



Convenience Advertising

**AN EVALUATION OF THE
READ MY LIPS
CAMPAIGN- FOR THE
OFFICE OF THE STATUS
OF WOMEN**

**CONDUCTED BY
CONVENIENCE
ADVERTISING**

**ANALYSED BY STRATEGIC
RESEARCH & DEVELOPMENT**

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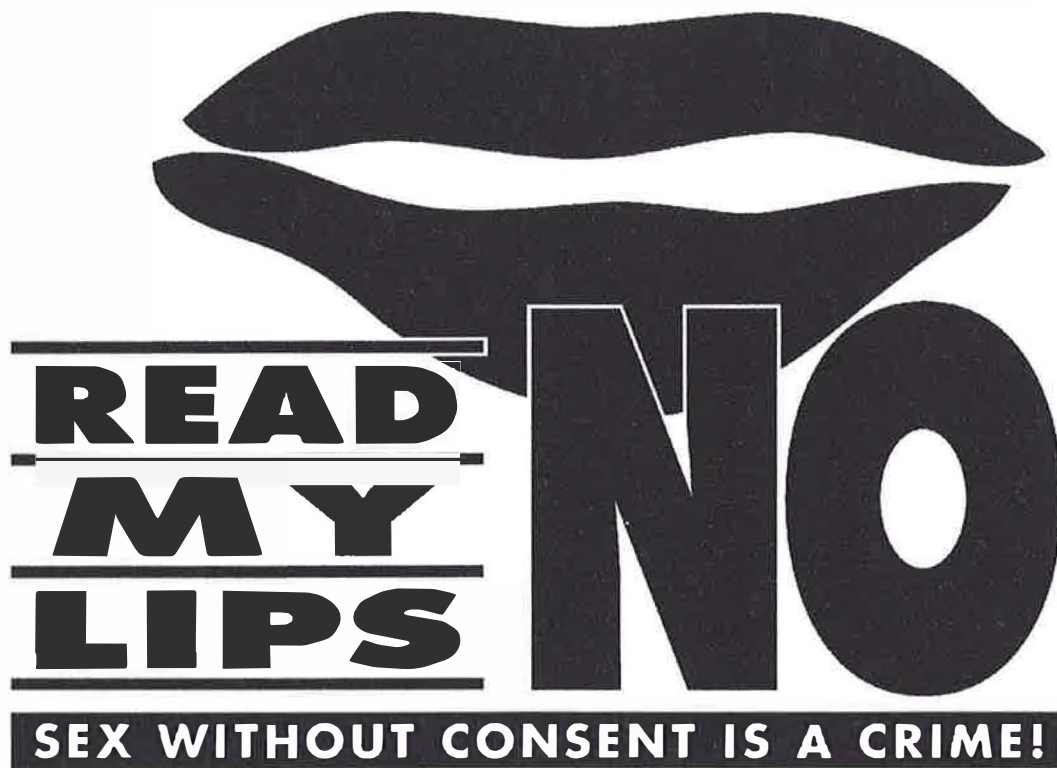


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EXECUTIVE SUMMARY

SECTION 1

EXECUTIVE SUMMARY

BACKGROUND

In November, 1991 the Government announced its intention to devote \$3.48 million over 3 years to community education on violence against women. Funding began in July, 1992 with the first major activity being the allocation of \$600 000 to 38 community projects addressing violence against women.

The Office of the Status of Women (OSW) in the Department of the Prime Minister and Cabinet in Canberra has been developing the Community Education Program in three strands: publicity, special projects and community projects. The first of these, the publicity strand, involved the production of five Program posters which were launched nationally last November.

In March 1994, a community awareness campaign was developed for the Commonwealth by the Office of the Status of Women.

The 'Read My Lips' campaign was the new phase of the Commonwealth Community Education Program: STOP VIOLENCE AGAINST WOMEN. Lack of consent is central to the legal definition of rape and other sexual offences in Australia. It is a concept which has been inappropriately interpreted by our courts through outmoded stereotypes and views about women.

While there are no national statistics in Australia on sexual assault, state and territory data indicate that the vast majority of reported assaults involve people who are relatively young. The median age for women assaulted is 20 and for offenders 24.

The 'Read My Lips' campaign is based on an issue relevant to young Australians and the convenience method was introduced to target young people (17-25 yrs) through universities and colleges nationally. It aims at promoting community education and awareness on the issue of consent in sexual relationships.

THE POSTERS

The five program posters (the Real Men series) were designed to appeal to a wide and varied audience. They have succeeded in provoking wide discussion in the community. Four of the posters are specifically targeted at men - addressing the myths about what sort of men are violent and what causes violence. The message gave a clear signal that men are responsible for stopping their own violence and for indicating their intolerance of other men's violence.

SPECIAL PROJECTS

The Read My Lips campaign has been developed under this strand of the Program to specifically focus on an issue relevant to young Australians. The special projects strand is also supporting a number of initiatives aimed at addressing gender bias in the letter and application of the law.

The Program has provided financial support to the Australian Institute of Judicial Administration, the Family Court of Australia and the Australian Women's Research Centre at Deakin University in Melbourne.

The Australian Law Reform Commission Reference into Equality Before the Law, headed by Justice Elizabeth Evatt is another project being supported through Commonwealth funds. The Commission has advised that violence against women will be a recurrent theme in the work of the Reference.

A national resource kit containing information on violence against women, program ideas, support services, legal options etc., has been developed for use by community organisations and occupational groups.

CONVENIENCE ADVERTISING

The communication strategy used in this campaign is known as 'convenience advertising' - delivering information in 'public conveniences'. This is achieved through the use of small A4 posters displayed on doors in toilet cubicles and public areas of toilets where those using the toilets will be exposed to the message. These messages are maintained on a fortnightly basis and graffiti and other statistically significant damage to the posters are recorded, reported and acted upon.

This method of advertising is particularly effective in delivering information to a specific target group. By narrow-casting messages, as opposed to broadcasting, as in the case of mainstream advertising (TV, radio etc...), specific messages can be developed to focus at the particular target audience.

Tailoring messages for particular clientele rather than broadcasting to a wide range of potential audience also diminishes the risk of offence or irrelevance while being able to strongly promote the message to those whom it is particularly needed and relevant to.

In a presentation at the Third International Conference on the reduction of Drug Related Harm (1992), Dr Stephen Mugford stated that the narrow casting capacity of the Convenience Advertising strategy, as being "...better than broadcasting to a wide range of potential audiences, risking either offence or irrelevance to many while too bland for those particularly in need of the message".

Two important factors emerge here which clearly highlight the relevance of utilising this medium. Firstly, the dissemination of information in a clearly defined context, where gender specificity, cultural and demographic factors are taken into consideration.

Research conducted by the Media Group, Strathclyde University Glasgow, on behalf of the Health Education Board of Scotland, revealed that young people in general prefer sensitive issues delivered privately. Placing the posters in toilet cubicles allows for people to read the message privately and may lessen embarrassment and or peer pressure.

Overall, the Convenience Advertising strategy has been identified as a salient and cost effective method of delivering sensitive health/social messages to target groups. With over ten years of experience in the harm reduction field providing intervention programs covering many issues the Convenience Advertising strategy provides a cost effective medium for the dissemination of information across many religious, cultural, demographic, political and geographic diversities.

RESEARCH DESIGN

The 'Read My Lips' campaign will be installed in Universities and TAFE colleges nationally. A sample of 181 students participated in the evaluation on a voluntary basis. In order to gain as representative a cross-section of the target population as possible, three of the eight states and territories were selected for the sample. Within these states and territories, both rural and urban University and TAFE educational venues will be targeted for the survey. The number of venues and participants selected will be relative to the distribution of regions and venues within the states/territories selected. A quota sample of approximately 60 participants per state/ territory were interviewed comprising of rural and urban regions. A random selection procedure was employed. A random number was selected from a list of numbers and should the number 17 be drawn, then the 17th patron encountered throughout the data collection was selected for the interview. This process continued until the total quota of interviews was reached.

Strict research protocols and appropriate selection of statistical analyses were applied in this evaluation. As a result, inferences made on the conclusions drawn on the basis of the findings may be more accurately made on the impact of the messages.

QUESTIONNAIRE

A questionnaire was constructed that operationalises each of the variables that comprise the five dependant measures outlined in the objectives for assessment. The questionnaire consisted of 15 closed questions and 9 open-ended questions. Additionally 5 demographic variables were operationalised in this evaluation: Age, Nationality, Mode of study, Marital status, and Gender.

STRATEGIC RESEARCH & DEVELOPMENT

Strategic Research & Development Pty Ltd (SRD), was commissioned by Convenience Advertising to analyse the results from the questionnaires. SRD is a company specialising in research design, questionnaire design, interpretation of results and reporting of findings.

FINDINGS

In assessing the areas recommended for priority action it is necessary to combine the outcomes of the four key assessments carried out by Strategic Research & Development.

These are:

- The mean score scales
- The analysis of individual Items
- The correlations
- The analysis of open-ended comments

This summary examines the findings and makes recommendations for Convenience Advertising.

Read My Lips Campaign: Convenience Advertising

The report will provide an evaluation of the effectiveness of the advertising strategy adopted to disseminate information to the target audience and the impact and effectiveness of the message being conveyed.

OVERVIEW

MEDIUM

Convenience Advertising's overall performance in this area was very good. Convenience Advertising was above the mid-point on all four scales. The individual items analysis showed that of the 88.9% of the sample who had used the toilet blocks recently, 69% reported seeing the campaign poster. Of the sample who had not noticed the poster displayed, a further 64.2% claimed seeing it when showed the poster again. When asked to describe the poster in as much detail as possible, 40% gave an 'accurate' to 'moderate'

response while 30% described the poster 'vaguely'. This high level of exposure and recall indicates the effectiveness of the convenience advertising strategy used.

CONTENT

Responses to the poster were generally positive. 72.4% felt positive about the text in the poster while only very few respondents (6.4%) found the poster offensive. Reactions to the poster indicated that most of the respondents considered the message to be relevant to their own lives (63.2%) and found the information to be practical and useful (84.8%). This highlights the appropriateness of the content of the poster utilised in this campaign and clearly indicates its effectiveness in reaching the target audience. The results also demonstrate that the message conveyed was effective and well received.

SCALES

RECALL

A very good mean score of 4.33 for recall is indicative that the poster is easily remembered and has a high level of exposure.

EASE OF UNDERSTANDING

A high score of 4.39 for ease of understanding demonstrates that the poster's message is brief, easily understood and clear. Some of the open ended remarks reiterate this finding:

"To the point. Important points are highlighted. Clear and easy to understand."

"Tells you everything in a sentence."

"Clear and concise. Easy to read."

"Straight forward and to the point."

"Gets message across clearly."

CONTENT APPRAISAL

A good score of 4.31 for content appraisal shows a general satisfaction with the message that the poster conveys. It also indicates that the poster has relevance to the target audience, is useful and practical and is not offensive to people. Similarly, the open ended comments reflect the general findings:

“Message is strong.”

“Raises important issue.”

“Appropriate to age group.”

“Good idea because it raises awareness and is relevant to majority of students.”

“Provides women with a sense of security.”

“Appealing, good format, not offensive.”

