



Evaluation

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Evaluation of Agent of Change

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Agent of Change will be continually evaluated by Dr. Schewe. This report is based on the data from the first implementation group of students to use the program. Subsequent reports will be posted on the Agent of Change website as they are completed.

Overall Summary and Conclusions

Having gathered the first wave of implementation data, the outcome data suggest that Agent of Change is successful in improving students knowledge, attitudes, beliefs, and behaviors surrounding sexual violence. Statistically significant improvements occurred following students' participation in Agent of Change on all five outcome measures. Following Agent of Change, students increased their knowledge about sexual violence, improved their critical thinking about cultural supports for rape, improved their bystander intervention skills and behavior, increased their survivor support skills, and improved their behavioral intentions regarding sexual assault and survivor support.

Outcome Measures

Following the initial pilot evaluation, the evaluation measures were shortened and revised to capture key constructs. Five scales were developed to measure knowledge about sexual violence, critical thinking about cultural support for rape, bystander intervention skills and behavior, survivor support skills, and behavioral intentions regarding sexual assault and survivor support.

Knowledge about Sexual Violence: This 9-item scale measures participants' knowledge of constructs important to sexual assault including consent, rape myths, stalking, the role of alcohol, false allegations, and jealousy.

Critical Thinking about Cultural Supports for Rape: This 8-item scale examines participants' understanding of the role of language, media, and culture in supporting abuse and sexual assault.

Bystander Intervention Skills and Behavior: Eight items from Burns (2009) bystander intervention scales were selected to assess student's willingness to intervene as a bystander to interrupt sexually abusive behavior.

Survivor Support Skills: Two items were included to address survivor support skills. These items included: "If someone came to me and claimed that they were raped, my first reaction would be to not believe them" and "I feel prepared to respond if a friend tells me they were sexually assaulted or abused."

Behavioral Intention Measure: In addition to the attitude measures described above, a 4-item measure of behavioral intentions was developed for this project. Three of the items address a student's self-reported likelihood of stopping their sexual advances with an uncertain or unwilling partner, while one of the items deal with the self-reported likelihood of helping a friend who discloses that they've been victimized.

Procedures

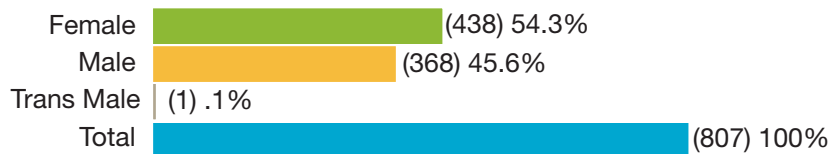
Before the start and again after the completion of Agent of Change, students complete the five outcome measures. Furthermore, as students progress through the interactive online intervention, they have the option to “like” or “dislike” what the on-screen actors are doing, and students are also given choice-points to indicate how they would respond in the situation being presented. Together, this information is used to evaluate students’ immediate experience of Agent of Change and the changes in their knowledge, attitudes, beliefs, and behaviors as a result of their participation.

Results

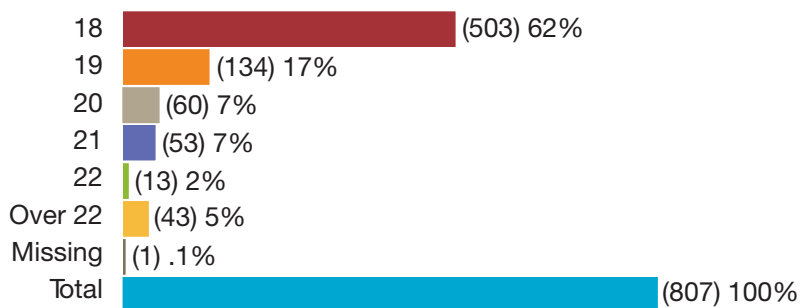
Demographics

The first wave of implementation data were collected from 923 students from three different colleges and universities. Of the 923 students, 62 did not complete the post-intervention measure, and 54 gave invalid responses to one or more of the validity questions, making their data questionable. Removing data from these participants from the analyses did not change the overall pattern of results. Data from the 807 complete and valid responses indicate that 54% of participants were female. Most students completing the surveys were 18 to 21 years old (93%), single (68%), and heterosexual (86%). Students completing the surveys were between the ages of 18 and 52, with a mean age of 19. Students participated in Agent of Change between August 12th and September 20th 2013.

