present the results of the analysis that seeks to find evidence for response bias. The analysis takes advantage of the single-item exposure measure in the pre-broadcast survey waves. A positive response to this question is counted as a false exposure claim, an unequivocal indicator of biased responding. Using the same procedure as I just presented for the credible recall analysis, I test a number of theoretically-based hypotheses to assess how respondent characteristics influence false exposure claims.

Bivariate results

A number of domestic violence-related variables are associated with false exposure claims, as shown in Table 6.7.

Knowing a victim, ever having been abused, the importance of domestic violence, beliefs related to, and intention to talk to a victim, and the two behaviors, ever having talked to a victim, and having had a conversation about domestic violence in the past month, were all related to false exposure claims. In addition the associations are in the expected direction – respondents with more experience and concern about the issue as well as beliefs, intentions and behaviors consistent with “It’s Your Business” program goals are more likely to falsely claim exposure. With the exception of the claim of a respondent’s mother having been abused, which was not associated, the preliminary evidence suggests tentative support hypothesis 7, which posits that domestic violence-related variables lead to false exposure claims.

TABLE 6.7. Results of bivariate analyses of domestic violence-related variables and false exposure

	Variables	Values	Percent claiming exposure	Chi² (df)	p	R	p
1420	Experience: Ever knew a woman who had been physically abused by her husband or boyfriend	No Yes	14 19	6.43 (1)	0.01	.07	0.01
1409	Experience: Mother was ever physically abused by her husband or boyfriend	No Yes	17 18	.34 (1)	0.56	.02	0.56
871	Experience: Ever physically abused by her husband or boyfriend (asked only of women)	No Yes	13 21	10.41 (1)	0.001	.11	0.001
1381	Belief: Domestic violence is one of the most important problems in your community	Disagree Agree	14 21	15.8 (4)	0.003	.07	0.006
1371	Belief scale: Efficacy and norms of talking to a victim of physical abuse	Disagree Agree	13 23	28.14 (16)	0.03	.12	<.001
1384	Intention scale: Likelihood of speaking with a victim of abuse	No Yes	13 27	50.99 (3)	<.001	.18	<.001
1420	Behavior: Ever spoken to a victim of abuse	No Yes	13 22	18.58 (1)	<.001	.11	<.001
1416	Behavior: spoke with anyone about domestic violence in past month	No Yes	15 20	7.8 (1)	0.005	.07	0.005

Table 6.8 presents the bivariate results for the balance of the independent variables. This time, two demographic measures are associated with false exposure, and at about the same level of difference as in the analysis for credible recall – about seven to nine percent. In this case however, both are negatively rather than positively associated as they were with credible recall. Men ($r = -.05$, $p = .057$) and respondents with a high school education or less ($r = -.08$, $p = .005$) are more likely to falsely claim exposure. Despite a sharp upturn of false claiming among the oldest group of respondents, the result

TABLE 6.8. Results of bivariate analyses of independent variables and false exposure

N	Variables	Not exposed	Claimed recall	X2 (df)	p	R	p
Demographic variables							
1419	Age	45	47	ns		ns	
1420	Female	63	56	3.69 (1)	.056	-.051	0.057
1419	Education greater than high school	51	44	14.77 (4)	.011	-.075	0.005
1400	Currently living together	37	38	Ns		ns	
1418	Regularly attend religious services	80	84	Ns		ns	
Experience with domestic violence							
1420	Ever knew a woman who had been abused by her husband or boyfriend.	62	71	6.43 (1)	.011	.067	0.011
1409	Mother was ever physically abused by her husband or boyfriend	26	28	Ns		ns	
871	Ever physically abused by a husband or boyfriend	37	51	10.41 (1)	.001	.109	0.001
Racial identification and media use							
1381	Believe that Black women are more likely to physically abused by their husbands or boyfriends	19	27	9.63 (2)	.008	-.08	0.003
1420	Read any newspapers meant for the African-American community each week	37	50	15.81 (1)	<.001	.114	<.001
1350	Number of TV programs usually watch each week which have mostly an African-American cast	3.37	4.1	28.93 (8)	<.001	.121	<.001
1411	Agree: The mass media tend to present Black men as violent and threatening	76	72	12.03 (4)	.017	ns	
1392	Agree: What happens to black people generally will affect what happens in my life	51	55	Ns		ns	
1407	Agree: I can make real progress only when the Black community as a whole makes progress	36	43	9.63 (4)	.047	.06	0.025
Media use							
1417	How many days a WEEK do you usually read a newspaper?	3.8	4.16	Ns		.051	0.053
1405	How many hours per DAY do you usually listen to the radio?	3.33	4.59	46.21 (8)	<.001	.175	<.001
1407	About how many hours per DAY do you usually watch television?	5	5.36	Ns		.064	0.017
Interviewer characteristics							
1420	Interviewer female	62	65	Ns		ns	
1378	Interviewer black	61	69	5.37 (1)	.021	.062	0.021

for age is not statistically significant. Interestingly, the direction of effects for all three demographic measures are the opposite of that for the credible recall analysis, where I found that more educated, younger and female respondents were more likely to recall the series. The results for sex and education are also the opposite of those predicted in hypothesis 8 for this analysis. The hypothesis was consistent with a theory that the assumed social desirability of domestic violence-related items would spill over to the exposure measure. Sex is in the direction predicted by Sudman and Bradburn (1974) for non-threatening behaviors (such as media exposure, arguably). In the case of education, respondents with less education are more likely to overclaim. Thus I reject hypothesis 8 for all demographic measures. However, given alternative explanations, I will keep education and sex in the analysis.

Racial identification measures were also associated with false exposure claims. Black newspaper readership ($R = .11, p < .001$) was positively associated with false exposure, as was viewership of television programs featuring Black casts ($R = .12, p = < .001$). Agreement with a statement linking respondent progress to the black community was also ($R = .06, p = .025$). The belief that black women were more likely to be victims of domestic violence ($R = -.08, p = .003$) was negatively associated. General newspaper readership ($R = .05, p = .053$), radio ($R = .18, p = < .001$), and TV use ($R = .064, p = .017$), were all positively related.

Finally, as with the two demographics measures, race of interviewer changes the direction of its association with false exposure (compared to its association with credible recall). The difference is at the same level as in the previous analysis (eight percent), but in this case, with a larger sample size, the difference is statistically significant. In the

case of credible recall, respondents who spoke to black interviewers were less likely to claim exposure. In contrast, black interviewers returned a greater proportion of false exposure claims ($R = .062$, $p = .021$).

Of this set of measures, radio listening is the strongest predictor ($r = .18$, $p < .001$), and I tentatively accept hypothesis 9. Of the interviewer characteristics, sex is not associated, but race is. Again however, the direction of the association for race is the opposite predicted. Instead, Black interviewers were less likely than White or other race interviewers to elicit socially desirable responses. So while I reject hypothesis 10, I keep the variable in the analysis.

These results suggest that the bias influencing false exposure claims may not be caused by social desirability, as I had predicted. This finding is consistent with that of Sudman and Bradburn (1974) who found that, for non-threatening behaviors not considered susceptible to a socially desirable bias, men were more likely to overclaim. It is also consistent with the study of Clancy et al. (1979), who found that neither trait desirability nor need for approval influenced false exposure claims. While it seems likely that domestic violence-related measures are biased by social desirability, the evidence so far suggests that the false exposure claims may result from a different kind of bias.

Two interactions bear this suspicion out. I repeated the bivariate test of two domestic violence-related measures – intention to speak to a victim, and ever having spoken to a victim – controlling for two demographic characteristics – sex and education. Sex appeared to be a contributing factor in the first case and education in the second. In the case of the intention scale, the results in Table 6.9 show that for high intention respondents, though false claiming was high, it did not differ by sex. For the low

intention respondents, the difference by sex was greater, and statistically significant. Among the low intenders (who may have been less prone to the social desirability bias), the difference by sex was brought out, showing more response bias independent of that conferred by the domestic violence question. For this question, education did not show a similar effect.

TABLE 6.9. Interactions of independent variables on percent claiming false exposure

N	Intention to talk to a victim scale	Male	Female	Chi2 (df)	P
902	Low intention	16	11	4.93 (1)	.03
482	High intention	29	26	.33 (1)	.56
	Ever spoke to a victim	Up to high school	More than high school		
719	No	17	9	8.76 (1)	.003
700	Yes	23	21	.27 (1)	.61

Controlling for education did show a similar effect when controlling for ever having spoken to a victim. For respondents who claimed never to have spoken to a victim, the tendency of less educated respondents to overclaim was increased from a five percent difference for the whole sample to eight percent, and the difference remained statistically significant. For respondents who had spoken to a victim (as a behavior measure, arguably less prone to social desirability bias than intention, but still vulnerable) the difference by education diminished to two percent, and became non-significant.

I carried out two additional tests to see whether the interactions suggested by Table 6.9 were borne out in a multivariate analysis. Regressing recall on each component

of the interaction and their combined terms showed that the interaction terms were not independently related with recall. Nonetheless, the trivariate analyses suggest that the independent effects of sex and education on false exposure claims tend to occur in the absence of social desirable responding for the domestic violence-related items.

Multivariate results

Due to high correlations among the domestic violence-related measures, the preliminary results for the analysis of false exposure claims were again unstable. The multivariate analysis, shown in Table 6.10, included only those measures for which the preliminary linear regression showed a tolerance greater than .8. As the results show, variables from all four categories of independent measures are independently associated with false exposure claims, even when controlling for other variables in the model.

TABLE 6.10. Results of logistic regression explaining false exposure claims

Independent variables	B	P	Odds ratio	Confidence interval limits		Tolerance
Sex (Female = 1)	-0.32	0.04	0.73	0.54	0.99	.98
Education	-0.13	0.12	0.88	0.75	1.03	.97
Radio listening	0.15	<.0001	1.16	1.1	1.23	.98
Domestic violence importance	0.12	0.02	1.12	1.02	1.24	.97
Intention to talk to a victim	0.38	<.0001	1.37	1.17	1.61	.97
Spoke about domestic violence	0.32	0.02	1.38	1.01	1.87	.97
Interviewer race (Black = 1)	0.37	0.02	1.45	1.05	2.01	.995

Model chi-square = 11.97, p<.0001, n = 1293, Cox and Snell Pseudo R² = .07

Sex is significantly associated with the dependent variable. The odds ratio indicates that, holding other variables at their means, women are 27% less likely to falsely claim exposure. Education is not associated with false exposure. Based on these

results, I reject Hypothesis 8 which links sex and education of respondent to false exposure, based on the predicted direction in the case of sex. Nonetheless, the significant result for sex is interpretable, and I will turn to this in the discussion.

Radio listening proves to be a highly significant independent variable, with an increased likelihood of 16% of falsely claiming for each added hour of radio listening. Frequent listeners (one standard deviation above the mean, where $m = 3.58$ and $sd = 2.72$) are 126% more likely to falsely claim exposure than less frequent listeners. I accept Hypothesis 9, which posited a direct effect of radio listening on false exposure claims.

According to the results, Black interviewers are 42% more likely to elicit false exposure claims than White or other race interviewers, a statistically significant result. I accept Hypothesis 10, arguing that race of interviewer has an independent effect on false exposure claims.

Finally, the Table shows that the belief about the importance of the issue, the intention to speak to a victim scale and general conversation about domestic violence are all associated with false exposure claims. Respondents higher on the scale of importance of the topic were 45% more likely to falsely claim exposure. Respondents reporting a greater intention to speak to a victim were more than twice as likely (120%), and those reporting having spoken about domestic violence in general in the past month were 37% more likely to falsely claim exposure. Given these significant results, I accept Hypothesis 7, suggesting a direct link between domestic violence-related measures and the tendency to falsely claim exposure to the “It’s Your Business” serial.

What can one discern from these results about the false exposure measure?

Interestingly, the multivariate analysis shows independent effects from all four categories of variables, specifically of sex, radio listening, race of interviewer, and three important domestic violence-related measures. The first three results are consistent with past studies, which have variously found effects for sex, media use and interviewer characteristics. The persistence of the tendency for men to overclaim more than women is consistent with Sudman and Bradburn's (1974) finding that behaviors less susceptible to social desirable responding were more likely to show bias by male respondents.

Radio listening is consistent with Clancy et al.'s (1979) result, suggesting that a subjective probability estimate (Wells, 1964) may contribute to false exposure claims. Effects of race of interviewer may have to do with the enhanced rapport that Black interviewers may have with survey respondents. Weiss (1968, in DeMaio, 1984) showed that rapport of interviewer with respondent lead to more bias.

Finally, how can I explain the direct link of domestic violence-related items, if I object to the "spill-over" effect? I proposed above three possible kinds of influence of the domestic violence questions on the false exposure measure: self-presentation and demand compliance; question order and consistency effects; and interest and commitment in the topic. The conferral of interest from one set of questions to another does not necessarily make the second question (false exposure) more socially desirable. Based on my review of the literature and the results above, I conclude that even given the effects of context, the exposure measure is still not prone to social desirability bias, so I rule out the final explanation – interest and commitment in the topic. The link of the domestic violence measures on the false exposure claim must then travel through one of the other

routes, possibly demand awareness, or through an effect of question order and consistency.

Discussion and integration of results

The results of the first paired analysis provide evidence that begins to draw a picture of what respondent characteristics lead to credible recall and response bias. In the case of credible recall, the analysis, in conjunction with literature and theory, clarifies who will remember a campaign. I argue that this recollection is based on several factors. Racial identification appears to underlie audience perception and recall of a series specifically designed to appeal to African Americans. The greater concern about and awareness of issues and events suggested by news readership also leads to recall. Not surprisingly, radio listening is linked to recall. Lastly, and of most import, is the finding that past experience related to the topic is associated with recollection of the campaign.

A similar set of variables underlies response bias. I hesitate to speculate why men are more likely to falsely claim exposure, but the evidence is consistent with past research. The appealing notion of a subjective probability estimate (Wells, 1964), suggests why radio listening is linked to false exposure claims. Studies also suggest that uncertainty on a respondent's part when faced with a question about exposure will lead to a statement of preference (Sudman and Bradburn, 1982). This is suggestive of a social desirability response, but I argue that other sources of response bias are at work. It appears likely that respondent compliance as a function of demand awareness, consistency and question order effects are the cause here.

Another factor that may weaken the analysis is that the measures I have used may not adequately represent the concepts they were meant to. While I have argued for the validity of the exposure measures, it is conceivable that other measures and scales do not correctly represent the concepts I propose in my hypotheses. The low explained variance (represented by the pseudo- R^2 s) of 9% and 7% respectively is suggestive of weakness in the measures, and misspecification in the model.

Nonetheless, it is notable that the results of my analysis suggest that that the hypothesized mechanisms and factors that lead to false exposure claims are different from those that lead to program recall. The contrasting bivariate patterns for the demographic measures and interviewer race leading to the two dependent measures illustrate this. On the one hand, younger, and more educated women are most likely to recall the program. On the other, older, less educated men are most likely to falsely claim exposure. The fact that interviewer race was significant in the multivariate analysis in the case of the false exposure claim, and not credible recall, also leads me to conclude that the two processes are different. The contrasting results lead me to believe that measurement error does not substantially affect the results.

The balance of the evidence indicates that the credible recall measure effectively captures recollection of exposure to the campaign, albeit through a weak self-report device. I conclude then that while still susceptible to the influence of bias, the recall measure does not reflect the same pattern of bias as that found for the false exposure claim, and can be regarded a differently biased, but valid measure of exposure. Objections may be raised to this conclusion. I will explore these in detail following my review of the next analysis, to which I now turn.

Chapter 7

REEXAMINING THE SELECTIVITY AND RESPONSE BIAS HYPOTHESES

In the first paired analysis I set out to explain credible recall and false exposure claims. In the next section I aim to account for the associations found in the evaluation between DV-related measures and credible recall; to better understand the nature of the associations themselves. In the analysis I look at how much of the associations between the DV measures and exposure claims are accounted for by other variables. Essentially, I look at how the bivariate coefficients that result from regressing exposure claims on the DV measures are affected by controlling for other factors. To the extent that partial (multivariate) coefficients are less than their respective bivariate coefficients, I can make claims that other variables underlie the original association of the DV measures and exposure claims, and controlling for third variables makes the bivariate association disappear. In this way, this study aims to disentangle the nature of the association found in the “It’s Your Business” impact evaluation between domestic violence-related belief, intention and behavior measures and exposure to the program.

The second analysis draws and benefits from the first. In some respects it is similar, using the same parallel structure to compare the results for the two exposure claims: credible recall and false exposure claims. However, rather than using multivariate methods to explain the two exposure measures, this time I look at the effects

of control variables on regression coefficients as my primary indicator. In this analysis I revisit the preponderance of evidence that led to the conclusion of selectivity in the evaluation of impact for the IYB campaign. That is I test all of the statistically significant associations between DV measures and exposure claims by applying controls and assessing whether the relevant coefficients change.

Whereas in the first analysis I set out to better understand the nature of the credible recall measure, to corroborate the finding of selectivity, to explore response bias, in the second analysis, I seek to elaborate on the study of selectivity and response bias in the IYB sample. In the second analysis I will further explore alternative explanations for the associations found in the impact evaluation.

In this chapter I first review the literature on selective exposure to assess how past research has explained this phenomenon. I then discuss the implications of the literature review for the “It’s Your Business” data set, and propose research hypotheses, and a plan of analysis.

Theoretical background on selectivity

Derived from cognitive consistency theory (Festinger, 1957), the selective exposure thesis argues that individuals tend to prefer media programs that are consonant with preexisting attitudes, and avoid discrepant programs (Cotton, 1985; Katz, 1968; Sears, 1968; Sears and Freedman, 1967). In this way, the selective exposure hypothesis posits a causal link by which preexisting attitudes and beliefs lead to program exposure.

Considerable energy was expended in the 1960s in a debate over the nature of selective exposure. Of special interest was the issue of whether the process of selection

was motivated by prior beliefs and attitudes, as cognitive consistency theory implied. The hypothesis of selective exposure was tested in these early years in experimental laboratory studies. Reviews of the research at the time led to the rejection of a causal link between attitudes and exposure (Sears and Freedman, 1967, Sears, 1968). Sears and Freedman pointed to very mixed results, with five of 18 studies showing subjects preferring supportive information, an equal number with subjects preferring non-supportive information, and eight showing no preference at all.

At the same time, the evidence for voluntary exposure, especially outside the laboratory, were clear. Sears and Freedman argued that the evidence showed that other factors exhibited stronger links leading to exposure, namely: demographic characteristics, especially education and socioeconomic status; utility of information; and past history of exposure. They argued that the evidence for these determinants of exposure were all quite strong, especially in comparison with the weak evidence for selective exposure. A later review pointed to methodological problems with the early experimental work (Cotton, 1985). Cotton proposed a number of mediating factors that potentially confounded the early results, including: low levels of dissonance achieved in the experimental manipulations; insignificant consequences for choice; demand compliance; usefulness, attractiveness and refutability of the messages included in the experiments; and third variable effects.

The early reviews argued that the strongest evidence for selective exposure appears to show an association between attitudes and exposure caused by third variables, “*de facto* exposure,” in the words of Sears and Freedman (1967). In contrast with the inconsistent experimental evidence for a causal association leading from attitudes to

exposure, which they termed “motivated selection,” the evidence for *de facto* selection was seen to be quite powerful. A strong case was made, for example, that education predicts both exposure to partisan materials and attitudes.

Citing one example, the finding that persons favorable to the United Nations were disproportionately exposed to a UN campaign, Katz noted that this “may reflect nothing more than the well-known fact that better-educated individuals are more likely to be in the audience for any communication in the field of public affairs and that better-educated individuals are probably more internationally minded” (1968, p. 789).

Still, as Katz argued (1968), the principal mechanism of interest in selectivity is motivated selection. As described, the evidence from experimental data is equivocal and inconsistent. The few field trials of health communication campaigns that used panels to test the selection hypothesis have also generally rejected the hypothesis, although the evidence is also inconsistent. In a recent panel study of the effects of a health campaign compared *de facto* and motivated selection (Flay, McFall, Burton, Cook and Warnecke, 1993). This study found that *de facto* selectivity (operationalized as channel selection) best predicted exposure to an educational television program on how to quit smoking. While prior “motivation to quit smoking” predicted quit attempts, it did not predict program exposure. The study also found evidence for limited program impact. The authors argue that this evidence for *de facto* (and against motivated) selection has important programmatic implications, specifically with regard to reaching target audiences.

Milburn found stronger support for program impact than selective exposure in a cross-lag panel analysis, but he concluded that there were reciprocal processes. Storey,

Tweedie and Boulay (1998) concluded in favor of program impact as well, but their time-frame was longer (three years between surveys). In the latter two studies the authors did not distinguish between different kinds of selective exposure.

Some scholars have proposed that selectivity is a more complicated process than simple program selection, as cognitive processes of selectivity also take place following exposure. Kim and Rubin (1997) point out that selective exposure (i.e. program choice) occurs prior to airing of the program, while selective attention and perception happen during a program. The authors found some evidence among a sample of undergraduate soap opera viewers that satisfaction, parasocial interaction and cultivation were predicted by motivation for media use, selective exposure, attention and involvement.

Mediating processes have been proposed as underlying selective exposure, that may underlie other selectivity processes as well, in place of motivated selection. Two proposed alternatives that stand out prominently in the literature are utility of the information and stake or involvement in the decision or behavior (Sears and Freedman, 1967; Katz, 1968; Cotton, 1985). Sears suggests that “Most probably explanations of *de facto* selectivity have to do with the unusual availability of supportive information, and with the likelihood that supportiveness is, in nature, correlated with other attractive features of information, e.g. truthfulness, usefulness and so on” (1968, p.787).

Informational needs and reinforcement also appear to play a role in selectivity of media in general (Atkin, 1985). Atkin interprets the early findings of *de facto* selectivity in field settings as suggesting “reinforcement seeking as a motivation accounting for certain exposure preferences” (Atkin, 1985, p. 76). He argues that individuals who display positive social behaviors are more motivated to view prosocial programming. “It

can be tentatively concluded that guidance and reinforcement-oriented selective exposure to entertainment media occurs to a modest extent” (Atkin, 1985, p. 88).

Conceptual framework and hypotheses

In the next analysis I set out to test the hypotheses of selectivity and response bias, as potential explanations for the association between domestic violence-related measures and exposure claims found in the evaluation. To do so I test a variety of possible explanations for the selectivity hypothesis, and compare them with a parallel analysis of the false exposure measure. By comparing the sets of results I can gain further insight into the nature of the associations between the different variables. Specifically, in combination with the previous set of results, I assess whether selectivity and response bias are themselves suggestive of the same underlying cognitive processing and other characteristics of survey respondents. At the same time I can gain a better understanding of how other theoretical processes, including racial identification, issue involvement, and media use, also explain the results.