OVERALL SATISFACTION WITH CONVENIENCE ADVERTISING MEDIUM

The overall satisfaction with the Convenience Advertising medium was also very good scoring 4.15. Open ended comments

“Informative, brief and meaningful.”

“Another level of awareness raised. Consistent exposure (combined with other things) are what change your attitude.”

CORRELATIONS

The correlations showed that the Scales most closely related were:

1. Overall satisfaction with Convenience Advertising and Recall
2. Content appraisal with Ease of Understanding
3. Recall with Content

A further correlation analysis between recall and whether people studied full time or part time indicated that the less time people spent at the college, the higher the recall.

INDIVIDUAL ITEMS

The overall performance on the individual items are very good.. However, the findings suggest that a couple of key areas need attention. These are set out below.

Q3. People in general were having trouble describing in great detail the posters that they saw. 30% of participants were vague, 30% of participants did not know.

Q15. The posters did not seem to generate much discussion. The results showed that 75% of respondents indicated that the poster did not generate any discussion at all, 10.3% indicating it generated a lot of discussion and 8.8% described the poster as generating a small amount of discussion.

RECOMMENDATIONS & LIMITATIONS OF THE EVALUATION

QUESTIONNAIRE DESIGN

To improve the design of the questionnaire the following areas may need attention:

- A consistent scaling method should be employed throughout the questionnaire, i.e., a scale of 1 to 5 should be employed throughout the questionnaire. This method of scaling allows for a more accurate and detailed analysis of the results.
- It is also suggested that further questions be added to the questionnaire. Although the brevity of the questionnaire is one of its main strengths, questions focusing upon who participants were discussing the poster with, would generate further findings and allow for a conclusion as to whether the content of the message should be changed to generate discussion across a wider section of the community. Further, as the report by Marie O' Beirne (1994) suggested participants were engaging in peer to peer discussions.

Possibly a communication gap exists between gender, age and nationality. This issue needs to be explored more fully and addressed in further evaluations.

- The addition of other demographic variables would also have provided a more detailed and in depth interpretation of the results. For example, where there differences in opinion across states and territories or where there differences between Universities and TAFE Colleges.

SAMPLING BIAS

The results from the demographic analysis may indicate that an unintentional sampling bias may have occurred.

- 60.8% of females were interviewed compared with 39.2% of males. A more even distribution across genders may have indicated a more accurate picture.
- 80.5% of part-time students were interviewed compared to 19.5% of full time students. The high proportion of part-time students interviewed may in fact provide a misleading view of the impact of both the medium and the content of the message.
- The low percentage of married people and people in defacto homosexual relationships also needs to be addressed. The issue of consent in marriage is becoming more pertinent as awareness of consent is raised.
- A positive outcome was achieved in the age category, with the intended target audience of younger aged people reaching 82.1%.

To overcome these potential problem areas, it is suggested that further evaluations utilise a larger sample base and use stratified sampling techniques as opposed to random selection. This methodology ensures that appropriate numbers in each category are maintained.

RESULTS

Q3. People in general were having trouble describing in great detail the posters that they saw.

This finding may indicate that the message itself may have too much verbal content entailed in the message. It is difficult to describe a message that is laden with a lot of verbal content. Perhaps a simpler message may have a greater impact on the intended audience.

Additionally, the relevance of gender specific content needs to be taken into account. The open ended remarks suggest that females were happier with the content of the message than males (see qualitative report). Perhaps, two posters need to be designed to address the issue of gender specificity.

Q15. The posters do not seem to generate much discussion.

On this question a number of important issues seem to be raised:

A question focussing upon why the posters do not generate much discussion could be added to the questionnaire. This seems an important element to explore as an analysis of this question would provide much scope for further improvement.

An exploration of who people are discussing the poster with also needs to be addressed. Do people only talk to peers? If so what measures can be undertaken to lead people to discussing the poster across a larger cross section of the community. These issues need to be investigated in much greater detail.

A further analysis (Independent T-Test) indicated that females (mean score of 2.74) seem to discuss the poster more frequently than males (mean score of 2.20). While both mean scores are relatively low a much more focussed attempt at trying to instigate discussion among males seems warranted.

DESIGN AND LAYOUT OF POSTER

The open ended remarks highlighted a number of important issues.

In general, people were pleased with the colours and design used in the poster. They were also positive about the logo and some people were happy with the content. People frequently commented upon the lips used in the poster.

SUGGESTIONS FOR IMPROVEMENTS

The most frequent responses by far were that people would not change the message or design of the poster. However, a couple of useful suggestions were noted:

“A provision of a Hot Line number”

“Images better for males than words”

“add percentage of women raped”

“Poster should be larger”

THE WAY PEOPLE FELT ABOUT THE MESSAGE

The general consensus of opinion was that the message was positive.

Some examples of the open ended comments include:

“Its good, it informs you of your rights”

“Agree with what it says”

“Message is strong”

“Positive text”

Some negative comments included:

“ A little condescending”

“ Good propaganda!”

“ The message is negative referring to a negative issue”

“ Not fair, prosecutes males...”

INTRODUCTION

Convenience Advertising has embarked on an evaluation of the Convenience Advertising Medium. Convenience Advertising has sought feedback on the Read My Lips Campaign by conducting a survey and evaluating the findings from the survey.

Four scales have been identified. These scales were identified through advanced statistical techniques (ie., Factor Analysis and Reliability Analysis). Please note: That the questions have been recoded so that a high score reflects a good score.

This report details the results from the survey of Universities and TAFE Colleges. The survey consisted of a formal questionnaire including open-ended responses. In total 181 respondents completed the questionnaire.

A number of advanced experimental design procedures were implemented to ensure the validity and reliability of the obtained data was accurate. The data was analysed using advanced statistical techniques through SPSSWIN.

The key objectives of this project were:

- *To assess the poster effectiveness on the 4 scales.*
- *To evaluate the effectiveness of the advertising medium adopted to disseminate information to the target audience.*
- *To evaluate the impact and effectiveness of the message being conveyed.*

The results of these surveys are detailed in the following report.



DEMOGRAPHICS



SECTION 2

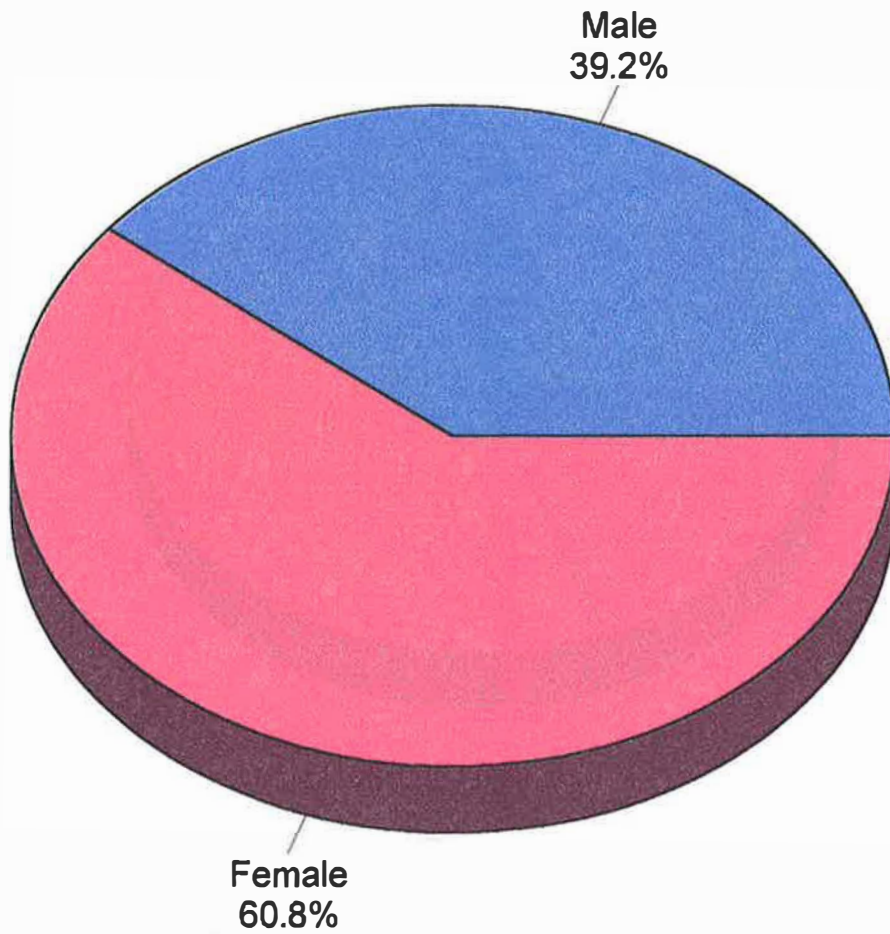
DEMOGRAPHICS

The following pages provide a breakdown of who was surveyed. These are categorised into the following : Gender, Age, Marital status, and mode of study.

- 60.8% of females were interviewed compared with 39.2% of males.
- 80.5% of part-time students were interviewed compared to 19.5% of full time students.
- A low percentage of married people and people in defacto same sex relationships were surveyed
- A positive outcome was achieved in the age category, with the intended target audience of younger aged people reaching 82.1%.
- A high percentage of Anglo-Saxons were surveyed 66.7%

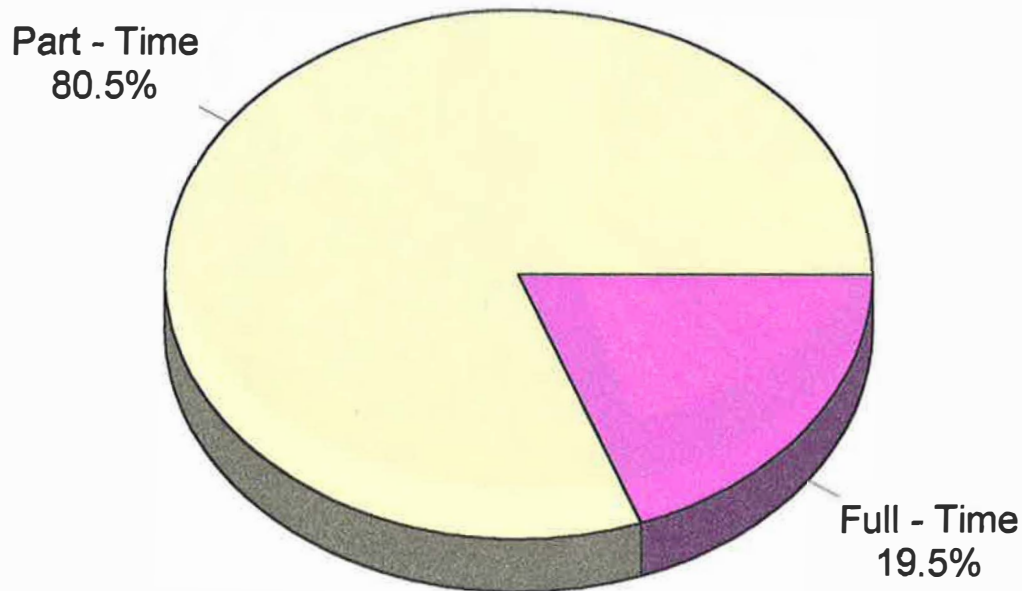
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GENDER