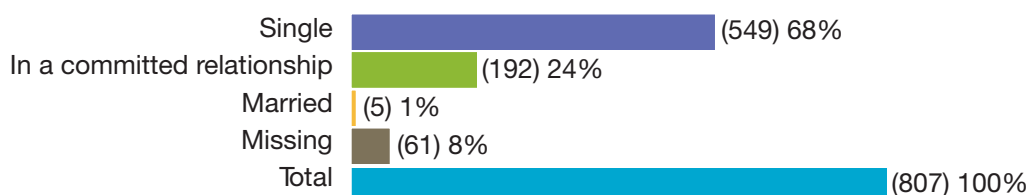
Gender



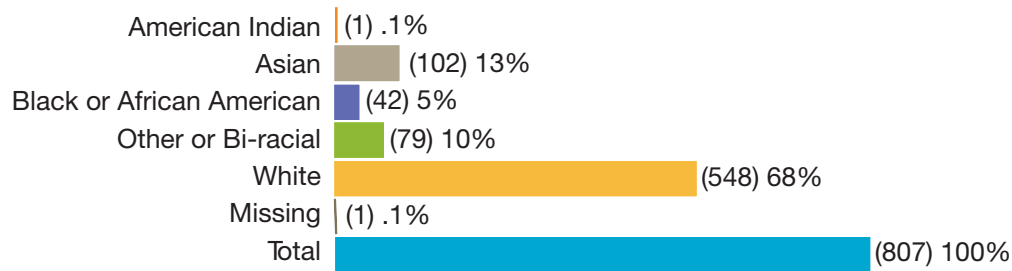
Age



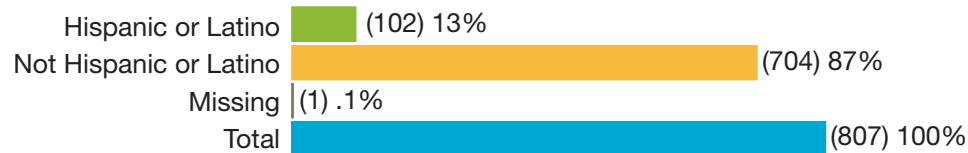
Relationship Status



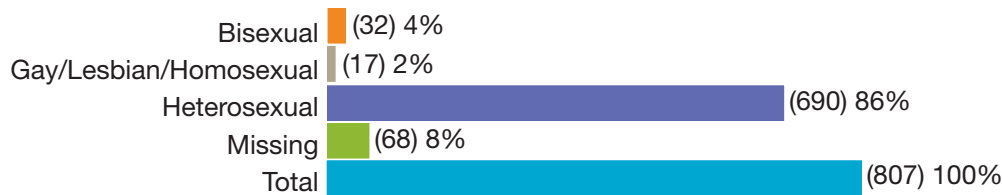
Race



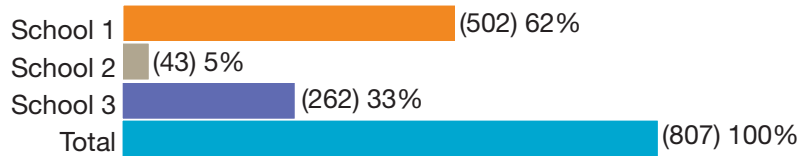
Ethnicity



Sexual Orientation



College



Outcome Measures

807 students completed all items on both the pre- and post-intervention surveys. As can be seen in below, there were significant improvements in scores on all five of the assessment measures. Following Agent of Change, students increased their knowledge about sexual violence, improved their critical thinking about cultural supports for rape, improved their bystander intervention skills and behavior, increased their survivor support skills, and improved their behavioral intentions regarding sexual assault and survivor support.

	Pre Mean (n=807)	Post Mean (n=807)
Knowledge About Sexual Violence	3.95	4.20*
Bystander Measure	3.63	4.08*
Critical Thinking	3.82	4.28*
Survivor Support Skills	3.99	4.32*
Behavioral Intentions	4.45	4.64*

Note: All mean comparisons are significant at the $p < .001$ level, indicating that differences in mean values of this magnitude would occur less than 1 time out of a thousand due to chance variation.

The following Tables show the individual items that make up the 5 scales, along with the average pre-and post-intervention means.

Knowledge About Sexual Violence	Pre Mean (n=807)	Post Mean (n=807)
1. Consent for sexual activity is an active and on-going process.	4.06	4.25
2. If a person was truly being abused in a relationship, they would leave.*	3.19	3.66
3. A lot of women lead a man on and then they cry rape.*	3.89	4.18
4. Stalking is more of a joke than it is a serious concern.*	4.39	4.39
5. A woman who is raped while she is drunk is at least somewhat responsible.*	4.08	4.19
6. Most rapes and assaults are committed by strangers.*	3.84	4.14
7. Rape accusations are often used as a way of getting back at men.*	3.87	4.17
8. Jealousy and possessiveness are two sure signs of love.*	4.17	4.54
9. A woman who dresses in skimpy clothes should not be surprised if a man tries to force her to have sex.*	4.10	4.29

Note: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree.

Note: * indicates items that were reverse coded

Critical Thinking	Pre Mean (n=807)	Post Mean (n=807)
10. I can contribute to preventing violence through the language that I use.	4.08	4.47
11. Women should be flattered when men on the streets whistle at them or make appreciative comments about their bodies.*	4.01	4.41
12. The word "slut" is dangerous because it promotes the idea that raping some women is acceptable.	3.44	4.17
13. Images of sex and gender in popular culture can contribute to unhealthy relationships.	3.92	4.33
14. Please mark "disagree" for this item. (Validity item, % correct)	1.00	1.00
15. Men who rape feel supported by derogatory language about women.	3.49	4.09
16. Abusive relationships are not abusive 24/7; there are good times, too, and that is a factor in why people stay in abusive relationships.	3.65	3.95
17. I am critical of popular culture because it can contribute to unhealthy ideas about sex, relationships, and stalking.	3.68	4.15
18. Good communication makes for better sex.	4.26	4.64

Note: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree.