In this analysis I propose to make a close comparison of the results for the two exposure claims. To that end I present the hypotheses that follow as pairs, one for each exposure measure.

A variety of interpretations of the associations between domestic violence-related belief, intention and behavior measures and exposure claims are possible. The impact evaluation concluded that one of these, a claim of effects of program exposure and domestic violence measures, was not plausible. What other possible interpretations are suggested by the literature?

The review points to third variable explanations as showing the strongest evidence in field research. Described as *de facto* selectivity, this argument suggests that respondent characteristics are related to both domestic violence-related belief, intention and behavior measures and exposure claims and lead to their association. What makes the relationship “*de facto*” is that the specific characteristics that are found to underlie the association between exposure claims and domestic violence-related measures is arguably unrelated to the topic of the media program and message, in this instance, domestic violence prevention, but are antecedent and independent of the content.

Several third variable explanations are possible. The most important category of variables arising from the review is demographics. The review points to education as the most important, but given the results of the previous study, sex seems another good candidate. Similarly, the previous bivariate findings and the literature, suggest that demographics appeared to contribute to biased responding for the false exposure claim. Potential links with domestic violence-related belief, intention and behavior measures suggests that demographics may also serve as third variable explanations for the link between the domestic violence-related items and false exposure claims. These propositions lead to the first hypothesis pair of this analysis:

Ho1a: Demographic characteristics lead to domestic violence-related belief, intention and behavior measures and the credible recall exposure claim, and explain the association between them.

Ho1b: Demographic characteristics lead to domestic violence-related belief, intention and behavior measures and the false exposure claim, and explain the association between them.

The previous analysis found evidence of a link between racial identification and recall. The review of the literature on racial identification also suggests evidence of a link between identification and a concern for issues and causes. While the literature does not suggest a link between racial identification and response bias, it does point to differences based on race in response to racially-oriented queries (Sudman and Bradburn, 1974). These findings suggest that racial identification is another potential candidate linking domestic violence-related belief, intention and behavior measures and exposure claims, leading to the next hypothesis pair:

Ho2a: Racial identification leads to domestic violence-related belief, intention and behavior measures and the credible recall exposure claim, and explains the association between them.

Ho2b: Racial identification leads to domestic violence-related belief, intention and behavior measures and the false exposure claim, and explains the association between them.

The previous analysis also showed that media use measures, especially radio listening, but also newspaper reading, were related to both exposure claims. Media use in general may serve as a strong candidate for a third variable explanation as “propaganda may reach those sympathetic to it mainly because they have high rates of exposure to all propaganda” (Sears and Freedman, 1967, p. 212). In addition, when supportive information is useful, Sears and Freedman suggest that it may be preferred. This suggests the next pair of hypotheses.

Ho3a: Media use leads to domestic violence-related belief, intention and behavior measures and the credible recall exposure claim, and explains the association between them.

Ho3b: Media use leads to domestic violence-related belief, intention and behavior measures and the false exposure claim, and explains the association between them.

In the previous analysis, interviewer race was shown to be associated with false exposure claims. It may be that interviewer characteristics may also affect both domestic violence-related measures and credible recall, leading to the next hypothesis pair.

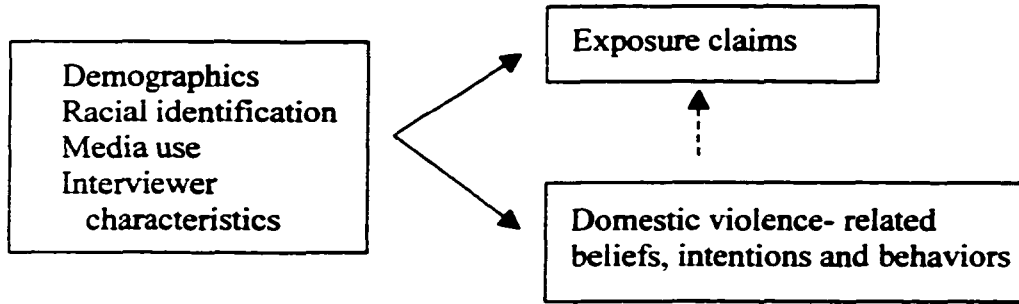
Ho4a: Interviewer characteristics lead to domestic violence-related belief, intention and behavior measures and the credible recall exposure claim, and explain the association between them.

Ho4b: Interviewer characteristics lead to domestic violence-related belief, intention and behavior measures and the false exposure claim, and explain the association between them.

The first four hypothesis pairs are presented graphically in Figure 1. The figure signifies that the antecedent variables (demographic characteristics, racial identification and media use) are associated with both exposure and domestic violence-related belief, intention and behavior measures, and explain their association. The dotted arrow from

domestic violence-related belief, intention and behavior measures to exposure claims indicates an association that disappears when independent variables are introduced.

FIGURE 1. De facto selectivity hypotheses



Another set of explanations for the associations found in the impact evaluation posit an asymmetrical or causal relationship between domestic violence-related belief, intention and behavior measures and exposure claims, described as motivated selectivity. The description derives from the idea that the selection is “motivated” by respondent characteristics related to the content itself. The theory suggests that respondent experience with and attitudes about the topic of concern lead individuals to selectively expose themselves to media materials that reflect those concerns.

The dataset enables two possible tests of this argument. The first follows the form of the *de facto* relationship, in that a third variable, this time topic-specific – experience with domestic violence – is presented as underlying the domestic violence measure/exposure claim association. In this case, past experience with domestic violence substantively affects both issue-relevant measures but also influences likelihood of

claiming exposure (either through recall, or via an involved response bias). This argument is presented as the fifth hypothesis pair.

Ho5a: Experience with domestic violence leads to domestic violence-related belief, intention and behavior measures and the credible recall exposure claim, and explains the association between them.

Ho5b: Experience with domestic violence leads to domestic violence-related belief, intention and behavior measures and the false exposure claim, and explains the association between them.

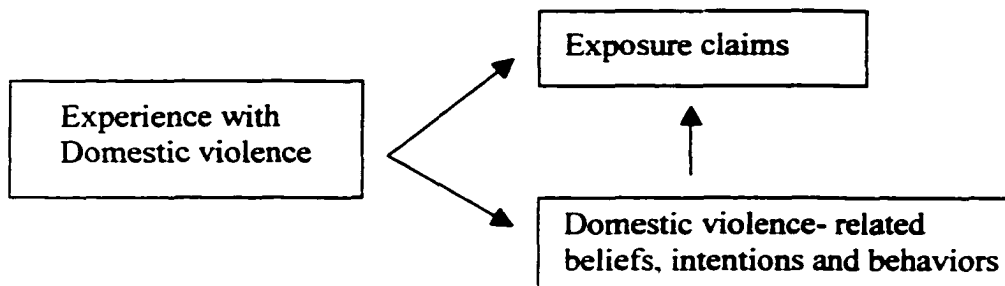
The second hypothesis that emerges from the motivated selectivity explanation anticipates that after controlling for available third variables, an association will remain between domestic violence-related belief, intention and behavior measures and exposure claims, and that this evidence will suggest a direct effect of domestic violence-related measures on program recall, or false exposure claims. The finding that would lead to this conclusion is a residual association between domestic violence-related belief, intention and behavior measures and exposure and by the following hypothesis pair.

Ho6a: Domestic violence-related belief, intention and behavior measures remain associated with credible recall, after controlling for possible alternate explanations for the association.

Ho6b: Domestic violence-related belief, intention and behavior measures remain associated with false exposure claims, after controlling for possible alternate explanations for the association.

Figure 2 shows the latter two pairs of hypotheses. The solid arrow between the domestic violence-related measures and exposure claims represents the residual association between the variables.

FIGURE 2. Motivated selectivity hypotheses



Analytical methods

In this section I describe how I intend to answer the questions, using the available evaluation data set. Given the nature of the data I will carry out two separate but equivalent analyses to test the selectivity and response bias hypotheses. As with the last paired analysis, I begin with the two measures of exposure and the same independent variables. I will also use the two distinct but associated samples. This makes possible separate tests of the selectivity and response bias hypotheses, though a direct statistical comparison is not possible.

What distinguishes this analysis from the last is that I try to account for the association between domestic violence-related measures and exposure rather than trying to explain a variable (either recall or false claims of exposure). In setting out to account

for the association between domestic violence measures and exposure, I carry the procedure out for all domestic violence-related measures that are associated with exposure claims at the bivariate step. This applies the test to the full range of evidence brought to bear in the impact evaluation.

Bivariate analysis

The first step in the analysis is to select the domestic violence-related belief, intention and behavior measures to use in the multivariate analysis and final hypothesis tests. Only those domestic violence-related measures found to be associated with exposure and statistically significant in bivariate analysis are used in the multivariate portion of the analysis. The criterion of selection was a bivariate regression coefficient for the domestic violence-related measure with a significance level of $p < .1$.

I apply categories of other available independent variables that have theoretical potential to determine whether they explain in whole or in part the association between domestic violence-related belief, intention and behavior measures and exposure claims. While I mentioned specific variables in hypotheses, I apply whole clusters of available variables in the analysis. I do so in part as different independent variables are likely to be associated with different domestic violence-related measures, making comparability across the measures more difficult. In this way I make the comparisons more straightforward. In addition, I take maximum advantage of the available variables, controlling for all others, to explain discrete associations.

Multivariate analysis for each sample

For each domestic violence measure I run a series of six logistic regressions, with the relevant dichotomous exposure measure always serving as the dependent variable for either the selectivity or response bias analysis. All the independent variables are included for each series of regressions, so that the same cases are included in all six analyses for each domestic violence-related measure.

In the first regression, the domestic violence-related measure was the first independent variable entered, so its coefficient at the first step is bivariate. In each succeeding regression I add a cluster of independent variables before the domestic violence-related measure, moving it to the next step, and noting its coefficient at that step. In this way, the coefficient for each domestic violence measure is affected in each regression by an added cluster of independent variables. While this procedure does not control for all other independent variables in each analysis (until the sixth and final regression of the series), the independent variables already tested are controlled for. The sequence of independent variables is not arbitrary, but proceeds from least to most mutable characteristics of respondents: demographics, experience with domestic violence, racial identification, media use, and finally, interviewer characteristics, an artifact of the research itself.

In each regression, I record the coefficient for each domestic violence-related measure, its standard error, and exponentiation (odds ratio), as well as the chi-squares for the steps and models. Three important results are identified for each set of analyses. The first is the statistical significance of each step's chi-square. This result shows the significance of the explanatory power of the added cluster of independent variables in

relation to the dependent variable, controlling for prior steps. This result is important given the logic of the overall model. The significance of the chi-square of the step indicates that the step is associated to a statistically significant degree with the exposure claim, a necessary precondition. Identifying which clusters of independent variables are associated with the exposure claim, controlling for prior independent variables, is an important first step in determining which independent variables might account for the bivariate association. All the same, while a necessary precondition, this association may not in the end affect the association of an exposure claim and each domestic violence-related measure.

Each logistic regression also returns a T test, which assesses the likelihood that a coefficient is different from zero. With the T test I can judge whether a measure that was associated with an exposure claim at the bivariate level is still significantly associated after controlling for other measures. This test does not tell me if the partial, or adjusted, coefficient is different from the bivariate coefficient, the specific test that would best fit my research protocol. As it happens, there is some controversy in the literature as to how to conduct such a test (Allison, 1995; Clogg, Petkova and Haritou, 1995). With the conventional T test, even replacing the crude coefficient as a constant rather than zero, assumes that the two coefficients are independent. In addition, both coefficients have a sampling error around them, and behave differently from constants.

Epidemiologists are faced with the same question in determining when to include potentially confounding variables in multivariate analyses (Kleinbaum, Kupper and Morgenster, 1982; Kleinbaum, Kupper, Muller and Nizam, 1998). In epidemiological research such a concern arises in analyses were confounding variables may affect

regression coefficients, and researchers have to decide whether or not to account for specific confounds, and report adjusted coefficients. Interestingly, methodologists argue against a strict statistical test, writing that it is “neither required nor appropriate” (Kleinbaum, et al., 1998, p. 194). They argue instead that the decision of whether or not to include potential confounds is a subjective matter, based primarily on the magnitude of the change in the coefficient when controlling for the confounds. In the end they suggest that the decision to include a confounding third variable should be based on whether: 1) the adjusted coefficient is substantially different from the crude; 2) the sampling error of the adjusted coefficient is substantially reduced; 3) past research indicates that a confounding variable is associated with both independent and dependent variables; and 4) the confounding variable is not an intervening variable.

In my study, I am concerned with the first criterion – the magnitude of the change in the coefficient. As an estimate of this magnitude, I calculate the proportionate change in the coefficient of the domestic violence-related measure resulting from the introduction of a new set of independent variables, as the third important result. I calculate the proportionate change by subtracting the coefficient at each step (B_s) from the coefficient resulting from the prior regression (B_{s-1}), and dividing the result by the coefficient from the first bivariate analysis (B_b). This calculation gives an estimate of the change in the coefficient resulting from each step, proportionate to the original association, and is presented formally in the following equation:

$$B\Delta = \frac{B_{s-1} - B_s}{B_b}$$

It will be noted that I use the B coefficient instead of the more commonly used and easily

interpretable exponentiation, or odds ratio, resulting from logistic regression. The decision to use the coefficient is based on the need to establish an estimate of the effect that would be comparable across the range of domestic violence-related measures. These measures include two sets of ranges. Intention and behavior measures are dummy variables, with zero signifying a “No” answer and one a “Yes.” The coefficient for these variables represents the effect of responding positively to these questions on the dependent variable (credible recall) controlling for the other independent variables in each analysis. The remaining domestic violence measures are attitude questions, with responses ranging from one to five, with a greater number indicating a more socially responsible answer (depending on the wording of the question, usually recoded from “Strongly disagree” to “Strongly agree”). The coefficient for these measures represents the effect of one unit change, rather than a shift representing the entire range of answers, on the dependent variable.

In order to compare results across domestic violence-related belief, intention and behavior measures, I need a comparable estimate of the complete shift in response for these measures, that is from “No” to “Yes” in the behavior measures, and from “Strongly disagree” to “Strongly agree” in the attitude measures. To do so requires multiplying the coefficient or exponentiation for the attitude measures by five. Due to the non-linear exponentiation formula, the odds ratio of the multiple of a coefficient will be disproportionately related to the odds ratio of the original coefficient. However, as the coefficient itself represents the effect of a single unit, a multiple of it will be proportionately related to itself. Moreover, interested in the effect of controlling for other

variables on the coefficient, not in the interpretability of the coefficient itself, I opt to use the proportionate change in B, not the odds ratio, for my comparison measure.

In addition to the individual results for each domestic violence-related measure, I also assess aggregated results for the two analyses. These results take advantage of aggregation to moderate the static caused by sampling error. By combining the results for all domestic violence-related belief, intention and behavior measures, I will be able to calculate several aggregate statistics, for each set of independent variables: the mean proportionate change in B; the standard deviation of the proportionate change; and the standard error (dividing the standard deviation by the square root of the number of domestic violence-related measures tested). With the standard error, I estimate a 95 percent confidence interval around the mean.

Considerations affecting interpretation of results

Acceptance of specific hypotheses depends on the following three different statistics. A hypothesis for the effect of a specific set of independent measures, say, demographics, will receive support if, first, the chi-square for the step is significant in the logistic regressions, and second, if the coefficient for a specific domestic violence measure becomes significantly different from zero. Third, and most importantly, given a mean change in coefficients affected by the set of independent variables, exhibiting a confidence interval that excludes zero, I will accept the hypothesis for that set of independent variables.

In the data analysis, the actual number and size of results will affect the interpretation. If a smaller proportion of domestic violence-related measures are affected

by controls in one analysis than the other, the comparability and the confidence in the results will be diminished. I will emphasize summary results across clusters of variables, but at the same time pay attention to the extent to which different variables in each cluster appear to be relevant in specific analyses. While statistical significance will not be overlooked, I will not limit my conclusions to significant results. Instead, especially as I turn to the discussion of summary results and comparison of samples in the next section, I will look at patterns of influence among the different independent variables. The more the variables overlap, and if similarities occur at the level of individual and clustered variables and with aggregate results, the more similar I will conclude the results are.

In a sense, the two sets of hypotheses – selectivity and response bias – are competing explanations for the association between domestic violence-related belief, intention and behavior measures and exposure claims that I take as my starting point. In order to compare the results, I have proposed a parallel sequence for the analysis. Both begin by establishing an association between attitudinal and behavioral measures and the respective exposure measures. These associations show at the outset a result consistent with a direct effect of domestic violence-related measures on exposure claims (having already ruled out the hypothesis of program effect in the impact evaluation). Using the credible recall measure, the evidence is consistent with a claim of a direct effect of domestic violence-related measures on selectivity; with the false exposure claim, the associations suggest that domestic violence-related measures lead to a response bias. These claims are the jumping off point for the analyses, which consist of efforts to find competing variables that account for the preliminary domestic violence measure-exposure associations. Any association remaining after controlling for independent

variables will be considered direct evidence that attitudes and behaviors lead to either exposure claim.

The parallel analysis allows me to make a comparison between the two explanations, treating them as competing accounts for the domestic violence measure-exposure link. Bound by two distinct exposure measures and separate samples, I will not be able to make direct statistical comparisons between the two sets of results however. The results of the analysis may be consistent with both explanations.

To the extent that the results are different for the two analyses, I can build a case that the processes of selective perception and recall are different from response bias. The more similar the results, in terms of specific variables involved and the size and proportion of the association accounted for by the variables, the more I conclude that the two processes are related. While the dataset will not allow me to conclusively distinguish between the two, I will be able to make judgments based on the results.

Given a compelling set of similar findings, I may be able to make a stronger case that response bias underlies selective recall as well as false exposure claims. Such an argument will stem from the different qualities of the two exposure measures, and the inherent weakness in the self-report exposure measure. An important corollary to this is that in the contrary, given different results for the two analyses, I will be able to conclude that the evidence is consistent with both selective recall and response bias, and that the two processes are different. In the end, the important question in the study is whether the evidence is consistent with both selectivity and response bias or combines to give response bias the benefit of the doubt.

Chapter 8

RESULTS – ACCOUNTING FOR THE ASSOCIATIONS BETWEEN DOMESTIC VIOLENCE-RELATED MEASURES AND EXPOSURE CLAIMS

In this chapter I present the next two analyses, first for the selectivity and then the responses bias hypothesis tests. For each test, I briefly reintroduce the bivariate findings, followed by the results of the multivariate analysis. I then offer a preliminary discussion of the results.

Selectivity analysis

Bivariate results

A glance at Table 6.1 reminds me that several factors were associated with credible recall. Women, individuals who had pursued higher education, and those who reported greater attendance at religious services were more likely to recall the program, although none of the differences (ranging from seven to nine percent) were statistically significant. One experience measure, having known a victim of abuse, was associated with recall, as were two Black media use measures and the two linked fate racial identification items, newspaper reading and radio listening. Candidates for third variables then are experience, racial identification and media use.

Table 8.1 shows the bivariate results for credible recall and the 27 domestic violence-related measures. In addition to chi-squares and correlation coefficients, I

TABLE 8.1. Results of bivariate analyses of domestic violence-related variables and credible recall

OUTCOME VARIABLES	STATISTICS							PERCENT AGREE	
	N	X ²	p	R	p	B	p	Not exposed (N)	Recalled (N)
QAQ1: Domestic violence is one of the most important problems in your community.	514	12.8	0.012	.07	0.095	0.164	0.088	49 (453)	54 (61)
QAQ2: You don't like talking with others about their private lives	518	Ns		.12	0.009	0.213	0.03	51 (457)	67 (61)
QAQ14: You don't really know what you can do to help reduce domestic violence in your community	518	11.17	0.025	.12	0.005	0.208	0.036	39 (457)	54 (61)
QAQ3: Talking to an abused woman will help her improve her situation	521	Ns		Ns		Ns		81 (460)	79 (61)
QAQ4: you know how to begin a conversation with an abused woman about her situation	518	Ns		.09	0.05	0.219	0.047	61 (457)	75 (61)
QAQ5: If a woman's partner found out you spoke to her, he might abuse her more	518	Ns		Ns		Ns		20 (457)	21 (61)
QAQ6: If you spoke to a woman about her abuse she might get angry with you	518	Ns		Ns		Ns		23 (457)	21 (61)
QAQ7: You would ask a woman about her abuse even if you thought it would make her feel badly	519	14.97	0.005	.14	0.001	0.264	0.013	54 (458)	75 (61)
QAQ8: People who are important to you expect you to talk to an abused woman about her situation	515	Ns		.08	0.081	Ns		61 (454)	74 (61)
QBQ15A: Intention to talk to a victim, if she were a coworker.	480	5.01	.025	.10	0.025	0.63	0.068	64 (450)	79 (61)
QBQ15B: Intention to talk to a victim, if she were a neighbor.	488	Ns		Ns		Ns		38 (456)	48 (61)
QBQ15C: Intention to talk to a victim, if she were a stranger.	490	Ns		Ns		Ns		19 (454)	21 (61)
QBQ16A: Intention to say to an abused woman, "It's not your fault. There's no excuse for his hitting you"	496	Ns		Ns		Ns		83 (458)	90 (61)
QBQ16B: "You can't make a big deal about it, he probably had a hard day."	516	Ns		Ns		Ns		96 (458)	98 (61)

TABLE 8.1 cont.. Results of bivariate analyses of domestic violence-related variables and credible recall

OUTCOME VARIABLES	STATISTICS							PERCENT AGREE	
	N	X ²	p	R	p	B	p	Not exposed (N)	Recalled (N)
QBQ16C: Intention to say to an abused woman, "There are people you can turn to for support."	520	3.99	.046	.09	0.046	Ns		88 (462)	97 (61)
QBQ16D: Intention to say to an abused woman, "Stop doing whatever is making him so angry."	502	3.37	.066	.08	0.067	Ns		85 (457)	93 (61)
QBQ10: Did you talk to other people about an abused woman's situation?	151	5.83	.016	.20	0.016	1.385	0.075	65 (129)	91 (22)
Combined measure: Have you ever spoken to a woman about her abuse by a partner?*	523	11.60	.001	.15	0.001	0.787	0.01	46 (462)	69 (61)
QBQ12: Who first brought up the subject, you or the woman?	107	Ns		Ns				55 (92)	47 (15)
QAQ9: If more people told each other they disapproved of domestic violence, it would go a long way to stopping the abuse	520	9.24	.055	.12	0.007	0.305	0.025	75 (459)	90 (61)
QAQ10: It is important for men to talk with each other about domestic violence in order to solve the problem	517	Ns		.08	0.079	0.231	0.051	81 (456)	89 (61)
QAQ11: There's no point in arguing with people about domestic violence because	522	10.80	.029	.12	0.006	0.186	0.069	63 (461)	80 (61)
QAQ12: People who are important to you expect you to say that domestic violence is wrong	521	Ns		Ns		Ns		84 (460)	82 (61)
QAQ13: You would feel badly if someone said something which excused domestic violence and you kept quiet	520	Ns		Ns		Ns		64 (459)	61 (61)
QBQ1: In the PAST MONTH, did you talk with anyone about domestic violence?	523	Ns		Ns		Ns		49 (462)	59 (61)
QBQ2: "Were any of these conversations about domestic violence concerning something you heard on the radio."	261	3.74	.053	.12	0.053	0.704	0.073	28 (225)	44 (36)
QBQ6: How many conversations about domestic violence did you have in the past month?	262	Ns		Ns		Ns		54 (226)	56 (36)

*This measure combines both questions regarding having spoken to a woman in the recent past or ever.

include the coefficient resulting from the bivariate logistic regression for each domestic violence-related measure with credible recall as the dependent variable. Selection of domestic violence-related measures for the overall analysis is based on these results. My criterion of selection was a regression coefficient with a p-value less than .1.