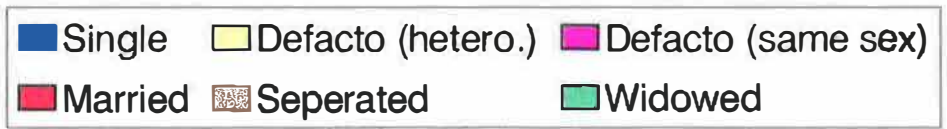
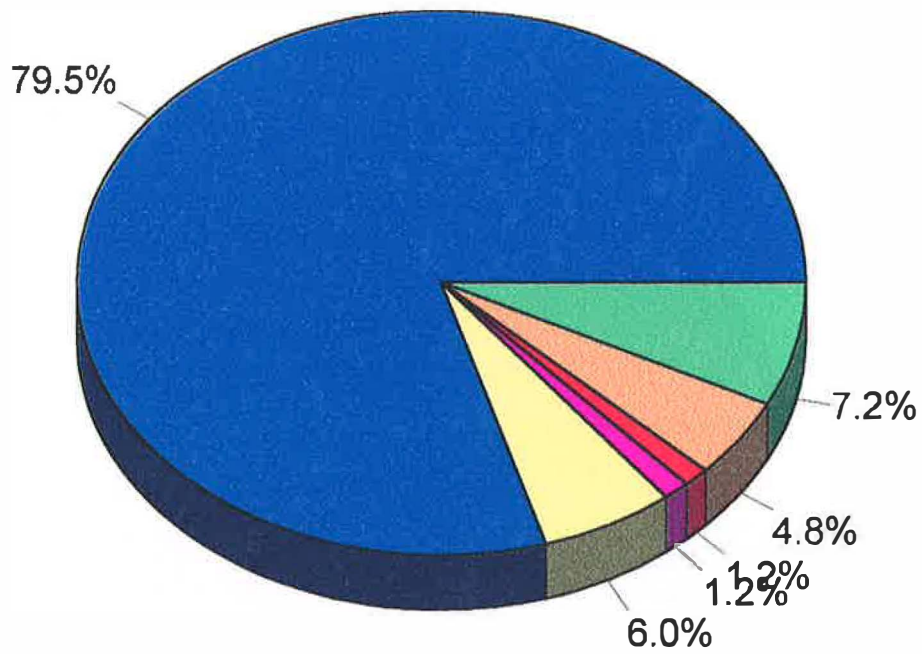
DEMOGRAPHICS

MODE OF STUDY



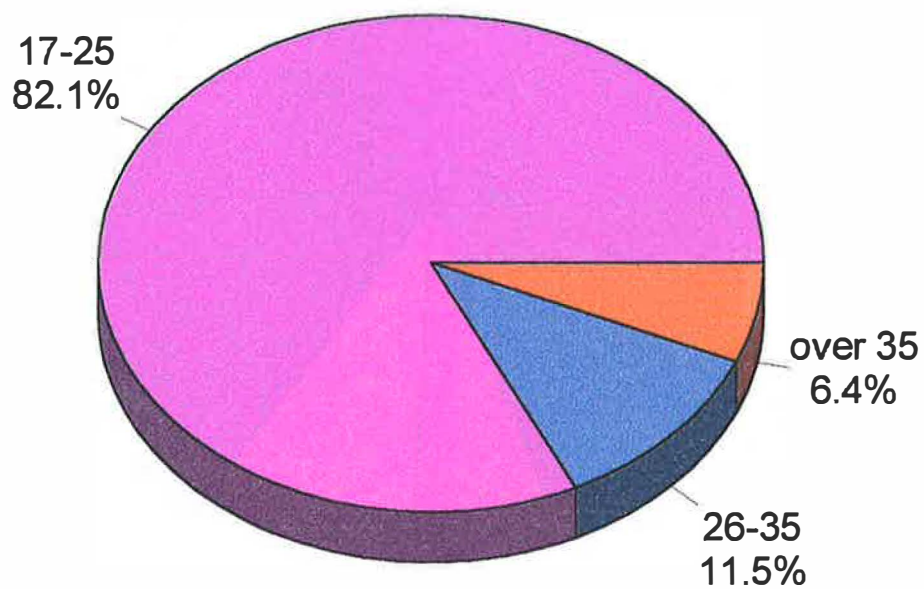
DEMOGRAPHICS

MARITAL STATUS



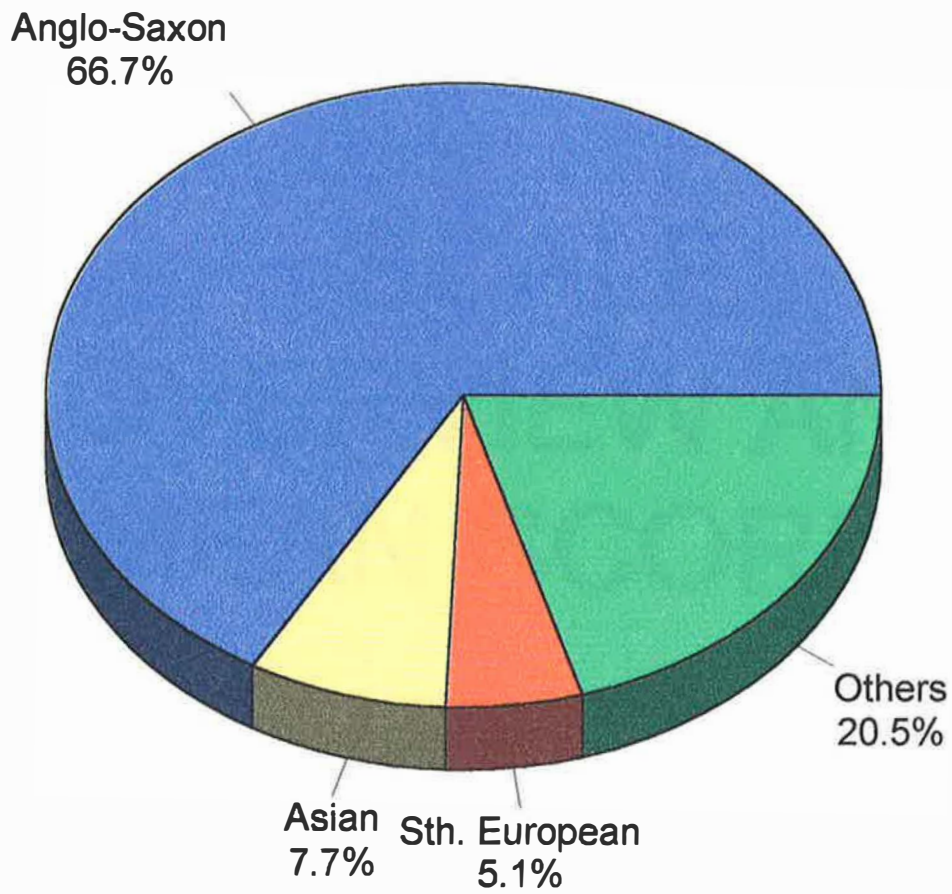
DEMOGRAPHICS

AGE



DEMOGRAPHICS

COUNTRY



SCALE OVERVIEW AND MEAN SCORES

SECTION 3

AN OVERVIEW OF THE SCALES

This survey consists of 4 scales and 15 individual items. The scores on the scales can be grouped and an average score on the group of statements can be calculated.

Each of the 15 questions have been Factor Analysed (statistically grouped). These groupings have been formed into scales. Each grouping is then checked for internal consistency (reliability analysis). This procedure allows for a determination of how well these questions group together to measure a common construct and gives an indication of how reliable these questions will be if measured over time.

The following scale gives an indication of the strength of the reliability analyses.

- 0 - .2 Weak
- .3 - .5 Moderate
- .6 - .8 Strong
- .9 - 1 Very Strong

The findings from these analyses are presented in the following tables:

<i>FACTOR</i>	<i>QUESTION</i>	<i>RELIABILITY COEFFICIENT</i>
Content Appraisal	<u>Question 10.</u> Overall, how would you say you felt, positive, negative or neutral?	.76
	<u>Question 11.</u> Were the issues, raised in the poster things that are relevant to your life?	
	<u>Question 12.</u> Was the poster useful and practical ?	
	<u>Question 13.</u> Were you offended by the message in this poster?	

<i>FACTOR</i>	<i>QUESTION</i>	<i>RELIABILITY COEFFICIENT</i>
Recall	<u>Question 2.</u> Did you notice any posters that were displayed in the toilets?	.87
	<u>Question 3.</u> What were the posters you saw?	
	<u>Question 4.</u> Do you recall seeing this poster at all?	
	<u>Question 5.</u> How recently have you seen this advertisement?	
	<u>Question 14.</u> Approximately how many times have seen this message at this University/TAFE College?	

<i>FACTOR</i>	<i>QUESTION</i>	<i>RELIABILITY COEFFICIENT</i>
Ease of Understanding.	<u>Question 7.</u> Do you think the content of this message is very clear?	.84
	<u>Question 8.</u> Is the message in this poster clear ?	
	<u>Question 9.</u> Is the message in this poster concise.	

<i>FACTOR</i>	<i>QUESTION</i>	<i>RELIABILITY COEFFICIENT</i>
Overall Assessment of Convenience Advertising	<u>Question 1.</u> Have you used the toilet blocks within this University / TAFE College today or during a recent visit?	.71
	<u>Question 2.</u> Did you notice any posters that were displayed in the toilets?	
	<u>Question 3.</u> What were the posters you saw?	
	<u>Question 4.</u> Do you recall seeing this poster at all?	
	<u>Question 5.</u> How recently have you seen this advertisement?	
	<u>Question 6.</u> Approximately how many times have you seen this message at this or another University? TAFE / College?	
	<u>Question 15.</u> Have you talked to other people about this poster at all?	

MEAN SCORE COMPARISONS

The scales were compared to each other. To obtain a mean score for the scales, the questions making up each scale were added together and then divided by the number of questions that compose that key particular scale.

The mean score represents the average score given by a respondent to a scale.

RECALL

A very good mean score of 4.33 for recall is indicative that the poster is easily remembered and has a high level of exposure.

EASE OF UNDERSTANDING

A high score of 4.39 for ease of understanding demonstrates that the poster's message is brief, easily understood and clear.