Note: * indicates items that were reverse coded

Bystander Measure	Pre Mean (n=807)	Post Mean (n=807)
19. Although I would like to intervene when a guy's sexual conduct is questionable, I am not sure I would know what to say or do.*	3.02	3.54
20. If I see a man pressuring a woman to leave a party or bar with him, I intervene.	3.32	3.97
21. If I see someone "putting the moves" on a person that is very intoxicated, I say or do something about it.	3.50	4.08
22. If I hear someone making inappropriate sexual comments to someone else, I say or do something about it.	3.52	4.07
23. I intervene if I see a friend trying to take advantage of someone's intoxicated state to have sex with them.	4.18	4.41
24. I say something if I hear a friend talking about getting someone intoxicated in order to have sex with them.	4.29	4.41
25. Please mark "agree" for this item. (Validity item, % correct)	100%	100%
26. I say something if I hear a stranger or acquaintance talking about taking sexual advantage of someone's intoxicated state.	3.73	4.10
27. I discourage strangers or acquaintances if I hear them talking about women in sexually degrading ways.	3.48	4.02

Note: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree.

Note: * indicates items that were reverse coded

Survivor Support Skills	Pre Mean (n=807)	Post Mean (n=807)
28. If someone came to me and claimed that they were raped, my first reaction would be to not believe them.*	4.22	4.42
29. I feel prepared to respond if a friend tells me they were sexually assaulted or abused.	3.76	4.22

Note: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree.

Note: * indicates items that were reverse coded

Behavioral Intentions	Pre Mean (n=807)	Post Mean (n=807)
30. How likely are you to get help and resources for a friend who tells you they have been raped?	4.45	4.58
31. If you are uncertain, how likely are you to stop sexual activity and clarify that your partner clearly wants to continue.	4.19	4.53
32. If you could be assured that no one would know, and that you could in no way be punished, how likely would you be to force a person to have sex with you?*	4.79	4.83
33. You've wanted to have sex with your partner for a long time, but they have always said "no." One night, you take them to a party where they get very drunk. How likely are you to have sex with them on that night?*	4.37	4.61

Note: 1 = Not at all likely and 5 = Very likely.

Note: * indicates items that were reverse coded.

Differences Between Groups on Knowledge of Sexual Assault

Overall, females scored better than males, but males improved at a greater rate.

Gender	Mean Pre	Mean Post	Difference
Female (n=438)	4.03	4.25	.22
Male (n=368)	3.87	4.15	.28
Total (n=806)	3.95	4.20	.25

Students from all racial backgrounds improved their scores on the Knowledge scale.

Race	Mean Pre	Mean Post	Difference
Asian (n=136)	3.60	3.89	.29
Black or African American (n=42)	4.11	4.29	.18
Other or Bi-racial (n=79)	3.87	4.12	.25
White (n=548)	4.04	4.28	.24
Total (n=806)	3.95	4.20	.25

Students from all ethnicities improved their scores on the Knowledge scale.

Ethnicity	Mean Pre	Mean Post	Difference
Hispanic or Latino (n=102)	3.70	3.97	.27
Not Hispanic or Latino (n=704)	3.99	4.24	.25
Total (n=806)	3.95	4.20	.25

Students from each relationship category improved their Knowledge scores. Caution should be used in interpreting these results due to small sample sizes for some groups.

Relationship Status	Mean Pre	Mean Post	Difference
In a committed Relationship (n=192)	3.97	4.24	.27
Married (n=5)	4.67	4.80	.13
Single (n=549)	3.94	4.19	.25
Total (n=806)	3.95	4.20	.25

Students from each school improved their Knowledge scores.

College	Mean Pre	Mean Post	Difference
School 1 (n=262)	4.07	4.26	.19
School 2 (n=43)	4.20	4.35	.15
School 3 (n=502)	3.87	4.16	.29
Total (n=807)	3.95	4.20	.25

Additional Bystander Behavior Questions

Two additional questions were asked to participants before they began Agent of Change. The first item stated “During the past six months, I have said something to a friend or acquaintance who was talking about taking advantage of someone’s intoxicated state.” 69% of participants indicated that they had never intervened, while 31% indicated that they had intervened in this manner 1 or more times. In response to the second question, 45% of students indicated that they had not acted to disrupt sexually abusive language

or behavior, while 55% indicated that they had acted to disrupt sexually abusive language or behavior one or more times.

34. During the past six months, I have said something to a friend or acquaintance who was talking about taking advantage of someone’s intoxicated state.

Bystander Behavior	Frequency	Percent
Not at all	556	69%
At least once	159	20%
A few times	67	8%
Several times	18	2%
Many times	7	1%
Total	807	100%

35. During the past six months, I have disrupted sexually abusive language or behavior.

Bystander Behavior	Frequency	Percent
Not at all	366	45%
At least once	230	29%
A few times	162	20%
Several times	31	4%
Many times	18	2%
Total	807	100%