It is important to bear in mind that given the small number of individuals in the recall group, the power to detect effects is quite low, especially in comparison with the response bias sample. This was particularly true for the behavior measures. The sample size was further limited by inclusion of all variables in the multivariate analysis. By doing so, cases with missing values for any variable included in the analysis were dropped from the analysis, so that the number of cases included was again reduced.

Nonetheless, the analysis resulted in the selection of 12 domestic violence-related measures to include in the selectivity hypothesis tests. Of these measures, eight were attitude questions, one was an intention and three were behaviors. Organized by program goals, the selected domestic violence-related measures were three general beliefs about domestic violence: two specific beliefs, one intention and two behaviors related to talking to a victim; and three specific beliefs and one behavior related to general conversation about domestic violence.

Multivariate analysis

Next I describe the results at the level of selected domestic violence-related measures. The association of each of the 12 measures with recall will be tested against potential third variables in a series of six logistic regressions. In each successive regression the domestic violence measure is put back one step, so I can track the changes in its

coefficient. These incremental and item-specific results are shown for three of the 12 measures in the next three tables. (A complete set of results for each domestic violence-related measure is included in appendix C.) Then I turn to the summary results.

Table 8.2 shows the results of the analytical sequence for a specific behavior – “Did you talk to other people about an abused woman’s situation?” I bring your attention to three findings of interest: the chi-square for the steps, the statistical significance of each coefficient, and the proportional change in the coefficient at each step.

The first statistic of note, the chi-squares for the steps, and their relevant significance levels, are shown in the fourth and fifth columns. The two steps that are statistically significant (at the $p < .05$ level) are racial identification and media use. Consistent with the bivariate results, this finding is repeated throughout the selectivity analysis. This preliminary result suggests that the two sets of independent variables with the potential for an effect on the association between domestic violence-related measures and exposure will be racial identification and media use.

The next statistic of note is the statistical significance of the adjusted coefficient (column 13 in the table). Were the domestic violence measure-exposure association a function of third variables, and spurious, the coefficient should become non-significant. As Table 8.2 shows in the case of this domestic violence conversation behavior, the association increases substantially, rather than disappearing, shifting to the .05 significance level. This gives the first inkling of the results of the sequence of the selectivity hypothesis tests. For this domestic violence measure the crude and adjusted coefficients show evidence of a strong and even further specified association.

TABLE 8.2. Controlling on association of combined behavior measure: Did you talk to other people about an abused woman's situation?

	Model statistics					Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	4.201	0.04			120	1.385	0.779		3.997	0.869	18.384	0.075	
Demographics	5.939	0.431	1.977	0.852		1.366	0.786		3.921	0.841	18.284	0.082	0.0137
Experience with DV	5.956	0.545	0.084	0.772		1.36	0.787		3.896	0.833	18.212	0.084	0.0043
Racial identification	40.926	0.0001	33.474	<.0001		2.09	1.038		8.159	1.067	62.412	0.043	-0.527
Media use	53.496	<.0001	12.035	0.007		2.541	1.186		12.688	1.241	129.69	0.032	-0.326
Interviewer characteristics	54.156	<.0001	0.857	0.651		2.461	1.164	-1.381	11.072	1.198	114.65	0.034	0.0578
Proportion accounted for													-0.777
Residual association													1.7769

The final column in the table shows the proportionate change in the coefficient for the domestic violence-related measure resulting from the introduction of each new set of independent variables. The change in the coefficient is calculated by taking the difference in the coefficients between steps divided by the bivariate coefficient. As I hypothesize reduction from one step to the next, and subtract the prior coefficient, a positive number indicates a proportionate diminution in the partial association. A negative number means that the coefficient increased.

In this example, we see that the introduction of demographics reduces the B by about one percent; experience with domestic violence reduces it negligibly; racial identification increases it by 53 percent; media use increases it by a further 33 percent; and interviewer characteristics reduce it by about six percent. The adjusted association, controlling for all independent variables is larger than the original by about 78 percent.

Looking at the proportionate change in the coefficient for two other domestic violence-related measures shows two very different results. In Table 8.3 I present the results for the analysis of a belief question specific to the goal of general conversation about domestic violence: “If more people told each other they disapproved of domestic violence, it would go a long way to stopping the abuse.” Table 8.4 shows the results for the first general belief question: “Domestic violence is one of the most important problems in your community.” In Table 8.3, rather than reducing in size, the coefficient expanded by 78 percent. In Table 8.3, the coefficient stays virtually unchanged, expanding by only five percent, and remains significant. In Table 8.4 the coefficient is reduced by about 71% and loses statistical significance.

TABLE 8.3. Controlling on association of QAQ9: If more people told each other they disapproved of domestic violence, it would go a long way to stopping the abuse

	Model statistics					Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	6.212	0.013			416	0.305	0.136		1.356	1.04	1.769	0.025	
Demographics	7.381	0.287	1.414	0.923		0.303	0.137		1.354	1.035	1.771	0.027	0.0066
Experience with DV	10.721	0.218	2.81	0.245		0.317	0.138		1.373	1.048	1.7899	0.022	-0.046
Racial identification	28.604	0.012	18.874	0.004		0.308	0.144		1.361	1.027	1.803	0.032	0.0295
Media use	52.981	<.0001	25.211	<.0001		0.294	0.147		1.341	1.006	1.789	0.046	0.0459
Interviewer characteristics	56.134	<.0001	2.446	0.294		0.321	0.151	-0.118	1.379	1.027	1.852	0.033	-0.089
Proportion accounted for													-0.052
Residual association													1.0525

TABLE 8.4. Controlling on association of QAQ1: Domestic violence is one of the most important problems in your community

	Model statistics					Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	2.971	0.085			414	0.164	0.096		1.178	0.976	1.422	0.088	
Demographics	4.219	0.647	1.42	0.922		0.16	0.097		1.174	0.971	1.42	0.098	0.0244
Experience with DV	7.135	0.522	2.623	0.27		0.172	0.099		1.187	0.978	1.44	0.082	-0.073
Racial identification	24.033	0.045	19.085	0.004		0.099	0.105		1.104	0.899	1.355	0.344	0.4451
Media use	48.405	0.0001	25.014	<.0001		0.056	0.109		1.057	0.854	1.31	0.609	0.2622
Interviewer characteristics	50.703	0.0001	2.373	0.305		0.047	0.11	1.0636	1.048	0.846	1.3	0.665	0.0549
Proportion accounted for													0.7134
Residual association													0.2866

These three results are representative of the results of all the domestic violence-related items. Of the twelve items tested, the adjusted coefficient was smaller in five cases, larger in four, and approximately the same (that is, plus or minus ten percent) in three. Of the measures that were reduced, three were attitudes, one was the intention measure, and one was a behavior measure. Of the measures that grew, two were attitudes and two were behaviors. The measures that stayed the same were the remaining three attitudes.

Although each set of independent variables may not make the bivariate association altogether disappear, it is possible that by looking at the results across domestic violence-related measures I will be able to get a stronger estimate of the influence of the independent variables, and assess the veracity of each hypothesis in terms of trends. By aggregating results across analyses, I can corroborate and clarify the results of the hypothesis tests. Confidence intervals rather than significance tests can provide estimates of the influence of different independent variables on the domestic violence-related measure/exposure association.

In order to compare the effect of each set of independent variables on the bivariate association of each domestic violence-related measure with credible recall, I compiled the final column from all of the domestic violence-related measure specific results tables (listing the proportionate changes in the coefficient) into one summary table. Table 8.5 shows the proportionate change in the coefficient for each domestic violence measure (now each row) affected by each cluster of independent variables (now each column).

Perusing the rows and columns of the summary table shows varied results. Of the three general beliefs, one is substantially reduced, one increased and one stays the same.

TABLE 8.5. Aggregated proportionate change in beta for each domestic violence-related variable and selectivity hypotheses

	Demographics	Experience with domestic violence	Racial identification	Media use	Interviewer characteristics	Total proportion accounted for
QAQ1: Domestic violence is one of the most important problems in your community.	0.024	-0.073	0.445	0.262	0.055	0.713
QAQ2: You do not like talking with others about their private lives	-0.028	0.056	-0.221	-0.235	-0.005	-0.432
QAQ14: You don't really know what you can do to help reduce domestic violence in your community	-0.071	-0.014	-0.114	0.185	0.028	0.014
QAQ4: You know how to begin a conversation with an abused woman about her situation	0.041	0.055	0.283	0.342	-0.023	0.699
QAQ7: You would ask a woman about her abuse even if you thought it would make her feel badly	0.019	0.034	-0.008	0.087	0.049	0.182
QBQ15A: Intention to talk to an abused woman, if she were a coworker.	0.043	-0.010	0.130	0.257	-0.016	0.405
QBQ10: Did you talk to other people about an abused woman's situation?	0.014	0.004	-0.527	-0.326	0.058	-0.777
Combined measure: Have you ever spoken to a woman about her abuse by a partner?	0.005	-0.041	0.240	0.047	0.023	0.275
QAQ9: If more people told each other they disapproved of domestic violence, it would go a long way to stopping the abuse	0.007	-0.046	0.030	0.046	-0.089	-0.053
QAQ10: It is important for men to talk with each other about domestic violence in order to solve the problem	-0.004	-0.048	0.074	0.143	-0.091	0.074
QAQ11: There's no point in arguing with people about domestic violence because	-0.113	-0.038	-0.016	-0.124	0.011	-0.280
QBQ2: "Were any of these conversations about domestic violence concerning something you heard on the radio."	-0.249	-0.173	-0.092	-0.230	-0.034	-0.778

The measures related to talking to a victim are most consistently reduced (four out of five) with one behavior substantially increased. Two of the four general conversation measures are substantially increased and two stay the same (with change less than .1). Looking down the columns, by cluster of independent variables, two coefficients increase (by greater than .1) and 10 stay the same, when controlling for demographics. Experience with domestic violence results in one increase and the rest do not change. Interviewer characteristics result in no changes greater than .1. Racial identification and media use show more varied results: three and four coefficients increase respectively, four and five are reduced, and five and three stay the same. These results show that racial identification and media use remain the most likely candidates to change the coefficients. However, the influence is mixed.

Table 8.6 presents the aggregated results for the selectivity analysis, calculated from the results presented in the previous table. For each set of independent variables I calculated a mean proportionate change in the coefficient; the standard deviation of the change; and the standard error of the mean. With the standard error, I estimate a 95 percent confidence interval around the mean.

The most striking result in Table 8.6 is that all of the independent variables on average appear to make no difference in the domestic violence-related measure/exposure association. Controlling for the different sets of independent variables has no cumulative effect, and the bivariate coefficient is about equivalent to the adjusted coefficient. This is shown by the column indicating total percent accounted for, which is nearly a perfect 0% of the original association, with a confidence interval ranging from a lower limit of -28% to an upper limit of 29%. Consistent with this, the average proportionate change caused

TABLE 8.6. Summary statistics for aggregated proportionate change in beta for each outcome and selectivity hypotheses

	Demographics	Experience with domestic violence	Racial identification	Media use	Interviewer characteristics	Total proportion accounted for
AVERAGE	-2.604	-2.437	1.868	3.795	-0.275	0.350
STANDARD DEVIATION	8.367	6.278	25.285	21.966	5.063	50.019
STANDARD ERROR	2.415	1.812	7.299	6.341	1.462	14.439
CONFIDENCE INTERVAL (LOWER LIMIT)	-7.338	-5.989	-12.439	-8.633	-3.140	-27.951
CONFIDENCE INTERVAL (UPPER LIMIT)	2.130	1.115	16.174	16.223	2.590	28.651

by each set of independent variables is close to zero, ranging from -2.6 for demographics, to 3.8 for media use. The confidence intervals for all five sets of independent variables include zero. This is true for the two sets of variables found to be associated with credible recall to a statistically significant degree – racial identification and media use. The main distinction for these two sets of variables is that they vary much more, as reflected in a larger standard error – 6 or 7 – compared to standard errors ranging from 1.5 to 2.4 for the other sets of variables. In the end however, their average changes are close to zero.

Based on these results, I conclude the following. I accept the null hypotheses for the third variable models, both for de facto and motivated selectivity. Although the chi-squares for the racial identification and media use steps were large and statistically significant, the average proportionate change caused by each set of independent variables was approximately zero. The evidence shows that neither racial identification or media use accounted for the original association to any degree. In addition, demographics, experience with domestic violence, and interviewer characteristics do not affect the association.

In contrast, I accept the motivated selectivity hypothesis consisting of the residual association. Two pieces of evidence lead me to this conclusion. First, several adjusted coefficients remained significant. In seven of twelve cases, the adjusted coefficient still had a p value less than $.1$, indicating that in more than half of the cases, the coefficients were still significantly different from zero. Second, the summary result shows that the average remaining association is almost exactly 100% of the original.

Given this finding, I conclude that selective credible recall is directly influenced by attitude and behavior measures related to the issue of concern – domestic violence prevention. This suggests that listeners do respond to programs according to prior attitudes and behavior. The finding is important as the question of a direct link between attitudes and exposure claims is the most pressing in the selectivity literature. The finding points to a direct link from attitudes and behavior to credible recall. Given the retrospective measure of exposure, it may be argued that the evidence is consistent with a hypothesis of selective recall, or selective perception.

It is notable that the extraneous variable form of motivated selectivity – the hypothesis of experience with domestic violence – was rejected. Accepting that hypothesis would have been more independent evidence of a selective process based on knowledge and experience about the issue. The bivariate analysis indicated that knowing a victim was associated with the recall measure, so the groundwork for accepting the hypothesis existed. At the same time, I did not separately test the argument that direct experience with domestic violence – knowing a victim, or reporting a family member as a victim – would be influential on attitudes and behaviors. In the end, I am left with strong evidence that the link of domestic violence-related measures to selective perception and recall is persistent, and unaffected by controlling for other alternative underlying causes. At the same time, this evidence is consistent with arguments in the literature that suggest that information utility and issue involvement may underlie motivated selectivity (Atkin, 1985; Sears, 1968). As I argued in the first analysis, selective perception and recall, as measured in the study, are the result of more careful consideration by listeners. Selective and central processing may then reflect similar audience activities. Selective processing

is predicted by issue involvement and may reflect information utility as well, for respondents with stronger beliefs and behaviors. Such selective processing of information, following this argument, serves to reinforce the advocated position by the listener.

Response bias hypothesis tests

Turning my attention to the question of response bias, I use the same set of procedures as I just used for the selectivity analysis. Again, in the second half of the analysis, I carry out the procedures with the pre-broadcast sample with all four evaluation cities together, using as the dependent variable the false exposure claim measure rather than credible recall. Keeping the step-wise analysis, and progressively shifting the step of the domestic violence-related measures, I can easily compare the two parallel sets of results.

Bivariate analysis

I first reprise the bivariate relations of independent variables and false exposure claims from Table 6.8. The predominance of media use and racial identification are similar to the results for these variables and credible recall. In the case of false exposure claims however, the other sets of variables appear to have some influence too.

In contrast with the results for credible recall, men and less educated respondents are more likely to falsely claim exposure. As with credible recall, knowing a victim of battering is positively related to false exposure. Also significantly associated with false exposure claims are several racial identity measures: both Black media use measures, the belief that Black women are more likely to be abuse victims, and belief in a linked fate

with progress in the Black community. All three media use measures, newspaper reading, television watching and radio listening are related. Radio listening again has the largest correlation of the lot ($r = .18, p < .001$). Black interviewers also appear to elicit a high rate of false exposure claims.

Table 8.7 shows the results of the bivariate analyses of the 27 domestic violence-related measure with the false exposure claim. With these I determine the selection of domestic violence-related measures to include in the final hypothesis test. With more statistical power afforded by a sample size of about 1400, a large number of domestic violence-related measures are found to be associated with false exposure. On the whole, the associations are not terribly large, with correlation coefficients ranging from about .05 to a high of .16. Apart from three exceptions, the associations are in the anticipated direction.

The selection of domestic violence-related measures is based on the same criteria as before – a regression coefficient with a p value less than .1. Based on this criterion, 18 of the 27 domestic violence-related measures are selected. These include two general beliefs; five attitudes, five intentions, and one behavior related to talking to a victim; and two attitudes and three behaviors related to general conversation about domestic violence.

Multivariate analysis

As in the selectivity analysis, I first look at item-specific results, chi-squares for regression steps, statistical significance of the adjusted coefficient, and the proportionate change in the coefficient. I then review the aggregated results: the average proportionate change in the coefficients estimated with a confidence interval.

TABLE 8.7. Results of bivariate analyses of domestic violence-related variables and false claimed exposure

OUTCOME VARIABLES	STATISTICS				PERCENT AGREE				
	N	X ²	p	R	p	B	p	Not exposed (N)	Exposed (N)
QAQ1: Domestic violence is one of the most important problems in your community.	1383	15.86	0.003	0.073	0.006	0.138	0.007	48 (1144)	60 (239)
QAQ2: You do not like talking with others about their private lives	1417	19.25	0.001	0.063	0.018	Ns		49 (1158)	61 (240)
QAQ14: You don't really know what you can do to help reduce domestic violence in your community	1406	11.88	0.018	0.059	0.026	0.083	0.072	42 (1161)	51 (245)
QAQ3: Talking to an abused woman will help her improve her situation	1406	19.58	0.001	0.098	<.001	0.271	0.0003	78 (1161)	89 (245)
QAQ4: you know how to begin a conversation with an abused woman about her situation	1398	19.39	0.001	0.083	0.002	0.135	0.009	57 (1157)	68 (241)
QAQ5: If a woman's partner found out you spoke to her, he might abuse her more	1400	12	0.017	NS		Ns		20 (1160)	24 (240)
QAQ6: If you spoke to a woman about her abuse she might get angry with you	1399	9.02	0.06	NS		0.09	0.093	28 (1159)	35 (240)
QAQ7: You would ask a woman about her abuse even if you thought it would make her feel badly	1402	11.61	0.02	0.061	0.022	0.092	0.059	53 (1160)	62 (242)
QAQ8: People who are important to you expect you to talk to an abused woman about her situation	1408	20.03	<.001	0.091	0.001	0.185	0.0006	60 (1166)	73 (242)
QBQ15A: Intention to talk to an abused woman, if she were a coworker.	1406	30.5	<.001	0.147	<.001	0.872	<.0001	60 (1160)	79 (246)
QBQ15B: Intention to talk, if she were a neighbor.	1404	45.46	<.001	0.18	<.001	0.985	<.0001	31 (1161)	53 (243)
QBQ15C: Intention to talk, if she were a stranger.	1411	12.88	<.001	0.096	<.001	0.618	0.0004	18 (1165)	28 (246)
QBQ16A: Intention to say to an abused woman, "It's not your fault. There's no excuse for his hitting you"	1404	NS		NS		Ns		84 (1160)	87 (244)
QBQ16B: "You can't make a big deal about it, he probably had a hard day."	1417	4.69	0.03	-0.058	0.03	-0.897	0.003	96 (1172)	92 (245)

TABLE 8.7 cont.. Results of bivariate analyses of domestic violence-related variables and false claimed exposure

OUTCOME VARIABLES	STATISTICS				PERCENT AGREE				
	N	X ²	p	R	p	B	p	Not exposed (N)	Exposed (N)
QBQ16C: Intention to say to an abused woman, "There are people you can turn to for support."	1409	NS		NS		Ns		89 (1166)	89 (243)
QBQ16D: Intention to say to an abused woman, "Stop doing whatever is making him so angry."	1404	2.97	0.085	-0.046	0.085	-0.373	0.074	86 (1164)	82 (240)
QBQ10: Did you talk to other people about an abused woman's situation?	425	NS		NS		Ns		60 (330)	66 (95)
Combined measure: Have you ever spoken to a woman about her abuse by a partner?	1420	18.58	<.001	.11	<.001	.591	.0002	66 (329)	75 (90)
QAQ9: If more people told each other they disapproved of domestic violence, it would go a long way to stopping the abuse	1415	9.42	0.052	NS		Ns		74 (1170)	78 (245)
QAQ10: It is important for men to talk with each other about domestic violence in order to solve the problem	1409	16.24	0.003	0.101	<.001	0.263	0.0004	79 (1166)	90 (242)
QAQ11: There's no point in arguing with people about domestic violence because	1412	11.14	0.025	NS		Ns		65 (1170)	66 (242)
QAQ12: People who are important to you expect you to say that domestic violence is wrong	1416	NS		NS		Ns		83 (1171)	84 (245)
QAQ13: You would feel badly if someone said something which excused domestic violence and you kept quiet	1399	NS		-0.045	0.09	-0.082	0.057	60 (1159)	56 (240)
QBQ1: In the PAST MONTH, did you talk with anyone about domestic violence?	1416	7.8	0.005	0.074	0.005	0.442	0.004	48 (1170)	57 (246)
QBQ2: "Were any of these conversations about domestic violence concerning something you heard on the radio."	693	30.7	<.001	0.21	<.001	1.019	<.0001	26 (553)	51 (140)
QBQ: How many conversations about domestic violence did you have in the past month?	694	16.79	<.001	0.156	<.001	0.934	<.0001	51 (554)	71 (140)

Table 8.8 shows the results for a single domestic violence-related measure, a general self-efficacy question: “You don’t really know what you can do to help reduce domestic violence in your community.” In this case each of the steps except interviewer characteristics adds to the overall model of prediction of false exposure, according to the significance test for the chi-square for the step. The first indication then is that demographics, experience with domestic violence, racial identification and media use are all candidates as third variables that may underlie the domestic violence-related measure/false exposure associations. The statistical significance however shows that the adjusted coefficient is not significantly different from zero. Indeed the final column shows that the adjusted coefficient is about equivalent to its bivariate counterpart.