CONTENT APPRAISAL

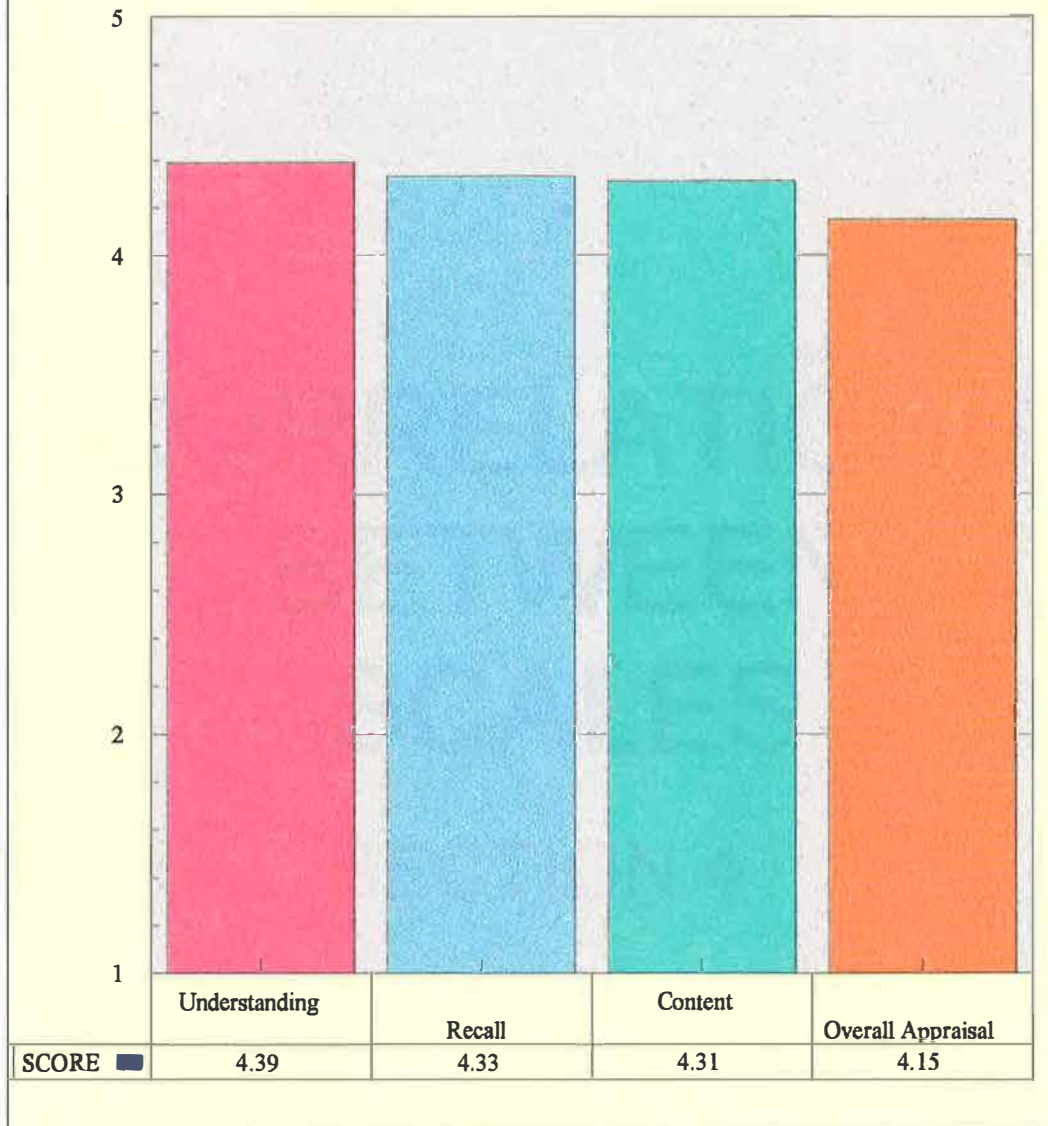
A good score of 4.31 for content appraisal shows a general satisfaction with the message that the poster conveys.

OVERALL SATISFACTION WITH THE CONVENIENCE ADVERTISING MEDIUM

The overall satisfaction with the Convenience Advertising medium was also very good scoring 4.15

The following graph presents the findings.

MEAN SCORE COMPARISONS



CORRELATIONS BETWEEN SCALES

SECTION 4

CORRELATIONS

To determine whether significant relationships existed between key organisational indicators, a Pearsons Product Moment Correlation Coefficient was conducted. This coefficient is a ratio used to determine the degree of variation in one variable that can be estimated from knowledge about variation in another variable. This procedure was performed with the intention of determining the strength and direction of relationships between the key organisational indicators.

DEFINITION

Correlations above 0.5 are indicators of increasing relationships between two variables. For example, if Recall correlated with Ease of Understanding 0.6, we could then determine that if the ease of understanding the poster is directly related to the ability to recall the posters message.

Correlation Scale

- 0 - .2 Weak correlation
- .3 - .5 Moderate
- .6 - .8 Strong
- .9 - 1 Very Strong

Correlation Matrix

The following table indicates that the better the content of the poster the higher the recall. Other important results indicate that there is a strong relationship between content and ease of understanding. A very strong relationship was indicated between the effectiveness of the Convenience advertising medium and recall.

	Recall	Understanding	Content	Overall
Recall	1.0000			
Understanding	.2932	1.0000		
Content	.5684	.6832	1.0000	
Overall	.9586	.1480	.2789	1.0000

RESPONSES TO INDIVIDUAL ITEMS

SECTION 5

RESPONSES TO INDIVIDUAL QUESTIONS

SOME OF THE HIGHLIGHTS FROM THE INDIVIDUAL QUESTIONS INCLUDE:

Figures for Q2 indicate that a high percentage of respondents reported having noticed the poster displayed in the toilets (69%); unprompted recall rate. Of the sample claiming not to have seen the poster, a further 64.2% recalled seeing it when shown the advertisement; prompted recall rate.

The results for Q3 showed a reasonable score, with 40% of respondents being able to accurately - moderately describe the poster.

The high figures for both exposure and recall may be due to the recency of exposure with 87% reporting to have seen in the past week, as well as the amount of times the respondents have seen the ads.

Reactions to the poster itself showed that respondents found it clear and easy to understand with Q7 & Q8 scoring a total of 94.9% and 92.4% when the positive outcomes were combined.

The poster seemed to generate little discussion with 75% of participants reporting no interaction about the poster.

The following tables summarise the data for the individual questions.

Q1. Have you used the toilet blocks within this University/TAFE College today or during a recent visit ?

	YES	NO	DON'T KNOW
RESPONSE	88.90%	10.4%	0.70%

Q2. Did you notice any posters that were displayed in the toilets?

	YES	NO	DON'T KNOW
RESPONSE	69.00%	29.4%	1.60%

Q3. What were the posters that you saw?. (Please describe in as much detail as possible)

	ACCURATE	MODERATE	VAGUE	DON'T KNOW	NO DESCRIPTION
RESPONSE	23.30%	16.7%	30.00%	17.8%	12.2%

Q4. This is the poster we are interested in. Do you recall seeing this poster at all?

	YES	NO	DON'T KNOW	ELSEWHERE
RESPONSE	64.2%	30.20%	1.90%	3.8%

Q5. How recently have you seen this advertisement?

	LAST WEEK	LAST MONTH	> MONTH
RESPONSE	87.00%	9.10%	3.90%

Q6. Approximately how many times seen this message at this or another University / TAFE College?

	>10	7-10	3.-6	< 3
RESPONSE	36.80%	14.50%	22.40%	26.30%

Q7. Do you think that the content of this message is easy to understand?

	YES, VERY MUCH SO	YES	DON'T KNOW	NO	NO, NOT AT ALL
RESPONSE	59.5%	35.4%	2.50%	2.5%	No response

Q8. Is the message in this poster clear?

	YES, VERY MUCH SO	YES	DON'T KNOW	NO	NO, NOT AT ALL
RESPONSE	62.0%	30.40%	No response	7.60%	No response

Q9. Is the message in this poster concise?					
	YES, VERY MUCH SO	YES	DON'T KNOW	NO	NO, NOT AT ALL
RESPONSE	44.30%	40.50%	5.10%	10.10%	No response

Q10. Overall, would you say you felt positive, neutral or negative about the text in this poster?					
	VERY POSITIVE	POSITIVE	NEUTRAL	NEGATIVE	VERY NEGATIVE
RESPONSE	34.20%	38.20%	21.50%	5.10%	1.30%

Q11. Were the issues raised in the poster things that are relevant to your life?					
	YES, VERY MUCH SO	YES	DON'T KNOW	NO	NO, NOT AT ALL
RESPONSE	27.80%	35.40%	7.60%	22.80%	6.30%

Q12. Was the message in the poster useful and practical?					
	YES, VERY MUCH SO	YES	DON'T KNOW	NO	NO, NOT AT ALL
RESPONSE	48.10%	36.70%	5.10%	8.90%	1.30%

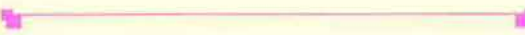
Q13. Were you offended by the message in the poster?					
	YES, VERY MUCH SO	YES	DON'T KNOW	NO	NO, NOT AT ALL
RESPONSE	1.30%	5.10%	1.30%	26.60%	65.80%

Q14. Overall, would you say you felt positive, neutral or negative about the design of this poster?

	VERY POSITIVE	POSITIVE	NEUTRAL	NEGATIVE	VERY NEGATIVE
RESPONSE	31.60%	48.10%	20.30%	No response	No response

Q15. Have you talked about this poster with other people at all? For example, talking to friends either in or when you came out of the toilet area.

	YES, A LOT	YES, A LITTLE	DON'T KNOW	NOT AT ALL
RESPONSE	10.30%	8.8%	5.90%	75.00%



QUALITATIVE CONTENT ANALYSIS



SECTION 6

ATTITUDE TOWARDS THE MESSAGE

Overall, respondent's attitudes to the message were positive. Many stated that the issue being addressed was very important and deserved the public attention it had not received in the past. It provided the public with an awareness of a problem which tended to be 'taboo', 'closeted' and not generally discussed.

The message provided women with a sense of security, protection and most importantly, knowledge. It educated both males and females of the right of an individual to consent in sexual relationships.

A minority of respondents felt the message was persecuting males, that it assumed "all males are like this." and therefore should be rephrased. However, the general consensus was that the message was informative, strong, relevant to all genders and needed to be made public.

WERE ISSUES RAISED IN THE POSTER RELEVANT TO YOUR LIFE?

The majority of respondents replied 'yes' to this question. Many stated that the issue was relevant to them because of their age and social life. They could quite easily be confronted with this situation. Others replied that it was relevant purely because they were female. They felt it was relevant to all females. Sadly other 'yes' responses were given by females who had experienced the situation themselves or who know of others that have.

Some respondents stated that the issue was not relevant to their lives because: it has never happened to them or anyone they know, they are not in a relationship so don't have to worry about it, they are married or in a relationship so it is not affect them.

FEELINGS ABOUT THE DESIGN OF THE POSTER AND POSSIBLE CHANGES TO THE MESSAGE.

The overall feelings about the design of the poster were positive. Respondents felt the poster was eye-catching, colours and layout appealing, 'Read My Lips' logo easy to recognise, important points highlighted and that it attracted the readers attention. Some people did, however, feel that the text was too long and that pictures should be added to gain more attention.

In response to possible changes to the message, again the majority of respondents expressed a positive attitude towards the message and said they would not change it. However, some suggested that the message should include rape statistics and a hot line phone number through which victims can seek help.

WHAT SORT OF THINGS DID YOU TALK ABOUT REGARDING THE POSTER?

DID OTHERS LIKE THE POSTER?

As already mentioned in the findings, the poster did not initiate much discussion. Of the respondents who said they discussed the poster, most of them stated that comments made were positive. Some discussed what it may feel like to be faced with such a situation, others about the content of the message and the issue in general. The majority said that others also expressed positive attitudes about the poster.

WHAT DIFFERENCE WILL THE POSTER MAKE TO YOUR OWN CONDUCT WHERE SEXUAL ACTIVITY IS CONCERNED?

An overwhelming number of people reported that the poster would make no difference to their own conduct where sexual activity is concerned. Most women claimed that they were already aware of the issue before seeing the poster and have always been assertive enough to say 'NO'. Men also said they were aware that such behaviour was unacceptable and illegal and that they did not treat women in that way.


Of those claiming the poster will make a difference in their own conduct where sexual activity is concerned, most said they will feel more power and have more confidence to say 'NO' as it is their right.

OVERALL, WHAT IS THE BEST THING YOU LIKE ABOUT THE POSTER?

By far the most favourable feature of the poster was the 'Read My Lips' logo and caption. Respondents claimed the symbol was easy to recognise and the caption easy to understand. People also liked the design and the colours used in the poster. Many also expressed satisfaction with the issue being addressed and also the message itself, its clarity and conciseness.

OVERALL, WHAT IS THE WORST THING ABOUT THE POSTER?

Most people responding to this question felt the poster displayed far too much text and that the print was not large enough. Some suggested the text could be replaced with pictures or photographs in order to gain more attention from the reader. As well as the print being too small, people felt the poster itself was too small. Comments were also made in regard to lack of information as to where to seek help (hot line number). Some people mentioned that the worst thing about the poster is simply the fact that it is needed!



OPEN ENDED RESPONSES



APPENDIX 1

Q 10a. Why do you feel that way about the message?

- Women do out of fear - often. This often goes unnoticed by a man. Maybe she did not want it!
- Message is good but should be rephrased because it assumes all men are like this
- It's good. They inform you about your rights.
- A little condescending. You know the type!
- Characterisations easily relatable. Almost everyone can picture these.
- Because you think there is too much text, however, underlying message is understood.
- Awareness is raised and grabs attention.
- The way it is conveyed is correct and to the point.
- To the point. Important points are highlighted. Clear and easy to understand.
- Good propaganda.
- Explains the concept behind the understanding - the definition of consent.
- It's good to know that someone out there cares enough to go to this extent.
- Acknowledges that there are guys like that around.
- Addresses important issues.
- Worthwhile cause. About time.
- Down to earth message. No crappy bits.
- Good cause. Educate the guys.
- Something that has not received enough publicity in the past.
- Explains exactly and in detail that No means No.
- Agree with the statement that No means No.
- Friends (male) think that because they've known you for a long time they are entitled to have sex with you.

- ✓ Addressing an important problem.
- ✓ Couldn't agree more. Everyone has privacy - personal space. That is an invasion.
- ✓ For our safety we choose when we have sex and nobody can force us.
- ✓ Good message.
- ✓ Easy to read and reinforces the views and moral standards.
- ✓ Agree with the message and that the issue is publicised.
- ✓ Infringement of human rights. A worthwhile issue.
- ✓ Positive message and issue needed to be said.
- ✓ Info distribution. Negative issue but positive in it's direction.
- ✓ Agree with what it says.
- ✓ I don't think about these issues much.
- ✓ Because it's true.
- ✓ It's an important issue that should be aware.
- ✓ It's not really a topic I think about very much.
- ✓ Not good for person (crime) and society. Will be penalised according to rules and regulations.
- ✓ It relates to all women everywhere at some point.
- ✓ The message is negative referring to a negative issue.
- ✓ Very clear. Easy to understand. Sums it up in two lines on bottom.
- ✓ Message is strong.
- ✓ Good advert. Brings out an issue that a lot of people don't like to think about.
- ✓ Raises awareness.
- ✓ It can't be a one way situation and if one person doesn't consent, then force is a crime.

- ✓ Major societal issue. A taboo issue that isn't generally discussed, especially in friendship situations.
- ✓ Relevant to all genders.
- ✓ Deals with human rights and you should not remove that right from people.
- ✓ There are two messages balanced within the message.
- ✓ Provides women with a sense of security.
- ✓ It's an important issue.
- ✓ Tells you everything in a sentence.
- ✓ It's a good message.
- ✓ Good idea - know your rights.
- ✓ Relevant to society.
- ✓ About time some form of literature defended females and targeted males.
- ✓ Good start on behalf of Government.
- ✓ Anything just to keep the world peaceful.
- ✓ Makes us more aware of issues.
- ✓ Good idea. Good message.
- ✓ Good cause. Protects women.
- ✓ Addressing a positive issue.
- ✓ What it says is true.
- ✓ Not fair - persecutes males. Points finger at males. Male bashers.
- ✓ Major issue in society. Protect females from harassment.
- ✓ Good message.
- ✓ Helps us combat rape and sexual harassment. Tries to get through to thick males who don't yet understand some females. Was harassed herself, so message very appropriate.

- Coming from church - my belief in discrimination against females by word of mouth only.
- Not disjunction between males and females.
- It is for protection of women and women's rights. Good benefit for males.
- Draws you in.
- Got message across to public.
- Because of Read My Lips logo and clear message.
- Because of No and Read My Lips.
- Not big, strong and clear. Waffles on a bit.
- Concept that subject has understood for a long time.
- A lot of people are not clear on it
- Easy to understand. Gets message across.
- Colour, lips - excellent message.
- Sex without consent is a crime.
- It's an issue that deserves public attention.
- Rambling, like a lecture. Cut text down.
- Good topic.
- The aura is positive.
- Helps people understand each other.
- Not harsh on anyone. Good, logical message.
- Informs about the issue precisely. The issue is one that occurs.
- Expresses someone else's views that normally might not be expressed.
- Parents have indoctrinated that message since a young age.

- ✓ Raises awareness about a traditionally closeted issue.
- ✓ Positive text because No means No.
- ✓ It's not too preaching. Don't know if it crosses many cultural boundaries. Think it's a valid thing - seeds through.
- ✓ Agree with issue.
- ✓ Makes aware of issue.
- ✓ Because it's true. You can't force someone to have sex without consent.
- ✓ Good idea because it raises awareness and relevant to majority of student
- ✓ Having sex when in love is o.k but is a crime when not in agreement.
- ✓ From a friend's point of view it is important because friends have experienced that situation.
- ✓ Reflective to many people, especially my age group.
- ✓ Because sex involving spiritual and physical, if it isn't both between sexes and agreement, then it is a problem.
- ✓ If it tries something for a good cause.
- ✓ Good idea because it raises awareness and relevant to majority of student population.

Q11a. Why is that?

- ✓ Recently experienced a court procedure due to marital problems.
- ✓ Because when I had sex, about 20% haven't fully given verbal consent. I think this is an important issue.
- ✓ Don't hang around people like this.
- ✓ Yes, because of what friends have experienced. One friend had been raped.
- ✓ Have a lot of friends. Have different culture than home. Men make compliments often in their country. Good idea for everyone to know about it.
- ✓ Never engage in such things.
- ✓ Going out.
- ✓ Have been in position.
- ✓ Dealings with girlfriend. When's an argument not an argument, still an issue.
- ✓ Because of age.
- ✓ May be exposed to the situation or know someone who is.
- ✓ Because I may be in a situation especially after the consumption of alcohol where I unconsciously am forcing someone to do something against their will.
- ✓ No reason.
- ✓ Most people go out and use alcohol, especially these days.
- ✓ Because I am celibate.
- ✓ Because I don't know what could happen in the future.
- ✓ Feel sorry for oppressed, harassed people.
- ✓ To be aware of female feelings and mood swings.
- ✓ I live in a society where these things may happen.

- ✓ Ladies are being raped all over the world. It must stop. This is a step in the right direction.
- ✓ Everyone should live in peace with no fear.
- ✓ Many girls I know are very into it.
- ✓ Anyone who goes out. All singles/couples.
- ✓ Always disagree with sex without consent, therefore message is standard.
- ✓ I'm a women. It's happened to all of us in the past to some degree. Things should be changed or something done about it.
- ✓ I go out socially a lot and can come across bullying males.
- ✓ Married and kids are independent.
- ✓ It's o.k to tell guys NO.
- ✓ Some guys don't know what NO means.
- ✓ Only to my daughter. Actually, relevant to all.
- ✓ Females are not physically strong. Have a belief in the issue.
- ✓ Because I am female.
- ✓ Everyone around.
- ✓ Hasn't happened to me.
- ✓ Because I have a young daughter.
- ✓ I have 3 sisters and they often mention guys have no right to assume what they want to do.
- ✓ Was harassed recently.
- ✓ Sexual harassment is wide spread throughout our community even today.
- ✓ Major issue in society.
- ✓ Don't treat women that way.

- ✓ Everyday life. We do it.
- ✓ Not relevant yet.
- ✓ Girls are more defensive and scared. They jump at everything and are stuck up.
- ✓ Good cause, protects women.
- ✓ Never happened to me or anyone I know.
- ✓ Just isn't relevant.
- ✓ I am in a relationship - not relevant.
- ✓ We go out a lot
- ✓ We're all young - something that keeps coming up when you go out.
- ✓ Yes, go out regularly.
- ✓ Very involved in female rights and no one should feel threatened by anyone.
- ✓ Thank God no.
- ✓ I'm not a male culprit.
- ✓ Not relevant.
- ✓ Relate to friends but not personally.
- ✓ It is good to be aware of the issue.
- ✓ Not relevant at this point because haven't been in that situation.
- ✓ Yes because there can be times when in that situation.
- ✓ Being forced is segmenting that I have experienced.
- ✓ Yes because you never know when you could experience this situation.
- ✓ no. Haven't confronted situation this far.
- ✓ Yes because you need to be aware of the issue.
- ✓ The subject saves me. I think about it.

- Appropriate to age group.
- It happens.
- Not relevant to my life but relevant to age group of uni population.
- Yes because I have females in my family and think about their safety.
- Yes. I've been in such a situation in the past.
- No. Don't like such things that are allowing sex. It is bad in terms of God, religion and society.
- No. Don't know anyone who's been in that situation.
- Yes. Has happened to me before.
- Don't go around doing that, but it is relevant to everyone. Everyone needs to know, understand it and live with it. Should be part of your ethics.
- Yes. I'm female.
- No in terms of being a culprit but appreciates that it happens.
- Yes because of age group.
- No. Don't feel that it has ever happened to me.
- Yes. Subject matter is relevant to uni student population.
- Yes because everything is changing for our rights.
- Yes. Practical, common sense.
- Yes the reference to friends is very relevant.
- No. My husband does not force me to have sex.
- Yes because of age and the places I frequent.
- Yes because of age and time of life.
- No, never been in that situation.

- ✓ Yes. Can understand some girls have had a hard time with some men.
- ✓ No I'm not sexually active yet.
- ✓ Yes. Social life situations may become similar.
- ✓ Yes. Can relate to harassed people. Negative feeling, isolation and fear.
- ✓ Yes. We need to strive for a fear free world.
- ✓ Yes, past experiences with friends.
- ✓ Yes. I have female friends who have been in this situation.
- ✓ Yes because I'm female.
- ✓ Yes. I have a lot of male friends to whom friendship is more. It sometimes takes 1-2 NO'S
- ✓ No. Already have understanding of issue.
- ✓ No. Refers more to women.
- ✓ No. I have a definite opinion of what is wanted. When someone says No it is obvious.
- ✓ No. Don't have a boyfriend thus don't have to worry about it.
- ✓ Yes because I am at that time in my life where dating is common.
- ✓ Not relevant because already aware of the issue.
- ✓ Relevant to everyone and an issue that everyone may be confronted with.
- ✓ No because I'm single and haven't experienced these problems.
- ✓ Yes, I meet people like that all the time.
- ✓ Yes because it's relevant to my age group and gender (female).
- ✓ Being a women, yes.
- ✓ No not me. I'm married and because of my background. We don't have sex just like that. We don't need them really to get the point across.
- ✓ Yes, an eye opener. If I have to get into an argument with a women, I'd remember this.