The aggregated scores are presented in Table 8.9, with changes in the coefficient for domestic violence measures in rows and independent variable cluster in columns. Most of the adjusted coefficients are still significantly different from zero. The pattern for the total proportion accounted for shows that none have increased substantially, and while seven are about the same, a total of eleven have been reduced by more than .1. Regarding patterns of effects for independent variable clusters, interviewer characteristics and experience with domestic violence have virtually no effect, with almost all proportionate changes nearly zero. For demographics, ten were nearly zero, three increased, and five decreased. For racial identification, only one increased, six stayed about the same, and eleven decreased. None increased with media use, but 15 stayed the same.

This pattern of results is quite different from the selectivity analysis. In this case, fewer increases occur, in the three cases for demographics and only one for racial

TABLE 8.8. Controlling on association of Q14: You don't really know what you can do to help reduce domestic violence in your community

	Model statistics					Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	3.245	0.072			1203	0.083	0.046		1.086	0.993	1.189	0.072	
Demographics	22.428	0.001	17.756	0.003		0.101	0.047		1.107	1.009	1.213	0.031	-0.217
Experience with DV	28.574	0.0004	6.47	0.039		0.098	0.047		1.103	1.006	1.21	0.037	0.036
Racial identification	60.093	<.0001	31.964	<.0001		0.095	0.048		1.1	1.001	1.209	0.048	0.036
Media use	91.545	<.0001	32.115	<.0001		0.087	0.049		1.09	0.992	1.2	0.072	0.096
Interviewer characteristics	94.59	<.0001	3.074	0.215		0.087	0.049	-0.082	1.091	0.992	1.2	0.073	0.000
Proportion accounted for													-0.048
Residual association													1.048

TABLE 8.9. Aggregated proportionate change in beta for each outcome and response bias hypotheses

	Demographics	Experience with domestic violence	Racial identification	Media use	Interviewer characteristics	Total proportion accounted for
QAQ1: Domestic violence is one of the most important problems in your community.	-0.080	0.065	0.159	-0.065	-0.022	0.058
QAQ14: You don't really know what you can do to help reduce domestic violence in your community	-0.217	0.036	0.036	0.096	0.000	-0.048
QAQ3: Talking to an abused woman will help her improve her situation	0.000	-0.018	0.037	0.066	-0.004	0.081
QAQ4: You know how to begin a conversation with an abused woman about her situation	-0.052	0.096	0.207	-0.052	-0.044	0.156
QAQ6: if you spoke to a woman about her abuse she might get angry with you	0.144	-0.022	-0.111	0.078	0.000	0.089
QAQ7: You would ask a woman about her abuse even if you thought it would make her feel badly	-0.087	0.011	0.174	0.011	0.043	0.152
QAQ8: People who are important to you expect you to talk to an abused woman about her situation	-0.059	0.043	0.157	0.032	0.005	0.178
QBQ15A: Intention to talk to an abused woman, if she were a coworker.	0.002	-0.011	0.008	-0.003	0.013	0.008
QBQ15B: Intention to talk to an abused woman, if she were a neighbor.	0.048	0.015	0.061	0.007	0.000	0.131
QBQ15C: Intention to talk to an abused woman, if she were a stranger.	0.107	0.006	0.104	0.123	-0.008	0.332
QBQ16B: Intention to say to an abused woman, "You can't make a big deal about it, he probably had a hard day."	0.322	-0.076	0.212	-0.010	-0.004	0.444
QBQ16D: Intention to say to an abused woman, "Stop doing whatever is making him so angry."	0.558	-0.078	0.252	0.220	-0.019	0.933

TABLE 8.9 cont.. Aggregated proportionate change in beta for each domestic violence-related variable and response bias hypotheses

	Demographics	Experience with domestic violence	Racial identification	Media use	Interviewer characteristics	Total proportion accounted for
QBQ14: Have you ever spoken to a woman about her abuse by a partner?	-0.120	-0.012	0.140	0.085	0.007	0.100
QAQ10: It is important for men to talk with each other about domestic violence in order to solve the problem	0.015	0.057	0.106	0.038	-0.023	0.194
QAQ13: You would feel badly if someone said something which excused domestic violence	0.244	-0.098	0.220	0.085	0.037	0.488
QBQ1: In the PAST MONTH, did you talk with anyone about domestic violence?	-0.204	0.133	0.115	0.084	-0.050	0.079
QBQ2: "Were any of these conversations about domestic violence concerning something you heard on the radio."	0.079	-0.025	0.066	0.067	-0.011	0.176
QBQ6: How many conversations about domestic violence did you have?	0.039	0.056	0.034	0.113	-0.015	0.227

identity. Demographics, racial identity and media use each reduce several coefficients, and for the total proportionate results, none increase, seven stay the same, and eleven decline. This is quite different for the set of results for credible recall, which were more mixed and included more increases. In this case, reduction is more prevalent.

For general beliefs, the total change is negligible. For measures related to talking to a victim, seven coefficients are reduced, and four stay the same; for general conversation measures, four of five are reduced. Of beliefs, five of nine are reduced and four stay the same; of behavior, two of four are reduced and two stay the same. These patterns confirm the frequency of reductions.

A different pattern arises looking at the intention measures. Three of the five more substantial reductions are found in the intention to talk to a victim measures, and two of these become non-significant. Similarly, reviewing the sequence of results for the three questions about what different categories of women respondents are more likely to approach if they suspect they are victims, the proportion accounted for increases as the category grows more socially distant (and positive responses are arguably more prone to social desirability). These patterns suggest a link between intentions and false exposure claims that is biased according to social desirability.

Table 8.10 shows the aggregated statistics calculated from the domestic violence-related measure specific results of the previous table, and clarify the range of results recorded above. I first point out that the average remaining association is 79% of the original, with a confidence interval of 69 to 90%. The two groups of independent variables that stand out are racial identification and media use. The proportionate decline due to racial identification is 11%, with a confidence interval of 7 to 15%. The decline

TABLE 8.10. Summary statistics for aggregated proportionate change in beta for each domestic violence-related variable and response bias hypotheses

	Demographics	Experience with domestic violence	Racial identification	Media use	Interviewer characteristics	Total proportion accounted for
AVERAGE	4.104	1.000	10.987	5.418	-0.526	20.989
STANDARD DEVIATION	18.934	6.063	9.137	6.812	2.327	22.699
STANDARD ERROR	4.463	1.429	2.154	1.606	0.548	5.350
CONFIDENCE INTERVAL (LOWER LIMIT)	-4.643	-1.801	6.765	2.271	-1.601	10.502
CONFIDENCE INTERVAL (UPPER LIMIT)	12.851	3.801	15.208	8.565	0.549	31.475

due to media use is 5%, with a confidence interval from 2 to 9%. For these two groups, the notable result is that the confidence intervals exclude zero. Those for the remaining independent measures all include zero. The average decline due to demographics, at four percent, is in the same range as that for media use, but with a larger standard error, the confidence interval is larger too. The average change for both experience with domestic violence and interviewer characteristics are both negligible, only one and half a percent respectively.

Based on the criteria established in the analytical plan, I can make the following conclusions. The most striking result, is that the adjusted coefficients are on average not that different from the bivariate coefficients. In 12 out of 18 cases, the adjusted coefficient is still significantly different from zero. The summary statistics make the remainder clear. The strongest conclusion I can make is that most of the association remains, after controlling for all of the independent variables.

In that qualifying statement – most – lies the difference in the results for the response bias hypothesis compared with the selectivity analysis. In the response bias analysis, we see some evidence that two of the clusters of independent variables appear to make a difference. In the case of racial identification, about 11% of the association disappears, and for media use, about five percent. While these amounts are arguably quite small, they still appear to be real effects.

The overall result is the same as in the last analysis – the association linking domestic violence-related measures and exposure claims are durable. But in this case the claim is tempered somewhat by the finding that some of the association disappears when controlling for racial identification and media use.

Finding that racial identification and media use reduce the link between domestic violence-related measures and false exposure claims, I conclude that these respondent characteristics lead to the tendency to answer domestic violence-related measure and false exposure questions in a systematically biased manner. This finding indicates that the bias is not simply related to prior attitudes, but to underlying respondent characteristics.

In addition, having controlled for other independent variables, given the remaining association between domestic violence-related measures and the false exposure claims, I conclude that these attitudes and behaviors directly influence the tendency to falsely claim exposure.

In Chapter 4, drawing on the response bias literature, I hypothesized that domestic violence measures might be associated with false exposure claims due to: self-presentation and demand compliance; question order and consistency effects; and interest and commitment in the topic. The evidence in the last analysis confirms the previous findings supporting a link between domestic violence measures and false exposure claims, and by rigorously controlling for confounding variables, confirms the stability of the link. While some of the association is seen to derive from racial identity and media use, most of the links are independent associations. I argued earlier that social desirability was unlikely, due to bivariate effects of demographic and interviewer characteristics. In this case, the greater proportion of coefficient change occurred for intention measures, suggesting an effect of social desirability. This finding suggests that in the case of more prosocial items, their association with the false exposure claim is partly spurious, and that social desirability underlies both.

Nonetheless, it appears that other factors are involved. Given the slight reduction ascribed to racial identity and media use, there is a suggestion that the link of domestic violence measures with false exposure claims might reflect other third variables as well. The link also reflects the importance of interest and personal relevance on false claims. Keeping the literature in mind, the evidence is consistent with the explanation that demand compliance and consistency effects underlie the associations.

Caveats

The question arises as to whether it is possible that the difference in the results (between the selectivity and the response bias hypothesis tests) derives from the difference between the single city surveyed post-broadcast, and the four cities of the pretest sample. In order to test this possibility, I reran the analytical sequence, this time for the single city using only the pretest sample. As shown in Table 8.11, the summary results are different from those for the four cities, in that they don't distinguish the slight reduction caused by racial identity and media use. Indeed, the results are similar to the selectivity findings, in that they show that controlling for third variables does not diminish the associations between domestic violence measures and the exposure claim. The contradictory results do not necessarily mean rejecting the findings from the pretest sample however. The single city test has a substantially smaller sample size and a greater effect of sampling error on estimation. In a separate set of analyses with the full pretest sample, I included a dummy variable with residence in the single city assigned the value of 1, and residence in the other three cities set at zero. This variable was not statistically significant in the multivariate tests. Even at the bivariate level, being a Louisville resident was not

TABLE 8.11. Summary statistics for aggregated proportionate change in beta for each domestic violence-related variable and response bias hypotheses (Louisville pretest sample alone)

	Demographics	Experience with domestic violence	Racial identification	Media use	Interviewer characteristics	Total proportion accounted for
AVERAGE	-0.257	0.210	1.693	-2.059	-3.283	-4.339
STANDARD DEVIATION	4.161	0.551	7.841	5.695	5.295	11.658
STANDARD ERROR	1.201	0.159	2.264	1.644	1.529	3.365
CONFIDENCE INTERVAL (LOWER LIMIT)	-2.611	-0.102	-2.743	-5.282	-6.280	-10.935
CONFIDENCE INTERVAL (UPPER LIMIT)	2.097	0.522	6.130	1.163	-0.287	2.258

significantly different from the other cities together. In the former, about 16% of the respondents falsely claimed exposure, compared to 18% in the other cities. Given these results, I suggest that contradictory results for Louisville do not lead me to reject the response bias results in the larger sample.

Another concern arises with regard to the possibility that the domestic violence measures all represent the same variance. Factor analysis and creation of scales would have identified categorically different facets of the domestic violence-related beliefs and behaviors. The correlation and multicollinearity found in the first analysis indicates there is some risk that I am explaining the same variance. However, using the aggregate measures has enabled me to estimate an effect, bringing to bear the full set of results from the impact evaluation. By taking an average, I can better estimate the factors underlying the change; in effect the redundancy is accounted for in reporting the mean, and describing its confidence interval. The number of tests enables me to get a more precise estimate of the proportionate change, and confirms the limited nature of that change.

A third concern in the analysis arises due to the large number of cases that are dropped in the sequence of logistic regressions. The missing cases in a typical logistic regression (testing for the first general domestic violence attitude measure) do appear to be different from the respondents who remain in the analysis. In this case, 233 respondents are missing, approximately 17% of the total sample.

Bivariate analysis shows that the two groups are different on some measures. Older ($r = .16$, $p < .001$) and less educated respondents ($r = -.13$, $p < .001$) are more likely to drop out of the analyses. Respondents who knew a victim ($r = -.05$, $p = .082$), including possibly their mother ($r = -.05$, $p = .066$), are less likely to go missing. One racial

identity item measuring critique of the media shows a negative correlation ($r = -.1$, $p < .001$), with less critical respondents more likely to drop out. Other identity, media use and interviewer variables are not different according to whether or not they remain in the analysis. Critically, false exposure measures are not different according to “missing” status, with 19% of missing and 17% of participating respondents falsely claiming exposure ($r = .013$, $p = .62$).

Twelve of 27 domestic violence-related measures were also different dependent on “missing” status. Significant correlation coefficients range from a low of $-.07$ to a high of $.12$. In nine out of 12 cases, respondents scoring higher on domestic violence measures, in agreement with program goals, are less likely to be missing. It is not surprising that respondents scoring low on domestic violence prevention beliefs were more likely to drop out of the analysis.

A variety of independent variables contributed missing cases to the analysis, suggesting that the reasons for dropping out vary. At the same time, the tendency to drop out is associated principally with age, education, knowing a victim and a range of domestic violence-related measures. Such a change clearly influences the results and their interpretation, at least as regards prediction of false exposure claims. However, while there must be an effect on the results, I suggest that it is unlikely to be large enough to affect the overall effects I am after, that is, the proportionate change in B. If respondents drop from variables due to lack of involvement with the issue, including the missing respondents would only have expanded effects. As it was, the bivariate analysis showed that missing status was not related to false exposure claims, so it is more likely that including those respondents would not affect the results at all.

Acknowledging these potential threats to the evidence, the overall results – the persistence of the associations of domestic violence measures with false exposure claims – remains significant and striking. The picture this result paints is that the beliefs and behaviors related to the topic of advocacy intervention affects false exposure claims. While social desirability appears to contribute to some extent, the data are also consistent with the conclusion that demand compliance and question order lead to the associations. The role of racial identity and media use in reducing the association is rendered somewhat more tentative.

In the final chapter, I discuss the different sets of results, the implications of each for the others, and draw lessons for program research and development.

Chapter 9

CONCLUSIONS

This dissertation presents the results of two paired analyses conducted to explore the underlying patterns of an association between program outcomes (belief, intention and behavior measures) and exposure to a domestic violence-prevention radio campaign. Given the rejection of a claim of impact in the evaluation, the question remained, what did the association represent?

The evaluation data set offered a unique opportunity to assess three hypotheses that typically compete with a hypothesis of effects with cross-sectional data – selectivity, third variable explanations, and response bias – using two exposure measures. The first, a credible measure of program recall could be used to assess the selectivity hypothesis and confounding third variables. The second, a single-item exposure measure from the pre-broadcast sample, would enable me to independently assess response bias. With the two measures I could try to answer questions about program exposure and recall, response bias, and the measurement of each.

Through two paired analyses I approached the data set in two different ways. In the first pair I tried to account for the two exposure claims, seeking evidence of variables that were associated with them. In the second pair I tried to account for the association between domestic violence-related measures and exposure, exploring the nature of the association, and the variables that influence it.

Independently, the analyses gave different kinds of evidence. In the first case I set out to understand the determinants of exposure claims, learning more about the recall measure, and beginning to investigate the response bias represented by false exposure claims. With the second pair of analyses I revisited the evidence from the impact evaluation that gave rise to the original conclusion of selectivity. In addition, by comparing the results I could assess whether the processes were similar, and possibly related, that is, that perhaps response bias underlay selectivity.

In the first analysis I set out to test the selectivity hypothesis, so far established through bivariate tests, with a multivariate analysis. In doing so I could further explore and validate the credible recall measure, and see what other factors led to it. The results of the analysis showed that a racial identification scale and Black newspaper readership were associated with recall. This finding suggests that the strategy of designing culturally-specific programs is more likely to capture the attention of individuals who most strongly identify with their social group. Those who identify by race appear to process the program differently, perhaps because of the nature of the program, or because of agreement with the political implications of the anti-violence message.

Media use also explained credible recall consistent with the argument that the more exposed individuals are to media, the more likely it is that they will be exposed to persuasive messages, and that individuals select and process that which they find useful. The finding indicates the importance of channel exposure in effecting awareness of a campaign, and consequently the central role of channel selection in program planning. In addition, the greater awareness of and concern about the community, issues and events afforded by newspaper reading may lead individuals to process the campaign differently.

Finally, one domestic violence-related behavior measure corroborates the selective perception finding of the impact evaluation. Evoking the language of cognitive models of persuasion, evidence suggests that the relevance of a message topic influences how an individual processes that message. While I was not able to control for personal relevance experimentally, the cross-sectional evidence is consistent with the predictions from cognitive psychology and persuasion. Past research suggested that issue involvement and relevance lead individuals to process messages with more effort. According to the proponents of the elaboration likelihood model, this processing leads to more enduring and accessible beliefs. Arguably central processing brings about greater recall in the exposed group.

In the second analysis I sought to understand factors leading individuals to falsely claim exposure to the campaign before it was broadcast. The literature on response bias pointed to several candidates for underlying factors. Men were found to overclaim more than women, consistent with past studies that showed men to be more prone to response bias than women for non-threatening topics. Radio listening appeared to enhance respondent estimates of the likelihood of hearing a radio program, again consistent with past research. Race of interviewer was also associated with response bias. Black interviewers were more likely to elicit false exposure claims, perhaps due to the enhanced rapport they attained with survey respondents.

Finally, domestic violence-related measures were independently linked to the false exposure claim. I tried in part to investigate the role of social desirability in leading respondents to falsely claim exposure. Previous research suggested that socially desirable responses were more likely in the cases of prosocial (that is, socially desirable)

beliefs and behaviors, such as the domestic violence-related measures, or for threatening topics, such as illicit or illegal behavior. Arguably program exposure was neither of these, and previous research had also indicated that media exposure was not susceptible to socially desirable responding. My evidence was consistent with past patterns of evidence for factors leading to non-threatening topics: older, less educated men were more likely to claim false exposure. These results were the opposite of those for credible recall.

The remaining variables leading to false exposure claims – race of interviewer and domestic violence-related measures – suggest that other dynamics than social desirability contribute to the response bias. I conclude that characteristics of the interview lead to demand awareness and compliance on the part of respondents. The influence of interviewer race and the rapport this implies is consistent with compliant responding. Most importantly, the sequence of questions, with the exposure items following the domestic violence-related measures, suggests the potential for demand awareness. Given past evidence of compliance in such situations, agreement between advocacy and exposure questions is not unexpected.

In the next paired analysis I sought to reexamine the selectivity hypothesis with a parallel examination of the link between domestic violence-related measures and the two false exposure claims. Using a more elaborate analysis, I set out to determine whether other factors would undermine the association between domestic violence-related measures and recall, on the one hand, and the false exposure claim, on the other. This analysis would enable me to clarify the processes underlying selectivity and response

bias, by using a different statistical procedure with the entire set of bivariate associations between the domestic violence-related measures and each exposure claim.

In the third analysis, I found that no other factors accounted for the association between domestic violence-related measures and credible recall. I concluded that listeners primarily respond to a persuasive message according to their prior domestic violence-related beliefs, intentions and behaviors, consistent with the first analysis. This result attests to the durability of the link between domestic violence-related measures and exposure, and highlights the importance of prior beliefs and behaviors on reception of a persuasive program. While the result is suggestive of motivated selectivity, the literature and the evidence indicate the process of motivated selective perception has different implications from that of motivated selective exposure. The literature suggests that the more thoughtful consideration given to the program serves to reinforce prior attitudes, making them more durable and accessible, as reflected by greater program recall. The literature also suggests that such attitudes are more likely to lead to behavior consistent with them. Following this argument, selective perception of “It’s Your Business” may serve to reinforce and strengthen prosocial norms and behaviors.

The fourth analysis showed a different set of results. Racial identification and media use each accounted for a small portion (11 and 5% respectively) of the associations between domestic violence-related measures and the false exposure claim, on average. The finding points to the importance of these two factors in contributing to response bias. In past studies race has been shown to bear on response bias, but the mechanism is not clear. It may be that racial identification may influence bias via political sympathies, or in interaction with the demand compliance conditions of the interview situation. The

mechanism leading from media use to false exposure claims is straightforward, but the connection with domestic violence-related measures is not as transparent. Again, it may be that the enhanced involvement in community and issues implied by greater media exposure strengthen domestic violence-related beliefs and behaviors. In combination, media use reduces the association between the domestic violence-related measures and exposure claims.

On average, most of the association (79%) between domestic violence-related measures and the false exposure claim remained however. Given the conclusions of the previous analysis, this finding suggests the strength of the link between survey questions on a topic of advocacy and about a related intervention. This analysis does lend some credence to the argument that social desirability underlies both domestic violence and false exposure measures, in the association is most likely to be reduced for the intention measures, arguably most susceptible to socially desirable responding. Based on the prior analysis however, factors associated with the false exposure claim were consistent with past research for determinants of behavior thought not to be susceptible to social desirability bias. If that is true then the link between the domestic violence-related measures and the false exposure claim appear to be artifactual. Whether or not social desirability bias underlies the link, the question order appears to apprise respondents to the demand conditions of the interview. Compliance on the key exposure question follows as the means by which respondents accede to these conditions.

Some methodological issues arose, as respondents included in the multivariate analyses proved to be different from missing cases, and I found a different result for the single evaluation city in the pretest sample. Given the combined set of results however,

despite some similarities, the overall findings suggest that two very different processes underlie selective processing leading to recall and the circumstances leading to biased survey responses. While on the surface, the factors leading to both appear to be similar, a reading of the literature and the evidence lead me to argue that selective processing leading to recall and biased responding are two different activities that survey respondents perform. This study was conducted post hoc through a secondary analysis of an existing data set. Other explanations for the results are possible, but as it stands the theoretical approach seemed to me to be the best fit given the preliminary study design and results.