- No not to here.
- No but it is to society in general
- Yes. We're in contact with many people like this, particularly people our age.

Q12a. If no, what else should it have said?

Women harass and rape too.

For certain age groups, pre-pubescent boys for sexual Ed.

Better if someone can talk to you personally.

To the subject the information is already familiar.

Better than not knowing.

Should not have pointed finger at men only.

But not going to change anyone's life.

Just 'read my lips' message in men's toilets only.

Q13a. If yes, why is that?

Men are persecuted on T.V, on the radio and now in toilets! "Can't go for a piss in peace!"

Can't go to the toilet in peace. "Teachers blabber on about it, T.V does and now in private areas as well.

Because it assumes that all men are like this.

I wasn't offended but I felt a little scared and could sympathise with other women.

Q14a. Why do you feel that way? What changes, if any, would you make to this message?

- ✓ More pictures.
- ✓ It has left a clear message and issue is current.
- ✓ Don't see significance of pink and green background.
- ✓ Doesn't stand out. We have to stop and read it. If interested it's good but message should flash out more.
- ✓ Colours are eye catching. Message raises awareness. Colour and highlighted words are important.
- ✓ Feel very positive because of ease of understanding. Points are emphasised and stand out well.
- ✓ Eyecatching. Wouldn't change it.
- ✓ Easy to read. Catchy. Wouldn't change message.
- ✓ Read My Lips symbol is easy to recognise. Caption is easy to understand.
- ✓ Something is being done to help women.
- ✓ No changes.
- ✓ Easy to read.
- ✓ Positive, nice design. Good idea putting them in toilets, personal environment.
- ✓ Easy to read, colour coordinated, good slogan.
- ✓ Good colour coordination - pleasant looking. No changes.
- ✓ Set out well. Good colour scheme. Good logo.
- ✓ Bright colours stand out. Conveys the message well. Remove the text "Read My Lips"
- ✓ Easy to read, not intimidating. Changes: incorporate image of jail cell.
- ✓ Read My Lips caption is eye catching.
- ✓ Grabs your attention. No changes.

- ✓ Comfortable and placid colours portraying simple and precise message.
- ✓ Set out and format appealing. Issue identified relatively quickly.
- ✓ Drives the message home. Spells it out for dummies.
- ✓ Too much to read. Too much black text in between red.
- ✓ Red and black stands out, so do the lips.
- ✓ Better colour combinations. Get rid of the yellow. Black and white poster with red lips.
- ✓ No changes. Attracts your attention.
- ✓ Re emphasis that sex without consent is a crime. Provide a phone number or hot line.
- ✓ Eye catching. Good colour scheme. No changes.
- ✓ Would not change message.
- ✓ Good message - "Read My Lips"
- ✓ Message for both females and males. Eyecatching.
- ✓ Eyecatching and precise. "Sex without consent" text should be bigger to stand out more.
- ✓ Eyecatching, informative.
- ✓ Like the colour and layout. Like RML caption. Maybe reduce text.
- ✓ Colourful - draws attention.
- ✓ Layout and colours comfortable and positive.
- ✓ Lips good.
- ✓ Good design - eye catching.
- ✓ Colours stand out
- ✓ Very eye catching.
- ✓ Centre and logo is excellent. Rest is O.K

- ✓ Images better for males than words.
- ✓ Very accurate and to the point. Make lips and NO bigger.
- ✓ No changes. Good and useful message.
- ✓ Good design, easy to read. Colourful.
- ✓ Sticks out. See main text first.
- ✓ Good design.
- ✓ Nice and nifty.
- ✓ No changes.
- ✓ Grabs your attention.
- ✓ Attracts your attention.
- ✓ Add some real pictures - will grab more attention. Perhaps photos of battered women etc. Would hit the spot hard.
- ✓ Appealing, good format, not offensive.
- ✓ Situate in a place where you would read it. Provide a more eye catching message.
- ✓ Turn it into a T.V advertisement.
- ✓ Nifty design.
- ✓ Eyecatching.
- ✓ Change the colours a little.
- ✓ Could be black and white with red lips.
- ✓ Makes you read it.
- ✓ Attracts attention.
- ✓ Draws your attention, well thought and layed out.. Not hard on your eyes. Also add a statement that "making false accusations is also a crime."

- ✓ Noticed lips.
- ✓ Don't like the NO.
- ✓ Change to cartoons and make briefer.
- ✓ Like the middle part.
- ✓ Eye catching and noticeable.
- ✓ "Sex without consent" colours don't stand out.
- ✓ Not an artistic dream but not a bad effort.
- ✓ Easy to read and appealing poster.
- ✓ Add a hot line number. Positive because issue becomes de - personalised and out into the open.
- ✓ Should be larger so people can know more info regarding this matter. Should be attractive.
- ✓ Add % of females and males that have been raped. Show how many have actually been raped.
- ✓ Stands out , makes people read it.

Q15a. What sort of things did you talk about? Did others like the poster?

- Told my boyfriend that if he used force on me I would press charges. He said he would never do that.
- Talked about the issue for about 1 1/2 hours. Everyone liked the poster.
- My friends and I feel it's a great thing. They love the campaign and are definitely not perturbed by it in any way.
- The fact that the issue is being brought out into the open and the positive message it conveys.
- Yes, my friend liked the poster.
- When we saw it we understood it therefore did not need to discuss it.
- General consent.
- The text. Too mild, not impacting enough. The content was O.K.
- Small talk. The girls said it's about time.
- We talked about it over lunch and all said it was a good idea.
- Everyone agreed with the point/issue.
- Spoke about the content of the message. Everyone liked the message.
- Spoke about getting the posters into high schools.
- Everyone thought it was great.
- Discussed general issues, made an emphasis on RML caption. Other people liked the poster.
- Some male friends objected to the poster referring to them being 'pushy' around females.
- Comments positive. Talked about the lips.
- Talked about being in that situation and what it would feel like.

Q16. Now that you have seen the poster, what difference will it make to your own conduct where sexual activity is concerned?

- ✓ None.
- ✓ My rights.
- ✓ The “Sex without consent is a crime” statement reinforces appropriate behaviour with females.
- ✓ If had to get pushy with women, would keep this in mind.
- ✓ Raises awareness therefore empowers females to avoid being forced.
- ✓ Awareness enables you to understand.
- ✓ None.
- ✓ Depends on the situation.
- ✓ None.
- ✓ None.
- ✓ No difference because that is what I stand for.
- ✓ None because already assertive.
- ✓ None.
- ✓ None.
- ✓ None but to guys it should.
- ✓ No difference.
- ✓ Raises awareness therefore more inclined to think about your rights.
- ✓ It doesn't apply to me.
- ✓ Yes
- ✓ Raised my awareness.
- ✓ No difference because of my awareness of the issue before seeing the poster.

- ✓ Haven't changed.
- ✓ None.
- ✓ None.
- ✓ None. Not relevant to me in particular.
- ✓ Makes you aware that sex without consent is a crime.
- ✓ I don't treat women in that way anyway, so none.
- ✓ None, just more careful.
- ✓ None really. Only I am more aware of my rights and who to contact in case I need to.
- ✓ None.
- ✓ None.
- ✓ None.
- ✓ Maybe more aware of situation.
- ✓ Not much but I know it will help society overall.
- ✓ None.
- ✓ I have my choice and right and this gives me more confidence.
- ✓ None. I have always been assertive.
- ✓ I'll know that behaviour of that nature is not acceptable and illegal.
- ✓ None for me but it is good for men.
- ✓ Nothing.
- ✓ Hope that male friends will see and change their behaviour.
- ✓ Become more independent, powerful, motivated and strong.
- ✓ Haven't changed.

- ✓ None.
- ✓ None.
- ✓ It will make me think twice about what is acceptable and legal.
- ✓ None - I've always been assertive, but I think it will make a difference to other women and man's behaviour.
- ✓ Gives more confidence in how I should deal with a situation like this should it arise.
- ✓ Always said NO when meant it.
- ✓ Not a bloody lot.
- ✓ To mine nothing but I hope it does to others.
- ✓ Aware you can say NO. Know it is illegal.
- ✓ Nothing.
- ✓ Be more careful. Can't over power women.
- ✓ Will not change because have no problems.
- ✓ Probably.
- ✓ More careful.
- ✓ Don't know.
- ✓ None.
- ✓ None.
- ✓ Not going to change. Always aware.
- ✓ No.
- ✓ No.
- ✓ Another level of awareness raised. Consistent exposure combined with other things are what change your attitude.
- ✓ Not really much. Doing it is different. Each message strengthens the overall message.

Q17. Overall, what is the best thing you like about this poster?

- ✓ RML logo.
- ✓ Logo.
- ✓ Awareness.
- ✓ RML logo.
- ✓ Clarity.
- ✓ Good idea.
- ✓ Logo.
- ✓ Nothing. I can see what they are attempting but it won't work!
- ✓ Colours.
- ✓ Teaches you to be careful.
- ✓ The message.
- ✓ The message.
- ✓ Encourages people to be more assertive. Good idea for empowering timid people.
- ✓ Lips.
- ✓ Raises important issue.
- ✓ Gets message across clearly.
- ✓ Lips.
- ✓ To the point. Puts guys in their place.
- ✓ Lips.
- ✓ Colours.
- ✓ Lips and middle square.
- ✓ Lips.

- ✓ Exposes issue.
- ✓ Colourful
- ✓ Logo
- ✓ Actual confrontation of issue.
- ✓ Message.
- ✓ Grabs your attention quickly. RML caption.
- ✓ Message, content, location.
- ✓ Lips and colours.
- ✓ RML logo
- ✓ RML caption and position in centre.
- ✓ Content.
- ✓ Message.
- ✓ Slogan - "Read my lips" "NO"
- ✓ Design and colours.
- ✓ Lips, conciseness.
- ✓ Design and overt message.
- ✓ Concept.
- ✓ Idea.
- ✓ Issue increasing awareness.
- ✓ RML logo and structure.
- ✓ Lips and centre square.
- ✓ Clarity

- Lips and centre square.
- The bottom of the sign.
- The way I reacted to it.
- Publicity of the issue - reducing violence against women.
- Message, appearance, RML caption.
- Visual appeal, sensitivity.
- RML logo.
- Informative, brief and meaningful.
- Content and design.
- RML logo.
- RML logo.
- Clarity and conciseness.
- RML caption.
- Basic message.
- clear and definite message.
- RML logo.
- RML caption and colour.
- Large print, colour scheme, overall presentation.
- Making women more aware. Knowing there is someone to turn to.
- RML logo.
- Centre square.
- Nothing.
- Middle square and "Sex without consent is a crime" statement.

- ✓ Lips
- ✓ Colour.
- ✓ Nothing.
- ✓ Truthfulness, easy to understand, creating greater awareness.
- ✓ Clear, concise, accurate message.
- ✓ Message
- ✓ Layout and colours.
- ✓ Clear and informative.
- ✓ message.
- ✓ End/bottom line.
- ✓ Attractiveness, RML caption.
- ✓ “Sex without consent...” , issue.
- ✓ Design.
- ✓ RML logo.
- ✓ Lips.
- ✓ RML logo.
- ✓ Caption, design and colour.
- ✓ Issue
- ✓ Straight forward message.
- ✓ Exposure of issue.
- ✓ Centre square and colour.
- ✓ Reinforcing statement “Sex without consent...” firstly in small text then in larger text.