From the standpoint of researchers, two important lessons can be drawn from the results. First, self-report measures of exposure that probe and ask respondents to elaborate on their exposure can enhance the accuracy of the measures. While response bias cannot be excluded altogether, the measures can be used with some confidence.

Second, with regard to media exposure questions, social desirability does not appear to underlie bias. The response bias analysis suggested that the most important factor contributing to biased responding was the demand characteristics of the interview.

The results also point to important implications for communication program planners. First, population groups respond differently to culturally-tailored programs according to their level of identification. These specific and sensitive designs then may appeal best to individuals who identify strongly, but may not work for those who are more assimilated in the broader culture. This finding corresponds with the range of responses program planners received in designing “It’s Your Business,” especially in the focus groups.

Second, picking the right media channel can successfully lead to greater levels of exposure (or at least recall) among target audiences.

Third, and perhaps most important, prior beliefs and behaviors substantially influence how individuals respond to persuasive messages. Such selective perception need not necessarily work against program impact. Rather, the evidence suggests that individuals respond to programs they are sympathetic to, or find useful. This differential response coincides with a process of support and reinforcement. In the context of social change as envisioned by the Family Violence Prevention Fund, such reinforcement may contribute to bringing domestic violence prevention into the mainstream.

APPENDIX A. Survey instrument

IT IS YOUR BUSINESS, Radio Survey Wave 5, June, 1999

Page 1

(INTERVIEWER: MAKE SURE YOU ARE TALKING TO SOMEONE 18 OR OLDER)

(Good afternoon/evening.) Hello, my name is _____. I am calling from DataStat, a national research company. We are conducting a scientific study for the University of Pennsylvania. The study is being conducted to better understand adult awareness of current social issues.

(IWER: IF NECESSARY: "I can assure you this is purely a scientific survey. This is NOT a sales call of any type.")

Our study requires that we randomly select one adult who lives in this household to interview. May I please speak to [the youngest adult male (man)/the oldest adult female (woman)] who is at home right now?

1.CONTINUE

|
|
|
v

7.RETURN TO COVERSHEET

(IF R IS DIFFERENT FROM PERSON WHO ANSWERED READ THE FOLLOWING)

(Good afternoon/evening.) Hello, my name is _____. I am calling from DataStat, a national research company. We are conducting a scientific study for the University of Pennsylvania. The study is being conducted to better understand adult awareness of current social issues.

(IWER: IF NECESSARY: "I can assure you this is purely a scientific survey. This is NOT a sales call of any type.")

QSEX. INTERVIEWER: RECORD SEX OF RESPONDENT

(DK NOT ALLOWED)

1. MALE
2. FEMALE

INTRO.BACK

I'd like to begin with a few background questions to help us classify the responses.

QAGE. Please stop me when I reach the category that includes your age...

(READ LIST)

(IWER: IF R SAYS "DK" OR REFUSES, PROBE: "Are you at least 18 years of age?")

0. UNDER 18 (DO NOT READ) -----> TERMINATE
1. 18-24,
2. 25-34,
3. 35-49,
4. 50-64, OR
5. 65 OR OLDER

9. REFUSED BUT AT LEAST 18 YRS OLD (DO NOT READ)
- DK (DO NOT READ) -----> TERMINATE

QRACE. Which of the following describes you best...

(READ LIST) (DO NOT PROBE FOR OTHERS) (SELECT ONE ONLY)

1. AFRICAN-AMERICAN OR BLACK, (NEGRO)
2. ASIAN,
3. HISPANIC OR LATINO,
4. NATIVE AMERICAN,
5. WHITE (CAUCASIAN), OR
6. SOMETHING ELSE? _____ (SPECIFY)

7. BLACK AND ANY OTHER RACE (DO NOT READ)
9. REFUSED (DO NOT READ)
- DK (DO NOT READ)

IF QRACE <> AFRICAN-AMERICAN/BLACK OR BLACK AND ANY OTHER RACE THEN TERMINATE

RADIO SCREENER QUESTIONS

RADIO STATION FILL INFORMATION BY CITY
 NOTHING WILL APPEAR IF NOT APPLICABLE

CITY	QSCR1 OPTION 1	QSCR1 OPTION 2	QSCR1 OPTION 3
LV:	WGZB-FM	WMJM-FM	N/A
KS:	KPRS-FM	N/A	N/A
DT:	WLSN-FM	WRNB-FM	WROU-FM
CH:	WPEG-FM	WBAV-FM	N/A

EXAMPLE FOR QSCR2, QSCR3 FILLS

DT: QSCR1=WRNB-FM (2) AND WROU-FM IN QSCR1 (3)
 QSCR2 AND QSCR3 WOULD APPEAR
 2. WRNB-FM
 3. WROU-FM
 DK

QSCR1. Have you EVER listened to...

(READ LIST) (PAUSE AFTER EACH FOR RESPONSE)

(SELECT ALL THAT APPLY)

1. WGZB-FM/KPRS-FM/WLSN-FM/WPEG-FM?
 2. WMJM-FM/WRNB-FM/WBAV-FM?
 3. WROU-FM?
 4. NONE OF THE ABOVE (DO NOT READ)
- DK

IF QSCR1 = NONE OF THE ABOVE OR DON'T KNOW THEN TERMINATE

QSCR2. Do you listen MOST WEEKS to...

(READ LIST) (PAUSE AFTER EACH FOR RESPONSE)

(SELECT ALL THAT APPLY)

1. WGZB-FM/KPRS-FM/WLSN-FM/WPEG-FM?
 2. WMJM-FM/WRNB-FM/WBAV-FM?
 3. WROU-FM?
 4. NONE OF THE ABOVE (DO NOT READ)
- DK

QSCR3. During the PAST WEEK, did you listen to...

(READ LIST) (PAUSE AFTER EACH FOR RESPONSE)

(SELECT ALL THAT APPLY)

1. WGZB-FM/KPRS-FM/WLSN-FM/WPEG-FM?
 2. WMJM-FM/WRNB-FM/WBAV-FM?
 3. WROU-FM?
 4. NONE OF THE ABOVE (DO NOT READ)
- DK

IF QSCR2 = NONE OF THE ABOVE OR DON'T KNOW AND

IF QSCR3 = NONE OF THE ABOVE OR DON'T KNOW THEN TERMINATE

BEHAVIOR QUESTIONS

INTRO.BQ

Many of the following questions concern your opinions about domestic violence. While there are many kinds of domestic violence, for the following questions I am talking about situations when men are PHYSICALLY abusing their wives or girlfriends. Please remember that there are no right or wrong answers - we only want to know your opinion. Your answers are all anonymous and confidential.

For the next few questions, please think about any conversations you might have had about domestic violence in the PAST MONTH, only. They might have been about something you heard on the radio, or about an incident in the community, or anything.

QBQ1. In the PAST MONTH did you talk with anyone about domestic violence?

1. YES
2. NO ----> QBQ9
- DK -----> QBQ9

QBQ2. Were any of these conversations about domestic violence concerning something you heard on the radio?

(IWER: CLARIFY IF NECESSARY: "In the PAST MONTH")

1. YES
2. NO
- DK

QBQ3. Were any of these conversations about an abused woman who you knew personally or heard about from others?

(IWER: CLARIFY IF NECESSARY: "In the PAST MONTH")

1. YES
2. NO
- DK

QBQ4. Were any of these conversations in the PAST MONTH with members of your family?

1. YES
2. NO
- DK

QBQ5. Were any of these conversations in the PAST MONTH with anyone other than family?

1. YES/A FRIEND
2. NO
- DK

QBQ6. In total, how many conversations about domestic violence did you have in the PAST MONTH? Would you say...

(READ LIST)

1. 1 OR 2, OR
2. MORE THAN TWO?

DK (DO NOT READ)

QBQ9. In the PAST THREE MONTHS -- that is, since [INSERT MONTH/YEAR DEPENDING ON CURRENT MONTH] -- did you have strong reason to believe that a woman you know had been physically abused by her husband or boyfriend?

[(IF R IS FEMALE: IF R SAYS 'Should I include myself?' ANSWER 'Please do NOT include yourself.')]]

1. YES
2. NO ---> QBQ13
- DK -----> QBQ13

QBQ10. Did you talk to other people about her situation?

(IWER: CLARIFY IF NECESSARY: "About her being physically abused by her husband or boyfriend.")

(IWER: CLARIFY IF NECESSARY: "In the PAST 3 MONTHS")

1. YES
2. NO
- DK

QBQ11. Some people have a chance to talk to victims and others don't. How about you -- did you talk to the woman about her situation?

(IWER: CLARIFY IF NECESSARY: "The situation where she is being physically abused by her husband or boyfriend.")

(IWER: CLARIFY IF NECESSARY: "In the PAST 3 MONTHS")

1. YES
2. NO ---> QBQ14
- DK -----> QBQ14

QBQ12. Who first brought up the subject, you or the woman?

(IWER: CLARIFY IF NECESSARY: "The subject of her being physically abused by her husband or boyfriend.")

(IWER: CLARIFY IF NECESSARY: "In the PAST 3 MONTHS")

1. RESPONDENT/ME/I DID
 2. WOMAN/HER/SHE DID
- DK

GO TO INTRO.QBQ15

QBQ13. Have you EVER had strong reason to believe that a woman you know had been physically abused by her husband or boyfriend?

1. YES
 2. NO ---> INTRO.QBQ15
- DK -----> INTRO.QBQ15

QBQ14. Have you EVER spoken to a woman about her abuse by a partner?

1. YES
 2. NO
- DK

INTRO.QBQ15

Imagine that you suspect a woman is being physically abused by her partner BUT SHE HAD NEVER TALKED TO YOU ABOUT IT.

QBQ15.(A-C). [Would you raise the issue with her.../(Would you raise the issue with her...)/(How about...)]

- A. "if she were a co-worker?"
- B. "if she were a neighbor who you didn't know very well?"
- C. "if she were a stranger you noticed in a supermarket?"

(IWER: CLARIFY IF NECESSARY: "Imagine that you suspect the woman is being physically abused by her partner but she had never talked to you about it.")

1. YES
 2. NO/NONE OF MY BUSINESS
 3. IT DEPENDS
- DK

INTRO.QBQ16

Suppose you are having a conversation with a friend who is being abused by her husband or boyfriend. Please tell me if you would say any of the following statements to her about her situation.

QBQ16.(A-D). {First.../(Next...)/(How about...)}

- A. "It's not your fault. There is no excuse for his hitting you."
- B. "You can't make a big deal about it, he probably had a hard day."
- C. "There are people in the community who you can turn to for support."
- D. "Stop doing whatever is making him so angry."

{Would you say that to a friend being abused by her husband or boyfriend?/(Would you say that to a friend being abused by her husband or boyfriend?)/(Would you say that to her?)}

- 1. YES
- 2. NO
- 3. IT DEPENDS
- DK

BELIEFS AND ATTITUDES

INTRO.QAQ

I am going to read some statements with which some people agree and some people disagree. For each statement, please tell me if you AGREE, DISAGREE, or are NEUTRAL.

QAQ.(1-14). [First.../(Next...)/(How about...)]

1. "Domestic violence is one of the most important problems in your community."
2. "You do not like talking with others about their private lives."
3. "Talking to an abused woman will help her improve her situation."
4. "You know how to begin a conversation with an abused woman about her situation."
5. "If a woman's partner found out you spoke to her, he might abuse her more."
6. "If you spoke to a woman about her abuse she might get angry with you."
7. "You would ask a woman about her abuse even if you thought it would make her feel badly."
8. "People who are important to you expect you to talk to an abused woman about her situation."
9. "If more people told each other they disapproved of domestic violence, it would go a long way to stopping the abuse."

10. "It is important for men to talk with each other about domestic violence in order to solve the problem."
11. "There's no point in arguing with people about domestic violence because talking won't change what people do."
12. "People who are important to you expect you to say that domestic violence is wrong."
13. "You would feel badly if someone said something which excused domestic violence and you kept quiet."
14. "You don't really know what you can do to help reduce domestic violence in your community."

(Do you AGREE or DISAGREE with this statement?)

(IWER: IF R SAYS "AGREE/DISAGREE", PROBE: "Would that be STRONGLY or SOMEWHAT?")

1. STRONGLY AGREE
 2. SOMEWHAT AGREE
 3. NEUTRAL/NEITHER AGREE NOR DISAGREE
 4. SOMEWHAT DISAGREE
 5. STRONGLY DISAGREE
- DK

QAQ18. Now I'd like to ask you whether you believe that Black women are more likely, less likely, or as likely as White women to be physically abused by their husbands or boyfriends. Would you say they are...

(READ LIST) (SELECT ONE ONLY)

1. MORE LIKELY,
2. LESS LIKELY, OR
3. AS LIKELY?

DK (DO NOT READ)

MEDIA EXPOSURE

INTRO.MQ

Now I'd like to ask you about your exposure to different types of media
-- like newspapers, magazines, radio, and television.

QMq1A. How many days a WEEK do you usually read a newspaper?

(IWER: IF R SAYS "It varies", PROBE: "ON AVERAGE, how many days per
WEEK do you read a newspaper?")

- 00. NEVER/ZERO/I DON'T READ NEWSPAPERS --> QMQ3A
- 01. 1 DAY PER WEEK/ONE
- 02. 2 DAYS PER WEEK/TWO
- 03. 3 DAYS PER WEEK/THREE
- 04. 4 DAYS PER WEEK/FOUR
- 05. 5 DAYS PER WEEK/FIVE
- 06. 6 DAYS PER WEEK/SIX
- 07. 7 DAYS PER WEEK/EVERY DAY
- DK

QMq1B. Do you usually read ANY newspapers meant for the African-American
community each WEEK?

- 1. YES
- 2. NO
- DK

QMq3A. How about television? About how many hours per DAY do you usually
watch television?

(IWER: IF R SAYS "It varies", PROBE: "ON AVERAGE, how many hours per
DAY do you watch TV?")

- 00. NONE/ZERO/I DON'T WATCH TV/DON'T HAVE A TV --> QMQ4A
- 01. LESS THAN 1 HOUR PER DAY/LESS THAN 1 HOUR
- 02. 1 HOUR PER DAY/ONE
- 03. 2 HOURS PER DAY/TWO
- 04. 3 HOURS PER DAY/THREE
- 05. 4 HOURS PER DAY/FOUR
- 06. 5 HOURS PER DAY/FIVE
- 07. 6 HOURS PER DAY/SIX
- 08. 7 HOURS PER DAY/SEVEN
- 09. 8 OR MORE HOURS
- DK

QMQ3B. How many television programs do you usually watch each WEEK which have mostly an African-American cast?

(IWER: IF R SAYS "It varies", PROBE: "ON AVERAGE, how many programs do you watch each WEEK?")

- 00. NONE/ZERO/I DON'T WATCH THOSE PROGRAMS
- 01. 1 PROGRAM PER WEEK/ONE
- 02. 2 PROGRAMS PER WEEK/TWO
- 03. 3 PROGRAMS PER WEEK/THREE
- 04. 4 PROGRAMS PER WEEK/FOUR
- 05. 5 PROGRAMS PER WEEK/FIVE
- 06. 6 PROGRAMS PER WEEK/SIX
- 07. 7 PROGRAMS PER WEEK/SEVEN
- 08. 8 OR MORE PROGRAMS
- DK

QMQ4A. How many hours per DAY do you usually listen to the radio?

(IWER: IF R SAYS "It varies", PROBE: "ON AVERAGE, how many hours per DAY do you listen to the radio, any radio station?")

- 00. LESS THAN 1 HOUR PER DAY/LESS THAN 1 HOUR
- 01. 1 HOUR PER DAY/ONE
- 02. 2 HOURS PER DAY/TWO
- 03. 3 HOURS PER DAY/THREE
- 04. 4 HOURS PER DAY/FOUR
- 05. 5 HOURS PER DAY/FIVE
- 06. 6 HOURS PER DAY/SIX
- 07. 7 HOURS PER DAY/SEVEN
- 08. 8 OR MORE HOURS PER DAY
- DK

QMQ4B. In the PAST MONTH, have you [IF WATCHED TV IN QMQ3A TEXT READS: 'seen or heard' ELSE TEXT READS 'heard'] of anything about domestic violence on the radio [IF WATCHED TV IN QMQ3A THEN ADD: 'or on television'] ?

- 1. [IF TV: 'YES/ON THE RADIO/ON TV' ELSE 'YES/ON THE RADIO']
- 2. NO
- DK

IF QSCR2=RADIO STATION OR QSCR3=RADIO STATION
THE FOLLOWING QUESTIONS WILL BE ASKED
THE Q6/Q7 SERIES FOLLOWS THE SAME LOGIC

	QMQ5.1	QMQ5.2	QMQ5.3
CITY			
LV:	WGZB-FM	WMJM-FM	N/A
KS:	KPRS-FM	N/A	N/A
DT:	WLSN-FM	WRNB-FM	WROU-FM
CH:	WPEG-FM	WBAV-FM	N/A

QMQ5.(1-3). On an average WEEKDAY, how many hours do you usually listen to [RADIO STATION 1 - 3] ?

(IWER: IF R SAYS "It varies", PROBE: "ON AVERAGE, how many hours per WEEKDAY do you listen to ?")

- 00. ZERO/NONE/DON'T LISTEN ON WEEKDAYS
 - 01. LESS THAN 1 HOUR PER DAY/LESS THAN 1 HOUR
 - 02. 1 HOUR PER DAY/ONE
 - 03. 2 HOURS PER DAY/TWO
 - 04. 3 HOURS PER DAY/THREE
 - 05. 4 HOURS PER DAY/FOUR
 - 06. 5 HOURS PER DAY/FIVE
 - 07. 6 HOURS PER DAY/SIX
 - 08. 7 HOURS PER DAY/SEVEN
 - 09. 8 OR MORE HOURS/ALL DAY
- DK

QMQ6.(1-3). On an average SATURDAY OR SUNDAY, how many hours per DAY do you usually listen to [RADIO STATION 1 - 3] ?

(IWER: IF R SAYS "It varies", PROBE: "ON AVERAGE, how many hours per DAY do you listen to on a SATURDAY OR SUNDAY?")

- 00. ZERO/NONE/DON'T LISTEN ON WEEKENDS
 - 01. LESS THAN 1 HOUR PER DAY/LESS THAN 1 HOUR
 - 02. 1 HOUR PER DAY/ONE
 - 03. 2 HOURS PER DAY/TWO
 - 04. 3 HOURS PER DAY/THREE
 - 05. 4 HOURS PER DAY/FOUR
 - 06. 5 HOURS PER DAY/FIVE
 - 07. 6 HOURS PER DAY/SIX
 - 08. 7 HOURS PER DAY/SEVEN
 - 09. 8 OR MORE HOURS/ALL DAY
- DK

PROGRAM EXPOSURE

QM7.(1-3). In the PAST MONTH, did you hear any dramatic advertisements against domestic violence featuring the character Ma Bea on [RADIO STATION 1 - 3] ?

(IWER: CLARIFY IF NECESSARY: "In the series, CHARLISE is the name of the victim and JAMES is the abuser; the tagline and theme was IT'S YOUR BUSINESS; and the advertisements took the form of a series, like a soap opera.")

(DO NOT PROBE DK)

1. YES
 2. NO
- DK

IF YES TO QM7.(1-3) FOR ANY RADIO STATION THEN GO TO QPE4B
IF NO OR DK TO QM7.(1-3) FOR ALL RADIO STATIONS THEN GO TO QPE2B

QPE2B. In the PAST MONTH, did you hear a series of radio advertisements on [RADIO STATION 1 AND/OR 2] that told the story of a domestic violence situation? In the series, CHARLISE is the name of the victim and JAMES is the abuser; the tagline and theme were IT'S YOUR BUSINESS; and the advertisements took the form of a series, like a soap opera.

QPE4B

1. YES [For Louisville: TO AT LEAST ONE OF THE RADIO STATIONS] -->
 2. NO
- DK

QPE3. In the PAST MONTH, did anyone mention to you IN CONVERSATION a series of radio advertisements that told the story of a family responding to a domestic violence situation?

(IWER: CLARIFY IF NECESSARY: "In the series, CHARLISE is the name of the victim and JAMES is the abuser; the tagline and theme was IT'S YOUR BUSINESS; and the advertisements took the form of a series, like a soap opera.")

1. YES
 2. NO
- DK

GO TO INTRO.RQ

ROTATE RESPONSE OPTIONS IN QPE4B

QPE4B. I am going to read 3 short descriptions of what the series featuring Ma Bea was about. Can you tell me which one of them best describes what happens on the series? Was it MOSTLY about...

(READ LIST) (SELECT ONLY ONE)

(PROBE IF NEEDED: "Please select the ONE best description.")

1. A man who had been in prison and returned home and the problems he and his wife faced? (OR)
 2. How people in a family and community reacted to protect a woman from beating by her husband? (OR)
 3. A young child who had to tell a teacher in school about the problems between her mother and her mother's boyfriend? (OR)
 4. NONE OF THE ABOVE (DO NOT READ)
 5. OTHER (SPECIFY) _____ (DO NOT READ)
- DK/DON'T REMEMBER (DO NOT READ)

QPE5. The advertisements took the form of a series, like a soap opera. About how many different episodes of the series did you hear?

(IWER: PROBE IF NEEDED: "Your best guess is fine.")

1. 1 TO 2
 2. 3 TO 5
 3. 6 TO 9
 4. 10 TO 12
 5. 13 OR MORE
- DK

QPE6. About how many times did you hear each episode?

1. 1
 2. 2
 3. 3 TO 4
 4. 5 OR MORE
- DK

AUDIENCE INVOLVEMENT MEASURES

INTRO.AI

In the next few questions, I am going to ask you about the radio series.

NOTE: WORDS WILL BE HIGHLIGHTED (NOT UNDERLINED) IN QAI1

QAI1. What do you think was the key message of the radio series?