- ✓ Addressing issue.
- ✓ RML caption.
- ✓ RML caption and centre square.
- ✓ Exposure around campus.
- ✓ RML caption and design.
- ✓ Clear and concise - easy to read.
- ✓ Lips, Clarity, consciousness.
- ✓ Aim and personal audience.
- ✓ Slogan and aim.
- ✓ Colours, contrast and lettering.
- ✓ RML caption.
- ✓ Reinforcement of message. Clear definition of rape.
- ✓ "Read my lips" NO!
- ✓ RML caption
- ✓ Bright and captures your attention.
- ✓ Appealing presentation.
- ✓ Bottom line.
- ✓ Straight forward and to the point.
- ✓ Colours.
- ✓ Logo

Great that it is aimed at males and females BUT is aimed more at guys. Makes out as if they are bastards.

Straight forward and to the point. Good heading. Don't have to read it all to understand.

- ✓ Totally in context
- ✓ RML logo
- ✓ Conveys a message to people about their sexual activity and behaviour.
- ✓ Logo
- ✓ Great thing
- ✓ Colour and message. Well presented. "Sex without consent is a crime" caption is reinforcing.
- ✓ Logo
- ✓ The message
- ✓ The message.
- ✓ The fact that someone has conducted a campaign - Awareness.

Q18. Overall, what is the worst thing about the poster?

- ✓ Nothing
- ✓ Writing too small. Colour. People don't want any more problems. Another lecture on principles.
- ✓ The fact that it has to be done.
- ✓ Size. Should be gigantic.
- ✓ Bigger letters and less text.
- ✓ Nothing.
- ✓ People shouldn't have to be reminded.
- ✓ Nothing
- ✓ It happens to guys too. Get rid of 'stop violence against women'
- ✓ Too much text
- ✓ Should be placed behind the cubicle.
- ✓ Nothing.
- ✓ Nothing
- ✓ May scare and intimidate people.
- ✓ 'Read my lips' text unappealing
- ✓ Nothing.
- ✓ Not visible enough
- ✓ Takes time to read.
- ✓ Nothing
- ✓ Requires phone number, hotline, counselling service etc...
- ✓ Nothing

- ✓ Don't like 'Stop violence against women' message.
- ✓ Don't like lips and big NO. Makes blood pressure rise.
- ✓ Fewer words, lips bigger and overall size bigger.
- ✓ Nothing
- ✓ Don't care!
- ✓ Didn't look at negative side.
- ✓ No illustrations
- ✓ It's real and does happen
- ✓ Not enough follow up information (hotline). Too much text.
- ✓ Too much text
- ✓ Colour scheme
- ✓ Nothing
- ✓ Dealing with such a negative issue.
- ✓ Should get positive message to males, also boyfriends and his friends.
- ✓ Nothing
- ✓ Too much text.
- ✓ Reference to 'stop violence against women' discriminating.
- ✓ Nothing
- ✓ Too much text
- ✓ Nothing
- ✓ The green colour
- ✓ Nothing
- ✓ Message may be too strong for some males.

- ✓ Too much small text. Spend too much time reading to understand issue.
- ✓ Sometimes no means yes.
- ✓ Colour
- ✓ Too much text.
- ✓ More posters.
- ✓ NO
- ✓ The need for it.
- ✓ Yellow background unappealing.
- ✓ Too much text and references to figurative language (from overseas student's point of view). Change design slightly.
- ✓ Gives aggressive picture of men - not all men are aggressive.
- ✓ Too much text.
- ✓ Text not presented well - doesn't gauge enough attention. Possibly the colours.
- ✓ Dislike colours and layout.
- ✓ Too wordy.
- ✓ Don't like lips.
- ✓ Too much writing. One sentence would say it all.
- ✓ Brings back memories.
- ✓ Don't like ' Stop violence against women'.
- ✓ Add a picture (like the condom posters).
- ✓ The fact that it has to be made to publicise the issue.
- ✓ Contact number for further info.
- ✓ Needs phone number.

- ✓ Black is dreary.
- ✓ Needs to be more eye catching.
- ✓ Don't know.
- ✓ Don't know.
- ✓ Nothing.
- ✓ No.
- ✓ Colours.
- ✓ Empty space at top.
- ✓ Should have been brought out sooner.
- ✓ Too many words.
- ✓ Too wordy for target audience.
- ✓ That there is a need for it.
- ✓ Dull, boring. Once you read it for the first time, you don't look at it again.
- ✓ None.
- ✓ Target women too. (Disclosure movie)
- ✓ Size and location.
- ✓ Nothing
- ✓ Doesn't offend enough.
- ✓ Don't know
- ✓ Don't know.
- ✓ Comment 'Stop violence against women' discriminating against men.
- ✓ None

- Size.
- Don't know.
- Location - inside toilets.
- Sexist - one sided.
- Nothing.

Could be bigger

Top of poster blank.

Too much text.



QUESTIONNAIRE



APPENDIX 2

Questionnaire for the Read My Lips Message Evaluation.

GOOD MORNING/AFTERNOON/EVENING. I WONDER IF YOU WOULD BE PREPARED TO HELP WITH A SMALL RESEARCH PROJECT? WE ARE CONDUCTING A STUDY OF PEOPLE'S REACTIONS TO A POSTER THAT HAS BEEN DISPLAYED IN THIS UNIVERSITY/TAFE COLLEGE AND WOULD LIKE TO INTERVIEW YOU FOR JUST A FEW MINUTES. WOULD YOU BE PREPARED TO BE INTERVIEWED?

1. Have you used the toilet blocks within this University / TAFE College today or during a recent visit?

Yes	1	<u>Continue interview</u>
No	2	<u>Discontinue interview</u>
Don't know	3	<u>Discontinue interview</u>

Probe the don't knows, if respondent cannot recall discontinue interview.

2. Did you notice any posters that were displayed in the toilets?

Yes	1	<u>Continue interview</u>
No	2	<u>Discontinue interview</u>
Don't know	3	<u>Discontinue interview</u>

Probe the don't knows, if respondent cannot recall discontinue interview.

3. What were the posters that you saw ? (please describe in as much detail as possible)

Very accurate (clear) description of poster	1	Go to question 5
Moderate description of poster	2	Go to question 5
Vague description of poster	3	Go to question 5
Don't know / Can't recall	4	Go to question 4
No description of poster	5	Go to question 4

If don't know or no, show the message.

4. This is the poster that we are interested in. Do you recall seeing this poster at all?

Yes	1	<u>Continue interview</u>
No	2	<u>Discontinue interview</u>
Don't know	3	<u>Discontinue interview</u>
Not there, saw it elsewhere	4	Where?

(If the message was seen in another part of the institution or in another educational institution - continue, if elsewhere - discontinue)

5. How recently have you seen this advertisement?

In the last week	1
In the last month (but not the last week)	2
More than one month ago	3

6. Approximately how many times have you seen this message at this or another University / TAFE College?

More than 10 times	1
7 - 10 times	2
3 - 6 times	3
less than 3 times	4

7. Do you think that the content of this message is easy to understand?

- | | |
|-------------------|---|
| Yes, very much so | 1 |
| Yes | 2 |
| Don't know | 3 |
| No | 4 |
| No, not at all | 5 |

8. Is the message in this poster clear?

- | | |
|-------------------|---|
| Yes, very much so | 1 |
| Yes | 2 |
| Don't know | 3 |
| No | 4 |
| No, not at all | 5 |

9. Is the message in this poster concise?

- | | |
|-------------------|---|
| Yes, very much so | 1 |
| Yes | 2 |
| Don't know | 3 |
| No | 4 |
| No, not at all | 5 |

10. Overall, would you say you felt positive, neutral or negative about the text in this poster? (Was it positive / negative or just moderately so?)

- | | |
|----------------------|---|
| Very positive | 1 |
| Positive | 2 |
| Don't know / Neutral | 3 |
| Negative | 4 |
| Very negative | 5 |

Go to question 11

10a. Why do you feel that way about the message? (Record major points only)

11. Were there issues raised in the poster things that are relevant to your life?

- | | | |
|-------------------|---|-------------------|
| Yes, very much so | 1 | |
| Yes | 2 | |
| Don't know | 3 | Go to question 12 |
| No | 4 | |
| No, not at all | 5 | |

11a. Why is that? (Record major points only)

12. Was the message in the poster useful and practical?

- | | |
|-------------------|---|
| Yes, very much so | 1 |
| Yes | 2 |
| Don't know | 3 |
| No | 4 |
| No, not at all | 5 |

13. Were you offended by the message in the poster?

- | | | |
|-------------------|---|-------------------|
| Yes, very much so | 1 | |
| Yes | 2 | |
| Don't know | 3 | Go to question 14 |
| No | 4 | Go to question 14 |
| No, not at all | 5 | Go to question 14 |

13a. If yes, why is that? (Record major points only)

14. Overall, do you feel positive, neutral or negative about the design of this poster?
(Was it very positive / negative or just moderately so?)

Very positive	1	
Positive	2	
Neutral / Don't know	3	Go to question 16
Negative	4	
Very negative	5	

14a. Why do you feel that way? What changes, if any, would you make to this message?
(Record major points only)

15. Have you talked about this poster with other people at all? For example, talking to friends either in or when you came out of the toilet area?

Yes, a lot	1	
Yes, a little	2	
Don't know	3	Go to question 17
No not at all	4	Go to question 17

15a. What sort of things did you talk about? Did others like the poster? (Record major points only)

16. Now that you have seen the poster, what difference will it make to your own conduct where sexual activity is concerned? (Record major points only)

17. Overall, what is the best thing you like about this poster?

18. Overall, what is the worst thing about this poster?

FINALLY, JUST TO HELP US ANALYSE RESULTS I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT YOURSELF. ALL RESPONSES WILL BE TREATED IN THE STRICTEST CONFIDENCE AND YOUR IDENTITY WILL REMAIN COMPLETELY ANONYMOUS.

How old are you? -----

With what nationality do you identify yourself?

Do you study full-time ----- or part-time -----?

How would you describe your marital status?

- Single -----
- Defacto (heterosexual) -----
- Defacto (homosexual) -----
- Married -----
- Separated -----
- Divorced -----
- Widowed -----

Record respondents gender. Male ----- Female -----

A.48.

**Supplementary information
for the evaluation
of the
Read My Lips Campaign-
for
The Office of the Status of Women**

Contents;

1. Breakdown of age groups
2. Answer/comments coded by gender

2000049

Q1. Have you used the toilet blocks within this University/TAFE College today or during a recent visit ?

	YES	NO	DON'T KNOW
17-25	100%	No response	No response
26-35	90.00%	10.00%	No response
>35	70.00%	25.00%	5.00%
OVERALL	88.90%	10.40%	0.70%

Q2. Did you notice any posters that were displayed in the toilets?