(DO NOT READ) (DO NOT PROBE) (SELECT ONLY ONE)

(IWER: IDENTIFY THE CLOSEST CATEGORY ACCORDING TO THE FIRST WORDS
USED BY R)

01. STOP DOMESTIC VIOLENCE/END SPOUSE ABUSE IN THE
AFRICAN AMERICAN COMMUNITY
 02. INTERVENE/OFFER SUPPORT AND HELP TO VICTIMS OF DOMESTIC VIOLENCE
 03. FAMILIES AND COMMUNITIES SHOULD GET INVOLVED IN STOPPING ABUSE
 04. SPEAK OUT/REPORT AND TALK ABOUT DOMESTIC VIOLENCE
 05. DOMESTIC VIOLENCE IS NOT A PERSONAL ISSUE, IT'S PUBLIC--
'IT IS YOUR BUSINESS'
 06. BE AWARE OF DOMESTIC VIOLENCE
 07. WOMEN SHOULD GET HELP TO PREVENT DOMESTIC VIOLENCE
 08. OTHER/SPECIFY _____
- DK

INTRO.AI2

For the following statements, please tell me if you AGREE, DISAGREE, or are NEUTRAL.

QAI2. First...

The radio series grabbed your attention.

(Do you AGREE or DISAGREE with this statement?)

(IWER: IF R SAYS "AGREE/DISAGREE", PROBE: "Would that be STRONGLY or SOMEWHAT?")

1. STRONGLY AGREE
 2. SOMEWHAT AGREE
 3. NEUTRAL/NEITHER AGREE NOR DISAGREE
 4. SOMEWHAT DISAGREE
 5. STRONGLY DISAGREE
- DK

ROTATE QAI3, QAI4, QAI5, QAI6, QAI7, QAI8

QAI(3-8). (Next...)/(How about...)

3. "You felt moved by the radio series.
(IWER: CLARIFY IF NECESSARY: 'By MOVED, we mean IF YOU FELT EMOTIONALLY AFFECTED BY THE SERIES.')
4. "You liked the radio series."
5. "The radio series was confusing."
6. "The radio series was annoying."
7. "As the series went along, you tried to guess what would happen at the end."
8. "If a new episode of the series came on the radio today, you would listen to it."

(Do you AGREE or DISAGREE with this statement?)

(IWER: IF R SAYS "AGREE/DISAGREE", PROBE: "Would that be STRONGLY or SOMEWHAT?")

1. STRONGLY AGREE
 2. SOMEWHAT AGREE
 3. NEUTRAL/NEITHER AGREE NOR DISAGREE
 4. SOMEWHAT DISAGREE
 5. STRONGLY DISAGREE
- DK

QAI(9-17). (Next...)/(How about...)

9. "The situations in the story reminded you of real situations you have known about."
10. "The responses of the family in the radio series were believable."
11. "The character Charlise, the victim of abuse in the series, reminded you of someone you know."
12. "Some of the family members in the series reminded you of your family."
13. "If it came up, you hope that you would respond to a domestic violence situation like the family in the series does."
14. "You could identify with some of the people in the series."
15. "You liked the radio talk show host, Ma Bea."
16. "Ma Bea was sympathetic toward her listeners."
17. "By speaking out against abuse, Ma Bea helped victims of abuse listening to her show."

(Do you AGREE or DISAGREE with this statement?)

(IWER: IF R SAYS "AGREE/DISAGREE", PROBE: "Would that be STRONGLY or SOMEWHAT?")

1. STRONGLY AGREE
 2. SOMEWHAT AGREE
 3. NEUTRAL/NEITHER AGREE NOR DISAGREE
 4. SOMEWHAT DISAGREE
 5. STRONGLY DISAGREE
- DK

- QAI(18-19). 18. "How often have you thought about the radio series since you heard it? Would you say..."
19. "After hearing a particular episode, how often did you talk with friends or family about what happened in the story? Would you say..."

(READ LIST)

1. NOT AT ALL,
 2. SOMETIMES, OR
 3. A LOT?
- DK (DO NOT READ)

INTRO.AI20

Once again, for each of the following statements, please tell me if you AGREE, DISAGREE, or are NEUTRAL.

QAI(20-21). [First.../(Next...)/(How about...)]

20. "Since you heard the program, you have thought about what you would do if you faced situations like those in the story."
21. "When an episode of the series was on the air, you tended to stop what you were doing and pay full attention to it."

(Do you AGREE or DISAGREE with this statement?)

(IWER: IF R SAYS "AGREE/DISAGREE", PROBE: "Would that be STRONGLY or SOMEWHAT?")

1. STRONGLY AGREE
 2. SOMEWHAT AGREE
 3. NEUTRAL/NEITHER AGREE NOR DISAGREE
 4. SOMEWHAT DISAGREE
 5. STRONGLY DISAGREE
- DK

QAI22. Do you remember any phrases from the series?

1. YES
2. NO ---> INTRO.RQ
- DK -----> INTRO.RQ

QAI23. What phrase do you remember the best?

(DO NOT READ) (DO NOT PROBE) (SELECT ONLY ONE)

(IWER: IDENTIFY CLOSEST CATEGORY ACCORDING TO THE FIRST WORDS USED BY R)

01. IT'S YOUR BUSINESS
 02. 20/20: 20 EYES ARE WATCHING, 20 FEET ARE COMING
 03. SPEAK UP, SPEAK OUT, SPEAK OFTEN AGAINST DOMESTIC VIOLENCE
 04. THERE'S NO EXCUSE FOR DOMESTIC VIOLENCE
 05. SILENCE CAN KILL
 06. FAMILY VIOLENCE PREVENTION FUND
 07. AD COUNCIL
 08. OTHER/SPECIFY _____
- DK

RACIAL IDENTIFICATION

INTRO.RQ

Now I would like to read some statements about issues specifically concerning the African-American or Black population. Once again, for each of the following statements, please tell me if you AGREE, DISAGREE, or are NEUTRAL.

QRQ.(1-3). [First.../(Next...)/(How about...)]

1. "The mass media tend to present black men as violent and threatening."
2. "What happens to black people generally will affect what happens in my life."
3. "I can make real progress only when the Black community as a whole makes progress."

(Do you AGREE or DISAGREE with this statement?)

(IWER: IF R SAYS "AGREE/DISAGREE", PROBE: "Would that be STRONGLY OR SOMEWHAT?")

(DO NOT PROBE DK)

1. STRONGLY AGREE
 2. SOMEWHAT AGREE
 3. NEUTRAL
 4. SOMEWHAT DISAGREE
 5. STRONGLY DISAGREE
- DK

DEMOGRAPHICS

INTRO.DQ

Now I'd like to ask you some questions about yourself for classification purposes only.

QMS. What is your current marital status? Are you...

(READ LIST)

1. MARRIED,
2. LIVING WITH SOMEONE,
3. DIVORCED,
4. SEPARATED,
5. WIDOWED, OR
6. NEVER BEEN MARRIED?

9. REFUSED (DO NOT READ)
DK (DO NOT READ)

QEDUC. What is the highest grade or level of school that you have COMPLETED?

(READ LIST IF NECESSARY)

1. 8TH GRADE OR LESS,
2. SOME HIGH SCHOOL BUT DID NOT GRADUATE,
3. HIGH SCHOOL GRADUATE OR GED,
4. SOME COLLEGE BUT DID NOT GRADUATE, (1 TO 3 YEARS OF COLLEGE)
5. 4-YEAR COLLEGE GRADUATE, OR
6. MORE THAN 4-YEAR COLLEGE DEGREE?

9. REFUSED (DO NOT READ)
DK (DO NOT READ)

QRL1. Do you attend religious services...

(READ LIST)

1. REGULARLY,
 2. OCCASIONALLY,
 3. RARELY, OR
 4. NEVER? -----> INTRO.PQ
9. REFUSED (DO NOT READ) --> INTRO.PQ
DK (DO NOT READ) -----> INTRO.PQ

QRL2. In the PAST YEAR, has the leader of your religious community talked publicly about the problem of domestic violence?

1. YES
2. NO
- DK

INTRO.PQ

Now I would like to ask you some personal questions about your own experience with domestic violence. Please remember that your answers are anonymous and will be kept confidential.

QPQ1. Did you grow up in a home in which your mother was ever physically abused by her husband or boyfriend?

1. YES
2. NO
9. REFUSED
- DK

IF R IS MALE GO TO THANKS.SCREEN

QPQ2. Have you ever been physically abused by a husband or boyfriend?

1. YES
2. NO -----> THANKS.SCREEN
9. REFUSED --> THANKS.SCREEN
- DK -----> THANKS.SCREEN

QPQ3. Have you ever sought help from any domestic violence program?

1. YES
2. NO
9. REFUSED
- DK

THANKS.SCREEN

This concludes our interview today. I'd like to thank you very much for taking the time to speak with me. (For information about the domestic violence program nearest you, you can call 1-800-799-SAFE. For information on what you can do to help stop domestic violence, you can call 1-800-END-ABUSE.) Again, thank you for your time.

QIWER.SEX. IWER: PLEASE RECORD YOUR SEX

(DK NOT ALLOWED)

1. MALE
2. FEMALE
9. REFUSED

IRACE. IWER: WHICH OF THE FOLLOWING DESCRIBES YOU BEST...

1. AFRICAN-AMERICAN OR BLACK,
 2. ASIAN,
 3. HISPANIC OR LATINO,
 4. NATIVE AMERICAN,
 5. WHITE (CAUCASIAN), OR
 6. SOMETHING ELSE? _____ (SPECIFY)
 9. REFUSED
- DK

Appendix B. "It's Your Business" Program Materials

IT'S YOUR BUSINESS

A project of the Family Violence Prevention Fund and The Advertising Council in collaboration with the National Institute on Domestic Violence in the African American Community

IT'S YOUR BUSINESS

A Domestic Violence Prevention Radio Drama Series
Targeting the African American Community

Project Partners:

The Advertising Council

American Urban
Radio Networks

Annenberg School for
Communication at the
University of Pennsylvania

Family Violence
Prevention Fund

GeM Communications
Group

Homeland Enterprises

John Scott & Associates

National Institute on
Domestic Violence
in the African American
Community

UniWorld Group, Inc

THE ISSUE:

Nationwide, one out of every four women of all races and socio-economic backgrounds have been battered by their husbands or boyfriends at some point in their lives. Many of these women are African American.

Domestic violence has a terrible impact on communities throughout America, and the African American community is not immune. Violent abuse of women destroys families, takes the lives of women and children, traumatizes the young people who witness it, increases the growing number of Black men in jail, and contributes to substance abuse and homelessness.

CAMPAIGN OBJECTIVE:

To encourage friends and family members to form a "safety net" around victims of abuse and their children, and to hold batterers accountable for their behavior.

Help bring the message of *It's Your Business* to your listeners. Let them know that "twenty eyes will be watching" batterers and "twenty feet will be coming" to keep Black women safe. You could be saving lives. Put *It's Your Business* on the air today!

FOR MORE INFORMATION OR TO ORDER CAMPAIGN MATERIALS, PLEASE CONTACT:

Ms. Kelly Mitchell-Clark, Senior Program Specialist
Family Violence Prevention Fund
383 Rhode Island Street, Suite 304
San Francisco, CA 94103-5133
Phone: (415) 252-8900

OR

Ms. Pamela Turchin, Campaign Manager
The Advertising Council, Inc.
261 Madison Avenue
New York, NY 10016-2303
Phone: (212) 984-1968

***It's Your Business* was written by:**

Maisha Hazzard, Ph.D. (Head writer)
Ifetayo Butler Johnson, B.S., M.S.
John S. Scott, Ph.D.
Sonja Williams, B.F.A., M.A.
Bob Timmons (Associate writer)
Elaine Perkins, BBC-Radio Certificated
Jeffrey Wray, B.A., M.F.A.

Directed by: Maisha Hazzard, Ph.D.

Produced by: John H. Larrier, UniWorld Group, Inc.

Creative Consultants: UniWorld Group, Inc.

Casting: Elsie Stark, Stark Naked Productions

Recording Studio: soho sound (NY, NY)

Engineer: Glenn Laredo

Assistant Engineer: Matt Roth

Cast (in order of appearance):

Mr. Gibbs.....Bill Rowe
Mrs. Gibbs.....Betty Neals
Ma B.....Lynne Thigpen
Announcer.....Essene R.
Tanya.....Patricia R. Floyd
Charlise.....Shelita Birchett
John.....Randolph Frazier
June.....Collette Wilson
Doris.....Collette Wilson
George.....Clifford Mason
Paul.....Larry Hines
Leron.....Gregory Suddeth
Counselor.....Ken Prymus
Jamal.....Andre Blake
Dave.....Stu Riley
Mr. Lane.....Arthur French
Ms. Jackson.....Shukura McGregor
Grace.....Grace Garland
Ruth.....Gammy Singer
James.....George Brome
Joan.....Gammy Singer
Marlin.....Antoine McLean
Adam.....Z. Wright
Nurse.....Janice Pendarvis

Step Into the World of IT'S YOUR BUSINESS

It's Your Business is a twelve-part radio micro-drama centered around a fictional but realistic domestic violence trial, as reported and discussed on a radio call-in show. Ma B, the show's celebrated host, enjoys a large listenership in local African-American radio. With pointed commentary and dare-to-air tactics, Ma B makes no topic taboo and speaks out on the sensitive issue of domestic violence against African-American women. Family violence prevention is a topic of personal involvement for Ma B. She is a domestic violence survivor who escaped because a friend continued to talk to, support and encourage her.

Ma B seizes the opportunity to discuss domestic violence issues through the trial of Damon DeCur, using the events in the news as catalysts for discussion on her radio show. Damon DeCur is a high-profile local businessman who is accused of assaulting his intimate partner and paramour, Denise Champion. Together, DeCur and Champion appeared publicly to have been the *perfect* couple. They were considered successful, prosperous, glamorous, attractive, well-educated, and sophisticated. Few would have associated them with any stereotypical profile of couples dealing with domestic violence.

As the series opens, news of the assault is hitting the airwaves. The story goes like this: Damon DeCur had a surprise birthday party for Denise. Immediately following the departure of the guests, Damon DeCur and Denise Champion began to argue. Neighbors overheard the altercation that was punctuated with the sounds of breaking glass and crashing furniture. The next door neighbor called 911 when she saw Denise fly through the plate glass patio door. DeCur says Denise ran through the door, not realizing that it was closed. The neighbor says Denise Champion was thrown through the window. Reports from undisclosed parties note that Denise Champion's injuries indicate more than lacerations from an accidental trip through the plate glass door. Previous 911 calls have been made from that residence, and police have had to escort DeCur out of the house on each occasion. Because of the prior reports of abuse and the appearance of things at the scene, DeCur was arrested on charges of assault. As Ma B summarizes events in the news, Damon DeCur is out on bail while Denise Champion remains in a coma, on life support.

The World of the Radio Drama

Loyal listeners hear and discuss Ma B's show each week in different locations -- the barbershop, a boutique, a car, an apartment, and the emergency room. The show is always heard through the filter of the individual radios of Ma B's fictional listeners. Over the course of the series, real world listeners come to know the friends and relatives of Charlise, who is being beaten by her husband, James. Charlise's family members regularly listen to Ma B's show, and decide they can no longer turn the other cheek to James's violence after hearing Ma B speak out about the problem. They learn -- along with Ma B's other listeners -- how to reach out and support victims of domestic violence, as well as how to let abusers know that the community will no longer tolerate abuse.

While each episode is self-contained and can be heard separately, the series itself develops the story of Charlise and James as their friends and family find ways to make sure Charlise and James understand that they: know about the violence; believe it is wrong under any conditions; are watching the couple like a hawk for any signs of continued violence; and are prepared to surround the woman and the children with their support and willingness to help. When Charlise ends up at the local hospital emergency room, Charlise and James can no longer pretend that her injuries are accidental. Ultimately, Charlise's family and friends help ensure that Charlise stays safe, and James is told in no uncertain terms that "twenty eyes are watching" him and "twenty feet will come" to protect Charlise and her children.

IT'S YOUR BUSINESS Radio Drama—A 12-Part Series

Episode One: It's Better to Air the Dirty Laundry

Music: *How Come, How Long* (up and under)
SFX: *Stations changing, other cars blowing horns*
Mr. Gibbs: *(horn blowing and brakes screeching)* Maggie! Watch the road!
Mrs. Gibbs: Ma B is on.
SFX: *Stations changing*
Ma B: Beautiful People,
Mr. Gibbs: There!
Ma B: This is *Ma B Lady Queen Sistah Friend*. NEWS FLASH: Local business wonder, Damon DeCur was arraigned on near fatal assault of live-in girlfriend, Denise Champion. After a party, a neighbor saw girlfriend fly through the glass patio door.
Mr. Gibbs: *(overlapping monologue)* I don't want to hear this mess.
Ma B: *(continuing)* DeCur says Denise ran through; the neighbor thinks she was thrown. Police records show previous 911 calls.
Mr. Gibbs: Where's my cellphone?
SFX: *(overlapping) dialtone followed by dialing.*
Ma B: *(continuing)* Denise's in a coma. DeCur's out on bail. IT'S YOUR BUSINESS. Talk to me. *(beep of phone)*
Mr. Gibbs: Why're you airing folk's personal laundry on the radio?
Ma B: Sir, Ms. Champion is just one of the sistahs dying from abuse. Back after the break. It's your business.
Music: *Instrumental bridge up and under*
Mrs. Gibbs: Abe, why did we pretend not to know Jack was beating our Ruth?
Mr. Gibbs: Don't get in married folks business.
SFX: *horn and screeching brakes.*
Mrs. Gibbs: My God, Abe. He beat on Ruth while our grand children watched, and we didn't say anything!
Mr. Gibbs: If I'd said anything, I would have hurt him.
Mrs. Gibbs: But our silence was consent!
Music: *up and under as stinger*
Ma B: People, I lived it, almost died it, got out, and survived it! My best friend put my dirty laundry in my face or that could've been me in a coma. Better to air the dirties in public than lose your sister-friend-mother-child. Gotta talk about it! Stop domestic violence. IT IS YOUR BUSINESS.
ANNOUNCER: To find out how you can help, call 1-800-END-ABUSE. This message is brought to you by the and Family Violence Prevention Fund and The Ad Council with the Institute on Domestic Violence in the African American Community.

Episode Two: A Time to Speak

Music: *How Come, How Long* (up and under)
SFX: *radio program in the background*
Tanya: This color is you, girl. Try it on.
Charlise: I don't think that's my style, it's kind of —
Tanya: To the dressing room. Be there in a minute.
Ma B: *(off mic)* Beautiful People.
Tanya: That's Ma B. Turn it up.
Ma B: *(on mic)* This is *Ma B Lady Queen Sistah Friend*! Ma be with you to the very end. NEWS FLASH on domestic violence trial of local businessman, Damon, for the near murder of girlfriend, Denise Champion. Her sister testified today that DeCur had a history of violence, and she knew about Denise's it but didn't say anything. Hey, people, silence can kill. It's your business. *(Beep)* Talk to me, caller.
John: My sister's dead 'cause I didn't get in her business.
SFX: *(off mic) cash register*
Ma B: Happens too much. Gotta let the sistah know you know — that you're there for her.... It's your business. *(Beep)*.
June: Some women don't think a man loves 'em 'less he hits.
Ma B: Love is not a punch in the mouth; it's a kiss. Talk to her. *(Music up)* Break time. It's your business.
Music: *under*

Tanya: (coming on mic) Charlise, you're working that dress, girl! Turn around (in drawn breath) What's that on your back?

Charlise: Some dye from my hair.

Tanya: No. That's a bad bruise, Charlise.

Charlise: Why can't you mind your own business?

Charlise: He's been stressed out.

Tanya: You think that excuses him?

Charlise: No, but —

Tanya: There are no buts except the butt that's getting whipped. It has to stop.

Charlise: Look, James is a good man.

Tanya: A good man doesn't beat his wife.

Charlise: What do you want me to do?

Tanya: Let me help.

Charlise: How?

Tanya: You can come to me. You can come to any of the family. Let us help.

Charlise: I want to.

Tanya: That's a start. Give us a hug.

Music: *up and under*

Ma B: This is Ma B. One in four Americans knows a woman who has been abused in the past year. It IS your business.

ANNOUNCER: To find out how you can help, call 1-800-END-ABUSE. This message is brought to you by the Family Violence Prevention Fund and The Ad Council with the Institute on Domestic Violence in the African American Community.

Episode Three: *Isolated Woman*

Music: *How Come, How Long, Not right, so wrong. We can't let it carry on.....*

SFX: *Thumps, and bumps, grunts and groans.*

Doris: *(Crying)* Please let me have them.

Ma B: *(in the background)* Beautiful people.

George: No. And turn that blasted radio off.

SFX: *THUMP of radio against a wall. Radio goes dead. Door slams. Footsteps fading off. Quick sounds of scrambling. Radio comes on suddenly as it is plugged in again.*

Doris: That's my mother's radio.

Ma B: This is Ma B Lady Queen Sister Friend. NEWS FLASH on the domestic violence trial of Damon DeCur: Denise Champion's friends testified that DeCur started isolating Denise — monitoring every move. People, know a woman out of touch and out of reach? REACH OUT. It's Your Business. Talk to me. (beep)

Paul: *(agitated)* Why would a woman stay and get beat? She could sneak off.

Ma B: That's like asking why all slaves didn't take the underground railroad and escape. You get beat down and terrorized. It's your business! (beep)

Doris: *(A whimper)*

Ma B: Caller?

Doris: *(in almost a whisper)* I don't know what to do.

Ma B: Are you hurt?

Doris: My shoulder's bruised.

Ma B: Is there someone who can pick you up?

Doris: *(crying)* I'm from the islands. I've only been here six months. Nothing I do is right. Anything I say, he goes off —

Ma B: Sister, hear me, please. He's got a problem you can't fix. You have to get out of harm's way.

Music: *up and under (instrumental)*

Doris: How? I have nobody.

Ma B: There are shelters and safe houses. Hold on. Someone here will help you.

Doris: Thank you, Ma B.

Ma B: People, too many women suffer alone— in silence! Know a woman who has unexplained injuries or seems isolated and cut off? Tell her you noticed. Tell her you care. It IS your business.

ANNOUNCER: To find out how you can help, call 1-800-END-ABUSE. This message is brought to you by the Family Violence Prevention Fund and The Ad Council with the Institute for Domestic Violence in the African American Community

Episode Four: We CAN Do Something

Music: *How Come, How Long (up and under)*
SFX: *Radio program in the background, barber shop sounds — clippers, scissors, etc.*
LeRon: Hey, Counselor, you're coming in here looking like Damon DeCur.
Counselor: Well, you look like Dennis DeBull!
LeRon: Man, what you doing to my head?!
SFX: *Laughter. (Overlapping comments) "You asked for it." "You got it!" (Laughter)*
Ma B: Beautiful people.....
LeRon: Hey, turn the radio up. It's Ma B.
Ma B: This is *Ma B Lady Queen Sistah Friend*. Ma be with you to the very end. Here's the flash on domestic violence trial of local business man Damon DeCur for allegedly causing his girlfriend's near death experience. Brother of Denise is calling for a boycott of DeCur's businesses. What ya think? Back after this break. It's your business.
Jamal: If it was my sister, there wouldn't be enough of him left to boycott. And Counselor here could defend me.
Counselor: Don't want to do that, man. You beat him up, you go to jail, and he'll be out beating on the sister.
LeRon: We can't protect our women?
Jamal: Up to me, he'd be the one with nothing to protect. Wouldn't need no jock strap to play ball neither.
Counselor: Use your heads, not your hands, brothers.
Dave: Run it, then, Counselor.
Counselor: Give him the twenty/twenty rule. Let him know that twenty eyes are watching and twenty feet are coming.
Jamal: Listen up. Turn it up, man.
Ma B: (coming on mic) You're right, caller. Boycotts work on a businessman. BUT, it calls for group action. Family and friends, tell the man — that you know what he's doing; his behavior is wrong under any conditions; you are watching him like a hawk.
Counselor: Yeah. Twenty eyes are watching and twenty feet are coming.
LeRon: Come on man, we got to give James the 20/20.
Counselor: Keep it together, brothers.
Dave: Stay Safe.
Music: *up and under*
Ma B: If you just tuned in, this is *Ma Be Lady Queen Sistah Friend*. We CAN work together to stop domestic violence. It IS your business.
ANNOUNCER: To find out how you can help, call 1-800-END-ABUSE. This message is brought to you by the Family Violence Prevention Fund and The Ad Council the Institute for Domestic Violence in the African American Community

Episode Five: At Work

Music: *How Come, How Long.....*
SFX: *Kids on the playground off mic.*
Mr. Lane: Ms. Jackson, is she alright?
Mrs. Jackson: I thought he broke her arm. But, she's alright.
Mrs. Jackson: Now?
Ma B: (over the radio, off mic) Beautiful people.
Mr. Lane: Please. Turn up your radio please.
Ma B: (volume up) This is *Ma B Lady Queen Sistah Friend*. NEW FLASH: In the domestic violence trial of business man, Damon Decur, co-workers of Denise Champion testified that she showed signs of abuse: nervousness after frequent DeCur phone calls. Co-Workers said DeCur seemed like a "nice fellow". Back after the break. It's your business.
Mr. Lane: Come in, Ms. Grace.
Grace: Sorry about the scene with my husband. I'll ask him not to come, but I need this job, Mr. Lane.
Mr. Lane: I'm not firing you. But I am concerned about you, and I want to help you stay safe.
Grace: How?
Mr. Lane: I've requested a court order that says he can't come within 100 yards of this school.

Grace: But, how....
 Mr. Lane: We'll keep all of your work inside this building. And ---
 Grace: This is so embarrassing.
 Mr. Lane: He should be ashamed. Not you. -- Now, if you permit, security will walk you to your car everyday. And I'll give you time off to get a restraining order.
 Grace: Why would you do all of this for me?
 Music: *sneak in (Instrumental)*
 Mr. Lane: Ms. Grace, I saw your bandaged wrists and your occasional limps. I'm ashamed that I didn't ask if you needed help sooner. But I promise you we'll have a domestic violence policy after our meeting this week.
 Grace: Thank you.
 Ma B: Some companies have policies to protect battered women. Ask at your workplace. Speak up. Speak out. Speak often against domestic violence. At home, at play, and at work --It IS your business.
 ANNOUNCER: To find out how you can help, call 1-800-END-ABUSE. This message is brought to you by the Family Violence Prevention Fund and The Ad Council with the Institute on domestic Violence in the African American Community.

Episode Six: Mother Wit

Music: *How come How Long*
 SFX: *Kitchen sounds*
 Ruth: Tanya, have some tea and cake.
 Tanya: Mama, I didn't come for tea. I came to listen to Ma B and talk about Charlise and James.
 Ruth: Hmmmm.
 Tanya: Mama?
 Ruth: James is a good man.
 Tanya: She's got bruises.
 Ruth: He has a good job. Bought a nice house, and he's good to her kids.
 Ma B: *(Faintly in the background.) Beautiful People.*
 Tanya: And he's beating your daughter.
 Ma B: *(off mic.) This is Ma B Lady Queen Sistah Friend.*
 Tanya: Turn it up, please.
 Ma B: *(up) NEWS FLASH on the domestic violence trial of local business man Damon Decur. DeCur's friends recall his work in the community; how good he is to his mother. People, even a man who does good things for a lot of people can be doing terrible things to his wife or girlfriend. A wolf in a wool suit is still a wolf. Back after this break. It's your business.*
 Tanya: You know about a wolf in sheep's clothing, don't you Mama?
 Ruth: We kept this family together.
 Tanya: Yeah, Mama, together -- Charlise, Leron, and me huddled -- scared -- listening to your screams. You want Charlise to take what you took?
 Ruth: No.
 Tanya: Then tell her she doesn't have to take it. Tell her Daddy was wrong.
 Ruth: I didn't want to believe it.
 Tanya: We have to help Charlise -- for her sake and the kids.
 Ruth: How?
 Tanya: Tell her you love her too much to watch her take what you took.
 Ruth: You think she's home now?
 Tanya: Yes.
 Music: *up and under*
 Ruth: God, help me. I'll tell her.
 Ma B: Domestic Violence comes in every shape, shade, and size. Mothers, tell your daughter a man should never hit her -- that there's no excuse for abuse! It IS Your Business.
 ANNOUNCER: To find out how you can help, call 1-800-END-ABUSE. This message is brought to you by the Family Violence Prevention Fund and The Ad Council with the Institute on Domestic Violence in the African American Community.

Episode Seven: Gotta Have A Plan

Music: *How come, how long, not right, so wrong*
 SFX: *phone rings*
 Mrs. Gibbs: Hello. Oh, Tanya, your grandpa's not here.
 Ma B: Beautiful people.....

Mrs. Gibbs: Lord, Ma B is on. Call you later.
 SFX: *phone hanging up*
 Ma B: This is Ma B Lady Queen Sistah Friend. Ma B with you til the very end. News Flash: an article sparked by domestic violence trial of Damon DeCur, says a woman is fighting for custody of her children and her personal property. She ran from punches in only a nightgown. Bad guy gets it all. Our guest is domestic violence expert, Joan Marks. Talk to me. It's your business. (beep)
 Mrs. Gibbs: My granddaughter is being abused. I want to help her get out without losing everything.
 Ma B: It took me four years to get my children and my things. Help us, Dr. Joan.
 Joan: M'am, sometimes you just have to go. Unfortunately most women leave in the heat of a beating without a plan. If you want to leave a bad situation, tell friends or family what's happening; set up signals with them for escape.
 Mrs. Gibbs: My granddaughter has two children, and she helped pay for that house and at least half of the things of it.
 Joan: M'am. Safety comes first. Help her create an escape plan that includes the children, and let her know you will be part of it. Then, have her find her important papers like – birth certificates, marriage license – and some money if she can – and give them to someone she trusts.
 Ma B: Sistahs, you must have a plan! Remember, don't lose your life and don't lose your head. Plan. Stop domestic violence. It IS your business.
 Announcer: To find out how you can help, call 1-800-END-ABUSE. This message is brought to you by the Family Violence Prevention Fund and The Ad Council with the Institute on domestic Violence in the African American Community.

Episode Eight: *A Close Shave*

Music: *How come, How Long.....*
 SFX: *Barbershop sounds (electric clippers)*
 Ma B: Beautiful people! ...
 James: Can we listen to something else?!
 MaB: This is MaB Lady Queen Sistah Friend.
 Dave/Barber: Sister makes good sense.
 Ma B: ... News Flash on the domestic violence trial of local businessman, Damon DeCur. In exclusive interviews, Denise Champion's uncle admitted he had suspicions his niece was being abused but said nothing. People, what message does our silence give? Speak up after this break. It's your business.
 Music: *up and under*
 SFX: *Ding dong of a door entrance sensor. Clippers stop. Footsteps coming on.*
 Chorus of Men: Hey, Dave James
 Dave: My cue to exit. (*turning down the radio*)
 Music: *out*
 LeRon: Stay where you are, James. We're here – Grandpa, Pebo, Jamal, Uncle Jack
 James: I don't need the roll call. What's up?
 LeRon: I'm speaking for all the men in the family.
 Chorus: That's right. Straight up..... Yeah.
 LeRon: We know you've been abusing Charlise, and ---
 James: That's a lie! I never---
 LeRon: James, we've seen the bruises.
 James: No, man
 LeRon: ---Beginning right now, you're under the family's 20/20 WATCH. Our twenty eyes are watching you like a hawk.
 Chorus: Um-hum.
 LeRon: ...And our twenty feet are coming fast (*sfx: the family men stomping in place*) to support and protect Charlise and her children.
 James: Look, let me explain---
 LeRon: James, a real MAN does NOT beat his wife. Do it again, and WE'LL call the police. The violence stops here!
 James: I'm out of here.
 SFX: (*footsteps, bell of the door monitor, signaling opening of door*)
 LeRon: (*calling to him*) Think about it hard, James. (*Going off mic*) Thanks Dave.
 Dave: Brothers. I'm with you. Hey, turn my radio up your way out.
 Ma B: This is Ma B saying, 'Speak up, speak out, speak often against domestic violence.' Tell everybody it's wrong. Your word could be the peacemaker. It IS your business.

Announcer: To find out how you can help, call 1-800-END-ABUSE. This message is brought to you by the Family Violence Prevention Fund and The Ad Council with the Institute on Domestic Violence in the African American community.

Episode Nine: *Calm Before the Storm*

Music: *How Come, How long...*
SFX: *Playstation sounds.*
Marlin: I hate this game
SFX: *crash of a control pad.*
Adam: Hey, that's my game pad you're throwing around!
Marlin: Too bad.
Adam: What's eating you?
Marlin: Nothing!
Adam: It's your dad again.
Marlin: He's beating my mom. He was cool for six months. My mom even smiled again. I don't know what to do.
Adam: Call Ma B.
Marlin: My old man would kill me if he heard me on the radio talking about family stuff.
Adam: Ma B says, "Let him deal with it." She's on now.
SFX: *radio stations switching. Telephone dialing.*
Ma B: Right, caller. Witnesses said local businessman, Damon DeCur, was on good behavior after the first 911 call. Girlfriend's sister said they all thought everything was on the up and up. Now Denise is in a coma. What do you think, callers? Talk to me? It's your business. (beep)
Marlin: Um. My Dad has beat my Mom since I was little. He stopped for about six months. Now he's back at it. I want to take him on myself, but he's a mean--
Ma B: What do you think kept your Dad in check for those six months?
Marlin: My Mom's family was watching him and he knew it. Once things seemed okay, everybody quit watching, and he went berserk. Last night was real bad.
Ma B: Is your mother hurt? Does she need medical help?
Marlin: She seems okay. But I'm scared. (voice cracking) It's getting worse.
Music: *Up and under (instrumental bridge)*
Ma B: Hold on. We have someone here to talk to you. Don't hang up. Okay?
Marlin: Okay.
Ma B: People! It takes the whole community to turn this around. Do the 20/20 on abusers. Let them know at least 20 eyes are watching and 20 feet are coming. You may have to keep it up for years or for a lifetime. Speak up, speak out, speak often against domestic violence. It IS your business.
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Episode Ten: *Turning Point*

Music: *How Come How Long.....*
SFX: *Sirens and feet running. ER sounds.. Loud radio in the background belonging to a man already seated in the waiting room.*
Tanya: *(out of breath, coming on mic)* They just brought my sister in -- Charlise Gator
Nurse: Excuse me. Sir, would you turn your radio down. (radio volume goes down just a little). I'll call you when she's finished with the doctor.
Ma B: *(off mic)* Beautiful People.
Ma B: *(coming on mic as Tanya goes to sit closer to the man with the radio)* This is Ma B Lady Queen Sistah Friend. NEWS FLASH on the domestic violence trial of local businessman, Damon DeCur. Girlfriend, Denise Champion, is out of a coma, but can she testify? Does DeCur have reason to be nervous? Back after this break. It's Your Business.
Nurse: The radio, sir. *(radio volume goes way down)* Miss, your sister is being released.
Charlise: *(overlapping)* Has been released
Tanya: Look at your nose, Charlise.
Charlise: Bloody but not broken.
Tanya: Hurt anywhere else?

Charlise: I'm okay, Tanya. Will you take me home?
Tanya: Home?!

Charlise: I have to go home for my kids and some important papers.
Tanya: Let Jamal and LeRon do it.
Charlise: I know where the things are and James is still at the police station. Let's go. (running)
SFX: *footsteps picking up pace.*
Tanya: Then what? (running)
Charlise: To the court house for a restraining order and (slowing down) then, to Grandma and Grandpa's. They're waiting for us.

Tanya: (overlapping) Thank God, you are leaving.
SFX: *beep of car opener/alarm.*
Music: *Up and under*
Tanya: (quietly after stopping at the car and taking a breath) What convinced you this time?
Charlise: (near tears) Mama begged me not to take what she took from Daddy all those years.
Tanya: Oh, Char, saying that was a big one for her.
Charlise: I know.
SFX: *Car doors shut and car engine starts. Radio comes on.*
Ma B: Domestic violence is a leading cause of serious injuries to women. Speak up. Speak out. Speak often against domestic violence. This is Ma Be saying, "It IS your business."

ANNOUNCER: To find out how you can help, call 1-800-END-ABUSE. This message is brought to you by the Family Violence Prevention Fund and The Ad Council with the Institute on Domestic Violence in the African American Community

Episode Eleven: Safety Net

Music: *How Come, How Long.....*
SFX: *Children at play on a school playground. Cars on the street.*
James: (coming on mic) Hey, kids!
Tanya: Jay and Lisa, it's okay. You can get in the car. (car doors closing) James, what are you doing here?
James: Came to pick my kids up from school. Why are you here?
Tanya: Their mother sent me. You know -- the one whose nose you all but broke.
James: It was an accident, Tanya.
Tanya: (cutting him off) You can't take the kids, James. Charlise got a court order.
James: Where is Charlise?
Tanya: I can't tell you that.
Tanya: Well, the kids are coming with me.
Tanya: Don't want to argue with you, James. Charlise's court order says you have to stay away and everyone has been informed: the school, her job, your church. (getting in the car) Everyone is watching to make sure you never lay a hand on my sister again.

SFX: *Car door closing. Engine starting. Radio coming on. Banging on hood of car*
Ma B: Beautiful people, this is Ma B Lady Queen Sistah Friend. In the domestic trial of Damon DeCur...
SFX: *incessant banging on top hood of the car.*
Ma B:best friends of Denise Champion said DeCur harassed Denise when she tried to leave.
SFX: *laying on horn*
James: (screaming off mic) She's my wife. Those are my kids.
SFX: *radio turned down. Window rolled down.*
Tanya: Please, move away from car. The principal is ready to call the police if he needs to. I suggest you go away quietly.

James: Kids get out the car and come with me.
Jay: (actor who played Marlin) No. You hurt my Mom.
Tanya: Good bye, James.
SFX: *car pulling off*
MA B: Alright caller, that's true. Getting a woman to leave an abusive relationship is not always the end of the situation. Experts say a woman should put together a safety network to help her get safe and stay safe. Stop Domestic Violence. It IS your business.

Anouncer: To find out how you can help, call 1-800-END ABUSE. This message is brought to you by the Family Violence Prevention Fund, The Ad Council with the Institute on Domestic Violence in the African American Community.

Episode Twelve: Out and Safe

Music: *up and under*
SFX: *doorbell ringing.*
Ma B: **Beautiful People.**
Mr. Gibbs: *(calling off mic)* I'll get the door. *(on mic).* Ma B's on.
Ma B: This is Ma B Lady Queen Sister Friend. NEWS FLASH on the domestic violence trial of local businessman, Damon DeCur. Denise Champion testified. DeCur knocked her through the glass door. Now, the jury is out. *(SFX: doorbell and knocks)* Back after this break. It's Your Business.

SFX: *Incessant knocking*
Mr. Gibbs: *(coming on mic)* It's James.
Family: *(off mic)* It's James?.... Okay.... Right...Ready.
Mr. Gibbs: *(overlapping)* Hold your horses, young man.
James: *(door squeaks open as he speaks. First word is through the door; second part of question is overly loud as the door opens)* Where's Charlise?
Mr. Gibbs: She's here.
Mrs. Gibbs: *(coming on mic)* And so are we.
Family Chorus: *(coming on mic simultaneously)* Hi, James. ...Hello. ...Hey, James.....What's up, James? Yo. *(Etc.)*
James: *(sarcastically)* LeRon, Jamal, Mama, Ruth, Tanya, Papa. Another family reunion? Can I talk to my wife, ALONE?
Mr. Gibbs: Sorry, James, you lost that right when you laid your hands on my granddaughter.
James: I can't see my own wife?
Mr. Gibbs: Not now. And not unsupervised.
Chorus: That's right.
James: You can't keep me away from her and my kids!
Mr. Gibbs: James, Charlise asked me to show you a copy of her restraining order issued by the courts. The sheriff is looking for you now.
Chorus: That's right. You got it.
Mr. Gibbs: When she wants to see you, we'll call. And one of us will be with her. Every time you look, we'll be watching. All of us.
Chorus: 20/20. Twenty eyes are watching, Twenty feet are coming.
SFX: *Door opening. Footsteps going off.*
Music: *up and under*
Family: Get it together, James. We'll pray for you.
Charlise: *(tearfully)* Thanks for being here for me.
Family: We love you, Charlise. Thank God, you're safe.
Ma B: Help get a sistah/friend out of harm's way. Create a safety net of friends and family for her. Let the abuser know everyone's watching. Speak up. Speak out. Speak often to stop domestic violence. It IS your business.
Announcer: To find out how you can help, call 1-800-END-ABUSE. This message is brought to you by the Family Violence Prevention Fund and The Ad Council with the Institute on Domestic Violence in the African American Community.

APPENDIX C

TABLES: PREDICTING CREDIBLE RECALL WITH LOGISTIC REGRESSION, SELECTIVITY HYPOTHESES TESTS

Controlling on association of QAQ1: Domestic violence is one of the most important problems in your community

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	2.971	0.085			414	0.164	0.096		1.178	0.976	1.422	0.088	
Demographics	4.219	0.647	1.42	0.922		0.16	0.097		1.174	0.971	1.42	0.098	0.0244
Experience with DV	7.135	0.522	2.623	0.27		0.172	0.099		1.187	0.978	1.44	0.082	-0.073
Racial identification	24.033	0.045	19.085	0.004		0.099	0.105		1.104	0.899	1.355	0.344	0.4451
Media use	48.405	0.0001	25.014	<.0001		0.056	0.109		1.057	0.854	1.31	0.609	0.2622
Interviewer characteristics	50.703	0.0001	2.373	0.305		0.047	0.11	1.0636	1.048	0.846	1.3	0.665	0.0549
Proportion accounted for													0.7134
Residual association													0.2866

Controlling on association of QAQ2: You do not like talking with others about their private lives

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	4.92	0.027	1.371		416	0.213	0.098		1.237	1.021	1.5	0.03	
Demographics	6.364	0.384	31.711	0.927		0.219	0.1		1.245	1.022	1.515	0.029	-0.028
Experience with DV	4.355	0.037	2.752	0.253		0.207	0.101		1.229	1.008	1.499	0.041	0.0563
Racial identification	29.21	0.013	18.934	0.004		0.254	0.105		1.289	1.049	1.584	0.016	-0.221
Media use	56.272	0.006	25.599	<.0001		0.304	0.114		1.356	1.084	1.696	0.008	-0.235
Interviewer characteristics	58.505	<.0001	53.58	0.312		0.305	0.115	-0.8	1.357	1.082	1.7	0.008	-0.005
Proportion accounted for													-0.432
Residual association													1.4319

Controlling on association of QAQ14: You don't really know what you can do to help reduce domestic violence in your community

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	5.758	0.016			416	0.211	0.089		1.235	1.038	1.471	0.017	
Demographics	7.698	0.261	1.332	0.932		0.226	0.09		1.254	1.05	1.497	0.012	-0.071
Experience with DV	10.5	0.232	2.675	0.263		0.229	0.091		1.258	1.053	1.502	0.012	-0.014
Racial identification	30.45	0.007	19.082	0.004		0.253	0.094		1.288	1.07	1.549	0.007	-0.114
Media use	53.225	<.0001	25.285	<.0001		0.214	0.098		1.239	1.022	1.501	0.029	0.1848
Interviewer characteristics	55.31	<.0001	49.552	0.0001		0.208	0.099	0.0303	1.231	1.014	1.495	0.036	0.0284
Proportion accounted for													0.0142
Residual association													0.9858

Controlling on association of QAQ4: You know how to begin a conversation with an abused woman about her situation

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	4.264	0.039			416	0.219	0.11		1.245	1.003	1.546	0.047	
Demographics	5.152	0.524	1.394	0.925		0.21	0.112		1.233	0.991	1.536	0.061	0.0411
Experience with DV	7.513	0.482	2.852	0.24		0.198	0.113		1.219	0.977	1.522	0.08	0.0548
Racial identification	24.673	0.038	19.018	0.004		0.136	0.117		1.146	0.912	1.44	0.244	0.2831
Media use	48.51	0.0001	24.995	<.0001		0.061	0.122		1.063	0.837	1.349	0.619	0.3425
Interviewer characteristics	50.954	0.0001	2.403	0.301		0.066	0.123	1.3909	1.068	0.839	1.359	0.592	-0.023
Proportion accounted for													0.6986
Residual association													0.3014

Controlling on association of QAQ7: You would ask a woman about her abuse even if you thought it would make her feel badly

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	6.75	0.009			417	0.264	0.106		1.302	1.058	1.601	0.013	
Demographics	7.838	0.25	1.35	0.93		0.259	0.106		1.296	1.053	1.594	0.014	0.0189
Experience with DV	10.011	0.264	2.739	0.254		0.25	0.107		1.284	1.042	1.582	0.019	0.0341
Racial identification	28.621	0.012	19.126	0.004		0.252	0.112		1.287	1.033	1.603	0.025	-0.008
Media use	52.43	0.047	25.267	<.0001		0.229	0.118		1.257	1.067	1.345	0.053	0.0871
Interviewer characteristics	54.345	<.0001	2.42	0.298		0.216	0.12	0.4528	1.242	0.982	1.569	0.07	0.0492
Proportion accounted for													0.1818
Residual association													0.8182

Controlling on association of QBQ15A: Intention to talk to an abused woman, if she were a coworker.

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	3.617	0.057			412	0.63	0.346		1.878	0.954	3.696	0.068	
Demographics	4.584	0.598	1.38	0.927		0.603	0.349		1.828	0.923	3.621	0.084	0.0429
Experience with DV	7.162	0.519	2.561	0.79		0.609	0.351		1.838	0.924	3.657	0.083	-0.01
Racial identification	25.047	0.034	18.934	0.004		0.527	0.366		1.694	0.827	3.47	0.15	0.1302
Media use	48.833	0.0001	25.022	<.0001		0.365	0.378		1.441	0.686	3.025	0.334	0.2571
Interviewer characteristics	51.275	0.0001	2.402	0.301		0.375	0.381	0.737	1.455	0.69	3.07	0.325	-0.016
Proportion accounted for													0.4048
Residual association													0.5952

Controlling on association of combined QBQ10: Did you talk to other people about an abused woman's situation?

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	4.201	0.04			120	1.385	0.779		3.997	0.869	18.384	0.075	
Demographics	5.939	0.431	1.977	0.852		1.366	0.786		3.921	0.841	18.284	0.082	0.0137
Experience with DV	5.956	0.545	0.084	0.772		1.36	0.787		3.896	0.833	18.212	0.084	0.0043
Racial identification	40.926	0.0001	33.474	<.0001		2.09	1.038		8.159	1.067	62.412	0.043	-0.527
Media use	53.496	<.0001	12.035	0.007		2.541	1.186		12.688	1.241	129.69	0.032	-0.326
Interviewer characteristics	54.156	<.0001	0.857	0.651		2.461	1.164	-1.381	11.072	1.198	114.65	0.034	0.0578
Proportion accounted for													-0.777
Residual association													1.7769

Controlling on association of combined measure: Have you ever spoken to a woman about her abuse by a partner?*

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	6.91	0.009			417	0.787	0.307		2.197	1.203	4.011	0.01	
Demographics	7.956	0.241	1.35	0.93		0.783	0.312		2.188	1.187	4.035	0.012	0.0051
Experience with DV	8.301	0.307	0.012	0.914		0.815	0.317		2.26	1.214	1.206	0.01	-0.041
Racial identification	26.091	0.017	20.998	0.002		0.626	0.329		1.87	0.981	3.563	0.057	0.2402
Media use	50.509	<.0001	25.199	<.0001		0.589	0.347		1.802	0.913	3.556	0.09	0.047
Interviewer characteristics	52.85	<.0001	2.555	0.279		0.571	0.349	0.7036	1.769	0.893	3.504	0.102	0.0229
Proportion accounted for													0.2745
Residual association													0.7255

*This measure combines both questions regarding having spoken to a woman in the recent past or ever.

Controlling on association of QAQ9: If more people told each other they disapproved of domestic violence, it would go a long way to stopping the abuse

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	6.212	0.013			416	0.305	0.136		1.356	1.04	1.769	0.025	
Demographics	7.381	0.287	1.414	0.923		0.303	0.137		1.354	1.035	1.771	0.027	0.0066
Experience with DV	10.721	0.218	2.81	0.245		0.317	0.138		1.373	1.048	1.7899	0.022	-0.046
Racial identification	28.604	0.012	18.874	0.004		0.308	0.144		1.361	1.027	1.803	0.032	0.0295
Media use	52.981	<.0001	25.211	<.0001		0.294	0.147		1.341	1.006	1.789	0.046	0.0459
Interviewer characteristics	56.134	<.0001	2.446	0.294		0.321	0.151	-0.118	1.379	1.027	1.852	0.033	-0.089
Proportion accounted for													-0.052
Residual association													1.0525

Controlling on association of QAQ10: It is important for men to talk with each other about domestic violence in order to solve the problem

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	3.292	0.07			416	0.231	0.137		1.26	0.963	1.649	0.051	
Demographics	4.662	0.588	1.414	0.923		0.232	0.138		1.261	0.961	1.653	0.094	-0.004
Experience with DV	7.766	0.457	2.81	0.245		0.243	0.139		1.275	0.971	1.675	0.081	-0.048
Racial identification	25.801	0.027	18.874	0.004		0.226	0.146		1.254	0.941	1.671	0.122	0.0736
Media use	50.11	<.0001	25.211	<.0001		0.193	0.151		1.213	0.903	1.629	0.201	0.1429
Interviewer characteristics	52.9	<.0001	2.446	0.294		0.214	0.153	0.1241	1.238	0.917	1.672	0.164	-0.091
Proportion accounted for													0.0736
Residual association													0.9264

Controlling on association of QAQ11: There's no point in arguing with people about domestic violence because talking won't change what people do

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	3.611	0.057			416	0.186	0.103		1.205	0.986	1.473	0.069	
Demographics	5.661	0.462	1.382	0.926		0.207	0.105		1.23	1.002	1.511	0.048	-0.113
Experience with DV	8.663	0.372	2.8	0.247		0.214	0.106		1.238	1.006	1.524	0.043	-0.038
Racial identification	27.47	0.017	19.011	0.004		0.217	0.109		1.242	1.002	1.539	0.048	-0.016
Media use	53.613	<.0001	25.835	<.0001		0.24	0.116		1.271	1.012	1.597	0.04	-0.124
Interviewer characteristics	56.036	<.0001	2.529	0.282		0.238	0.117	-0.505	1.268	1.009	1.591	0.042	0.0108
Proportion accounted for													-0.28
Residual association													1.2796

Controlling on association of QBQ2: "Were any of these conversations about domestic violence concerning something you heard on the radio."

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	3.117	0.078			212	0.704	0.393		2.022	0.936	4.731	0.073	
Demographics	6.389	0.381	2.053	0.842		0.879	0.418		2.41	1.062	5.468	0.035	-0.249
Experience with DV	16.904	0.031	9.465	0.009		1.001	0.428		2.72	1.177	6.287	0.019	-0.173
Racial identification	38.724	0.0004	22.675	0.001		1.066	0.502		2.902	1.085	7.765	0.034	-0.092
Media use	46.626	0.0001	7.089	0.069		1.228	0.536		3.415	1.195	9.76	0.022	-0.23
Interviewer characteristics	47.121	0.0003	0.388	0.824		1.252	0.542	-1.394	3.498	1.21	10.119	0.021	-0.034
Proportion accounted for													-0.778
Residual association													1.7784

APPENDIX C, cont.

TABLES: PREDICTING FALSE EXPOSURE WITH LOGISTIC REGRESSION, RESPONSE BIAS HYPOTHESES TESTS

Controlling on association of QAQ1: Domestic violence is one of the most important problems in your community

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	7.542	0.006			1187	0.138	0.051		1.148	1.04	1.209	0.007	
Demographics	23.103	0.0008	14.541	0.013		0.149	0.051		1.16	1.049	1.203	0.004	-0.080
Experience with DV	27.508	0.0006	5.484	0.064		0.14	0.052		1.151	1.04	1.274	0.007	0.065
Racial identification	57.384	<.0001	32.373	<.0001		0.118	0.053		0.125	1.014	1.248	0.027	0.159
Media use	87.976	<.0001	29.943	<.0001		0.127	0.054		1.136	1.022	1.262	0.018	-0.065
Interviewer characteristics	90.676	<.0001	2.502	0.286		0.13	0.054	0.148	1.139	1.024	1.266	0.016	-0.022
Proportion accounted for													0.058
Residual association													0.942

Controlling on association of QAQ14: You don't really know what you can do to help reduce domestic violence in your community

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	3.245	0.072			1203	0.083	0.046		1.086	0.993	1.189	0.072	
Demographics	22.428	0.001	17.756	0.003		0.101	0.047		1.107	1.009	1.213	0.031	-0.217
Experience with DV	28.574	0.0004	6.47	0.039		0.098	0.047		1.103	1.006	1.21	0.037	0.036
Racial identification	60.093	<.0001	31.964	<.0001		0.095	0.048		1.1	1.001	1.209	0.048	0.036
Media use	91.545	<.0001	32.115	<.0001		0.087	0.049		1.09	0.992	1.2	0.072	0.096
Interviewer characteristics	94.59	<.0001	3.074	0.215		0.087	0.049	-0.082	1.091	0.992	1.2	0.073	0.000
Proportion accounted for													-0.048
Residual association													1.048

Controlling on association of QAQ3: Talking to an abused woman will help her improve her situation

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	15.051	0.0001			1202	0.271	0.075		1.311	1.131	1.519	3E-04	
Demographics	31.451	<.0001	15.944	0.007		0.271	0.075		1.317	1.136	1.527	3E-04	0.000
Experience with DV	36.631	<.0001	6.399	0.041		0.276	0.076		1.305	1.125	1.512	4E-04	-0.018
Racial identification	66.807	<.0001	32.565	<.0001		0.266	0.077		1.282	1.103	1.489	0.001	0.037
Media use	97.929	<.0001	32.072	<.0001		0.248	0.078		1.275	1.095	1.484	0.002	0.066
Interviewer characteristics	101.4	<.0001	2.906	0.234		0.249	0.078	0.282	1.282	1.101	1.493	0.001	-0.004
Proportion accounted for													0.081
Residual association													0.919

Controlling on association of QAQ4: You know how to begin a conversation with an abused woman about her situation

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	7.011	0.008			1195	0.135	0.052		1.145	1.034	1.267	0.009	
Demographics	24.754	0.0004	17.28	0.004		0.142	0.053		1.152	1.039	1.278	0.007	-0.052
Experience with DV	29.852	0.0002	6.569	0.034		0.129	0.053		1.137	1.025	1.263	0.016	0.096
Racial identification	59.51	<.0001	32.186	<.0001		0.101	0.054		1.106	0.994	1.23	0.065	0.207
Media use	92.408	<.0001	32.436	<.0001		0.108	0.055		1.114	1	1.24	0.049	-0.052
Interviewer characteristics	95.173	<.0001	2.289	0.318		0.114	0.055	0.382	1.121	1.007	1.249	0.038	-0.044
Proportion accounted for													0.156
Residual association													0.844

Controlling on association of QAQ6: If you spoke to a woman about her abuse she might get angry with you

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	2.782	0.095			1196	0.09	0.054		1.095	0.985	1.217	0.093	
Demographics	18.913	0.004	16.953			0.077	0.055		1.08	0.97	1.202	0.159	0.144
Experience with DV	25.457	0.001	6.466			0.079	0.055		1.082	0.972	1.204	0.151	-0.022
Racial identification	58.32	<.0001	32.441	<.0001		0.089	0.056		1.093	0.979	1.22	0.115	-0.111
Media use	90.224	<.0001	32.326	<.0001		0.082	0.057		1.085	0.97	1.214	0.152	0.078
Interviewer characteristics	92.6	<.0001	2.377	0.305		0.082	0.057	0.14	1.085	0.97	1.214	0.152	0.000
Proportion accounted for													0.089
Residual association													0.911

Controlling on association of QAQ7: You would ask a woman about her abuse even if you thought it would make her feel badly

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	3.613	0.057			1199	0.092	0.049		1.096	0.996	1.206	0.059	
Demographics	20.683	0.002	16.514	0.006		0.1	0.049		1.105	1.003	1.217	0.043	-0.087
Experience with DV	27.135	0.0007	6.534	0.038		0.099	0.049		1.104	1.002	1.217	0.045	0.011
Racial identification	58.243	<.0001	32.483	<.0001		0.083	0.05		1.086	0.984	1.199	0.102	0.174
Media use	90.684	<.0001	32.572	<.0001		0.082	0.051		1.085	0.982	1.2	0.11	0.011
Interviewer characteristics	93.298	<.0001	2.863	0.239		0.078	0.051	0.275	1.081	0.978	1.196	0.129	0.043
Proportion accounted for													0.152
Residual association													0.848

Controlling on association of QAQ8: People who are important to you expect you to talk to an abused woman about her situation

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	12.51	0.0004			1199	0.185	0.054		1.203	1.083	1.337	6E-04	
Demographics	32.88	<.0001	19.091	0.002		0.196	0.055		1.217	1.094	1.354	3E-04	-0.059
Experience with DV	37.988	<.0001	6.378	0.041		0.188	0.055		1.207	1.084	1.344	6E-04	0.043
Racial identification	66.404	<.0001	32.502	<.0001		0.159	0.056		1.172	1.051	1.308	0.005	0.157
Media use	97.652	<.0001	32.017	<.0001		0.153	0.057		1.166	1.044	1.302	0.007	0.032
Interviewer characteristics	99.782	<.0001	2.239	<.0001		0.152	0.056	0.589	1.164	1.042	1.301	0.007	0.005
Proportion accounted for													0.178
Residual association													0.822

Controlling on association of QBQ15A: Intention to talk to an abused woman, if she were a coworker.

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	26.007	<.0001			1196	0.872	0.18		2.391	1.679	3.405	<.0001	
Demographics	42.574	<.0001	18.19	0.003		0.87	0.185		2.387	1.661	3.431	<.0001	0.002
Experience with DV	50.102	<.0001	7.113	0.029		0.88	0.186		2.412	1.676	3.471	<.0001	-0.011
Racial identification	81.375	<.0001	32.479	<.0001		0.873	0.188		2.394	1.655	3.462	<.0001	0.008
Media use	111.56	<.0001	30.659	<.0001		0.876	0.191		2.402	1.653	3.49	<.0001	-0.003
Interviewer characteristics	113.45	<.0001	2.587	<.0001		0.865	0.191	0.037	2.375	1.633	3.453	<.0001	0.013
Proportion accounted for													0.008
Residual association													0.992

Controlling on association of QBQ15B: Intention to talk to an abused woman, if she were a neighbor.

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	39.935	<.0001			1197	0.985	0.156		2.678	1.973	3.636	<.0001	
Demographics	50.245	<.0001	15.444	0.009		0.938	0.159		2.554	1.871	3.487	<.0001	0.048
Experience with DV	54.862	<.0001	5.941	0.051		0.923	0.159		2.516	1.841	3.49	<.0001	0.015
Racial identification	81.055	<.0001	31.738	<.0001		0.863	0.163		2.371	1.722	3.263	<.0001	0.061
Media use	111.34	<.0001	31.844	<.0001		0.856	0.167		2.355	1.699	3.264	<.0001	0.007
Interviewer characteristics	114.75	<.0001	3.583	0.167		0.856	0.167	0.772	2.354	1.697	3.265	<.0001	0.000
Proportion accounted for													0.131
Residual association													0.869

Controlling on association of QBQ15C: Intention to talk to an abused woman, if she were a stranger.

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	11.841	0.0006			1204	0.618	0.175		1.856	1.317	2.615	4E-04	
Demographics	26.662	0.0002	17.463	0.004		0.552	0.178		1.737	1.226	2.461	0.002	0.107
Experience with DV	32.991	0.0001	6.545	0.038		0.548	0.179		1.729	1.219	1.453	0.002	0.006
Racial identification	63.367	<.0001	32.637	<.0001		0.484	0.183		1.622	1.133	1.321	0.008	0.104
Media use	93.057	<.0001	31.77	<.0001		0.408	0.186		1.503	1.043	2.165	0.029	0.123
Interviewer characteristics	96.169	<.0001	3.02	0.221		0.413	0.187	1.096	1.512	1.048	2.181	0.027	-0.008
Proportion accounted for													0.332
Residual association													0.668

Controlling on association of QBQ16B: Intention to say to an abused woman, "You can't make a big deal about it, he probably had a hard day."

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	7.695	0.006			1207	-0.897	0.306		0.408	0.224	0.743	0.003	
Demographics	20.342	0.002	17.007	0.005		-0.608	0.323		0.545	0.289	1.025	0.06	0.322
Experience with DV	27.433	0.0006	6.374	0.041		-0.676	0.325		0.509	0.269	0.962	0.038	-0.076
Racial identification	56.299	<.0001	30.913	<.0001		-0.486	0.336		0.615	0.318	1.188	0.148	0.212
Media use	87.574	<.0001	31.3	<.0001		-0.495	0.345		0.61	0.31	1.198	0.151	-0.010
Interviewer characteristics	90.774	<.0001	3.182	0.204		-0.499	0.346	-1.15	0.607	0.308	1.196	0.149	-0.004
Proportion accounted for													0.444
Residual association													0.556

Controlling on association of QBQ16D: Intention to say to an abused woman, "Stop doing whatever is making him so angry."

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	3.036	0.081			1200	-0.373	0.209		0.689	0.457	1.307	0.074	
Demographics	17.095	0.009	16.559	0.005		-0.165	0.223		0.848	0.547	1.314	0.46	0.558
Experience with DV	23.809	0.003	6.514	0.039		-0.194	0.224		0.823	0.53	1.278	0.386	-0.078
Racial identification	56.259	<.0001	32.999	<.0001		-0.1	0.231		0.905	0.575	1.423	0.664	0.252
Media use	89.977	<.0001	33.898	<.0001		-0.018	0.237		0.982	0.617	1.563	0.939	0.220
Interviewer characteristics	93.037	<.0001	3.055	0.217		-0.025	0.238	-1.462	0.975	0.612	1.554	0.916	-0.019
Proportion accounted for													0.933
Residual association													0.067

Controlling on association of combined variable: Have you ever spoken to a woman about her abuse by a partner?

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	14.645	0.0001			1209	0.591	0.156		1.805	1.328	2.452	2E-04	
Demographics	35.204	<.0001	17.421	0.004		0.662	0.16		1.939	1.418	2.65	<.0001	-0.120
Experience with DV	35.298	<.0001	0.104	0.747		0.669	0.161		1.952	1.424	2.678	<.0001	-0.012
Racial identification	65.116	<.0001	34.628	<.0001		0.586	0.165		1.792	1.301	2.481	4E-04	0.140
Media use	94.966	<.0001	32.393	<.0001		0.536	0.168		1.708	1.23	2.372	0.001	0.085
Interviewer characteristics	97.732	<.0001	2.934	0.231		0.532	0.168	0.351	1.702	1.225	2.364	0.002	0.007
Proportion accounted for													0.1
Residual association													0.9

Controlling on association of QAQ10: It is important for men to talk with each other about domestic violence in order to solve the problem

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	14.779	0.0001			1201	0.263	0.074		1.36	1.124	1.504	4E-04	
Demographics	31.815	<.0001	16.645	0.005		0.259	0.074		1.296	1.12	1.499	5E-04	0.015
Experience with DV	35.998	<.0001	6.948	0.031		0.244	0.075		1.276	1.103	1.477	0.001	0.057
Racial identification	64.897	<.0001	32.082	<.0001		0.216	0.076		1.241	1.07	1.439	9E-04	0.106
Media use	94.811	<.0001	30.928	<.0001		0.206	0.076		1.228	1.059	1.425	0.007	0.038
Interviewer characteristics	98.575	<.0001	3.271	0.195		0.212	0.076	0.671	1.236	1.605	1.434	0.005	-0.023
Proportion accounted for													0.194
Residual association													0.806

Controlling on association of QAQ13: You would feel badly if someone said something which excused domestic violence

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	3.601	0.058			1198	-0.082	0.043		0.921	0.847	1.002	0.057	
Demographics	17.855	0.007	15.911	0.007		-0.062	0.044		0.94	0.863	1.025	0.162	0.244
Experience with DV	24.328	0.002	5.916	0.052		-0.07	0.044		0.932	0.855	1.017	0.112	-0.098
Racial identification	55.27	<.0001	32.116	<.0001		-0.052	0.045		0.949	0.869	1.037	0.248	0.220
Media use	87.649	<.0001	33.771	<.0001		-0.045	0.046		0.956	0.874	1.047	0.332	0.085
Interviewer characteristics	90.787	<.0001	3.252	0.197		-0.042	0.046	-0.87	0.959	0.876	1.05	0.363	0.037
Proportion accounted for													0.488
Residual association													0.512

Controlling on association of QBQ1: In the PAST MONTH, did you talk with anyone about domestic violence?

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	8.336	0.004			1205	0.442	0.154		1.556	1.15	2.105	0.004	
Demographics	28.743	0.0001	17.171	0.004		0.532	0.158		1.702	1.249	2.319	7E-04	-0.204
Experience with DV	32.549	0.0001	6.691	0.035		0.473	0.162		1.604	1.169	2.201	0.003	0.133
Racial identification	62.814	<.0001	32.285	<.0001		0.422	0.164		1.525	1.105	2.103	0.01	0.115
Media use	92.636	<.0001	31.091	<.0001		0.385	0.167		1.47	1.061	2.057	0.021	0.084
Interviewer characteristics	96.276	<.0001	3.049	0.218		0.407	0.167	0.21	1.502	1.083	2.085	0.015	-0.050
Proportion accounted for													0.079
Residual association													0.921

Controlling on association of QBQ2: "Were any of these conversations about domestic violence concerning something you heard on the radio."

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	23.41	<.0001			597	1.019	0.209		2.77	1.838	4.173	<.0001	
Demographics	34.875	<.0001	16.154	0.006		0.939	0.215		2.558	1.677	3.902	<.0001	0.079
Experience with DV	43.499	<.0001	8.025	0.018		0.964	0.218		2.623	1.711	4.022	<.0001	-0.025
Racial identification	55.505	<.0001	15.24	0.019		0.897	0.222		2.452	1.586	3.791	0.001	0.066
Media use	68.934	<.0001	16.279	0.001		0.829	0.226		2.29	1.47	3.569	3E-04	0.067
Interviewer characteristics	72.895	<.0001	3.752	0.153		0.84	0.228	0.785	2.316	1.482	3.618	2E-04	-0.011
Proportion accounted for													0.176
Residual association													0.824

Controlling on association of QBQ6: How many conversations about domestic violence did you have?

Model statistics						Coefficient statistics							
	Model chi2	p	Step chi2	p	n included	B	se(B)	T test	OR	CI(LL)	CI(UL)	p	B Delta
Bivariate model	19.529	<.0001			597	0.934	0.219		2.545	1.658	3.907	<.0001	
Demographics	33.905	<.0001	16.584	0.005		0.898	0.222		2.454	1.587	3.794	1E-04	0.039
Experience with DV	39.765	<.0001	8.215	0.016		0.846	0.225		2.33	1.5	3.618	2E-04	0.056
Racial identification	53.043	<.0001	14.891	0.021		0.814	0.228		2.258	1.443	3.532	4E-04	0.034
Media use	65.578	<.0001	16.315	0.001		0.708	0.233		2.03	1.286	3.204	0.002	0.113
Interviewer characteristics	69.339	<.0001	3.423	0.181		0.722	0.234	0.906	2.059	1.302	3.255	0.002	-0.015
Proportion accounted for													0.227
Residual association													0.773

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