	YES	NO	DON'T KNOW
17-25	98.40%	1.60%	No response
26-35	80.00%	10.00%	10.00%
>35	50.00%	50.00%	No response
OVERALL	69.00%	29.40%	1.60%

Q3. What were the posters that you saw?. (Please describe in as much detail as possible)

	ACCURATE	MODERATE	VAGUE	DON'T KNOW	NO DESCRIPTION
17-25	25.90%	24.10 %	31.00%	19.00%	No response
26-35	20.00%	10.00%	60.00%	10.00%	No response
>35	25.00%	5.00%	20.00%	25.00%	25.00%
OVERALL	23.30%	16.70%	30.00%	17.80%	12.20%

Q4. This is the poster we are interested in. Do you recall seeing this poster at all?

	YES	NO	DON'T KNOW	ELSEWHERE
17-25	96.70%	3.30%	No response	No response
26-35	83.30%	No response	16.70%	No response
>35	No response	50.00%	No response	50.00%
OVERALL	64.20%	30.20%	1.90%	3.80%

Q5. How recently have you seen this advertisement?

	LAST WEEK	LAST MONTH	> MONTH
17-25	86.90%	9.80%	3.30%
26-35	80.00%	10.00%	10.00%
>35	85.00%	15.00%	No response
OVERALL	87.00%	9.10%	3.90%

Q6. Approximately how many times seen this message at this or another University / TAFE College?

	>10	7-10	3-6	< 3
17-25	26.70%	21.70%	16.70%	35.00%
26-35	30.00%	20.00%	No response	50.00%
>35	40.00%	10.00%	30.00%	20.00%
OVERALL	36.80%	14.50%	22.40%	26.30%

Q7. Do you think that the content of this message is easy to understand?					
	YES, VERY MUCH SO	YES	DON'T KNOW	NO	NO, NOT AT ALL
17-25	65.10%	30.20%	3.20%	1.60%	No response
26-35	50.00%	40.00%	No response	10.00%	No response
>35	30.00%	65.00%	No response	5.00%	No response
OVERALL	59.50%	35.40%	2.50%	2.50%	No response

Q8. Is the message in this poster clear?					
	YES, VERY MUCH SO	YES	DON'T KNOW	NO	NO, NOT AT ALL
17-25	66.70%	28.60%	No response	4.80%	No response
26-35	50.00%	40.00%	No response	10.00%	No response
>35	40.00%	40.00%	No response	20.00%	No response
OVERALL	62.0%	30.40%	No response	7.60%	No response

Q9. Is the message in this poster concise?					
	YES, VERY MUCH SO	YES	DON'T KNOW	NO	NO, NOT AT ALL
17-25	49.20%	41.30%	3.20%	6.30%	No response
26-35	30.00%	30.00%	20.00%	20.00%	No response
>35	20.00%	60.00%	20.00%	No response	No response
OVERALL	44.30%	40.50%	5.10%	10.10%	No response

Q10. Overall, would you say you felt positive, neutral or negative about the text in this poster?

	VERY POSITIVE	POSITIVE	NEUTRAL	NEGATIVE	VERY NEGATIVE
17-25	33.30%	36.50%	23.80%	6.30%	No response
26-35	40.00%	40.00%	10.00%	10.00%	No response
>35	35.00%	45.00%	10.00%	No response	10.00%
OVERALL	34.20%	38.20%	21.50%	5.10%	1.30%

Q11. Were the issues raised in the poster things that are relevant to your life?

	YES, VERY MUCH SO	YES	DON'T KNOW	NO	NO, NOT AT ALL
17-25	33.30%	39.70%	6.30%	17.50%	3.20%
26-35	10.00%	10.00%	20.00%	30.00%	30.00%
>35	No response	40.00%	No response	50.00%	10.00%
OVERALL	27.80%	35.40%	7.60%	22.80%	6.30%

Q12. Was the message in the poster useful and practical?

	YES, VERY MUCH SO	YES	DON'T KNOW	NO	NO, NOT AT ALL
17-25	46.00%	39.70%	6.30%	6.30%	1.60%
26-35	60.00%	20.00%	No response	20.00%	No response
>35	50.00%	50.00%	No response	No response	No response
OVERALL	48.10%	36.70%	5.10%	8.90%	1.30%

Q13. Were you offended by the message in the poster?

	YES, VERY MUCH SO	YES	DON'T KNOW	NO	NO, NOT AT ALL
17-25	1.60%	4.80%	1.60%	23.80%	68.30%
26-35	No response	10.00%	No response	40.00%	50.00%
>35	No response	No response	No response	20.00%	80.00%
OVERALL	1.30%	5.10%	1.30%	26.60%	65.80%

Q14. Overall, would you say you felt positive, neutral or negative about the design of this poster?

	VERY POSITIVE	POSITIVE	NEUTRAL	NEGATIVE	VERY NEGATIVE
17-25	31.70%	47.60%	20.60%	No response	No response
26-35	20.00%	50.00%	30.00%	No response	No response
>35	60.00%	40.00%	No response	No response	No response
OVERALL	31.60%	48.10%	20.30%	No response	No response

Q15. Have you talked about this poster with other people at all? For example, talking to friends either in or when you came out of the toilet area.

	YES, A LOT	YES, A LITTLE	DON'T KNOW	NOT AT ALL
17-25	11.30%	7.50%	7.50%	73.60%
26-35	11.10%	11.10%	No response	77.80%
>35	No response	20.00%	No response	80.00%
OVERALL	10.30%	8.8%	5.90%	75.00%

Q 10a. Why do you feel that way about the message?

MALES

Women do out of fear - often. This often goes unnoticed by a man. Maybe she did not want it!

Message is good but should be rephrased because it assumes all men are like this

A little condescending. You know the type!

The way it is conveyed is correct and to the point.

To the point. Important points are highlighted. Clear and easy to understand.

Good propaganda.

Worthwhile cause. About time.

Down to earth message. No crappy bits.

Something that has not received enough publicity in the past.

Addressing an important problem.

Infringement of human rights. A worthwhile issue.

Info distribution. Negative issue but positive in it's direction.

Agree with what it says.

I don't think about these issues much.

It's not really a topic I think about very much.

Not good for person (crime) and society. Will be penalised according to rules and regulations.

Good advert. Brings out an issue that a lot of people don't like to think about.

Major societal issue. A taboo issue that isn't generally discussed, especially in friendship situations.

Relevant to all genders.

Provides women with a sense of security.

Good idea. Good message.

Not fair - persecutes males. Points finger at males. Male bashers.

Major issue in society. Protect females from harassment.

Coming from church - my belief in discrimination against females by word of mouth only.

Because of Read My Lips logo and clear message.

Rambling, like a lecture. Cut text down.

Good topic.

Helps people understand each other.

Not harsh on anyone. Good, logical message.

Parents have indoctrinated that message since a young age.

Raises awareness about a traditionally closeted issue.

It's not too preaching. Don't know if it crosses many cultural boundaries. Think it's a valid thing - seeds through.

Makes aware of issue.

Because it's true. You can't force someone to have sex without consent.

From a friend's point of view it is important because friends have experienced that situation.

If it tries something for a good cause.

Good idea because it raises awareness and relevant to majority of student population.

Q 10a. Why do you feel that way about the message?

FEMALES

It's good. They inform you about your rights.

Characterisations easily relatable. Almost everyone can picture these.

Because you think there is too much text, however, underlying message is understood.

Awareness is raised and grabs attention.

Explains the concept behind the understanding - the definition of consent.

It's good to know that someone out there cares enough to go to this extent.

Acknowledges that there are guys like that around.

Addresses important issues.

Good cause. Educate the guys.

Explains exactly and in detail that No means No.

Agree with the statement that No means No.

Friends (male) think that because they've known you for a long time they are entitled to have sex with you.

Couldn't agree more. Everyone has privacy - personal space. That is an invasion.

For our safety we choose when we have sex and nobody can force us.

Good message.

Easy to read and reinforces the views and moral standards.

Agree with the message and that the issue is publicised.

Positive message and issue needed to be said.

Because it's true.

It's an important issue that should be aware.

It relates to all women everywhere at some point.

The message is negative referring to a negative issue.

Very clear. Easy to understand. Sums it up in two lines on bottom.

Message is strong.

Raises awareness.

It can't be a one way situation and if one person doesn't consent, then force is a crime.

Deals with human rights and you should not remove that right from people.

There are two messages balanced within the message.

It's an important issue.

Tells you everything in a sentence.

It's a good message.

Good idea - know your rights.

Relevant to society.

About time some form of literature defended females and targeted males.

Good start on behalf of Government.

Anything just to keep the world peaceful.

Makes us more aware of issues.

Good cause. Protects women.

Addressing a positive issue.

What it says is true.

Good message.

Helps us combat rape and sexual harassment. Tries to get through to thick males who don't yet understand some females. Was harassed herself, so message very appropriate.

Not disjunction between males and females.

It is for protection of women and women's rights. Good benefit for males.

Draws you in.

Got message across to public.

Because of No and Read My Lips.

Not big, strong and clear. Waffles on a bit.

Concept that subject has understood for a long time.

A lot of people are not clear on it

Easy to understand. Gets message across.

Colour, lips - excellent message.

Sex without consent is a crime.

It's an issue that deserves public attention.

The aura is positive.

Informs about the issue precisely. The issue is one that occurs.

Expresses someone else's views that normally might not be expressed.

Positive text because No means No.

Agree with issue.

Good idea because it raises awareness and relevant to majority of student

Having sex when in love is o.k but is a crime when not in agreement.

Reflective to many people, especially my age group.

Because sex involving spiritual and physical, if it isn't both between sexes and agreement, then it is a problem.

Q11a. Why is that?

MALES

Going out.

Because of age.

Because I may be in a situation especially after the consumption of alcohol where I unconsciously am forcing someone to do something against their will.

No reason.

Most people go out and use alcohol, especially these days.

Feel sorry for oppressed, harassed people.

To be aware of female feelings and mood swings.

I live in a society where these things may happen.

Ladies are being raped all over the world. It must stop. This is a step in the right direction.

Many girls I know are very into it.

Always disagree with sex without consent, therefore message is standard.

Females are not physically strong. Have a belief in the issue.

I have 3 sisters and they often mention guys have no right to assume what they want to do.

Major issue in society.

Don't treat women that way.

Everyday life. We do it.

Girls are more defensive and scared. They jump at everything and are stuck up.

Good cause, protects women.

I'm not a male culprit.

It is good to be aware of the issue.

It happens.

Yes because I have females in my family and think about their safety.

No. Don't like such things that are allowing sex. It is bad in terms of God, religion and society.

Don't go around doing that, but it is relevant to everyone. Everyone needs to know, understand it and live with it. Should be part of your ethics.

No in terms of being a culprit but appreciates that it happens.

Yes. Subject matter is relevant to uni student population.

Yes. Can understand some girls have had a hard time with some men.

No I'm not sexually active yet.

Yes. Can relate to harassed people. Negative feeling, isolation and fear.

Yes. I have female friends who have been in this situation.

No. Already have understanding of issue.

No. Refers more to women.

No. I have a definite opinion of what is wanted. When someone says No it is obvious.

Not relevant because already aware of the issue.

Relevant to everyone and an issue that everyone may be confronted with.

Yes, an eye opener. If I have to get into an argument with a women, I'd remember this.

No but it is to society in general

Q11a. Why is that?

FEMALES

Recently experienced a court procedure due to marital problems.

Because when I had sex, about 20% haven't fully given verbal consent. I think this is an important issue.

Don't hang around people like this.

Yes, because of what friends have experienced. One friend had been raped.

Have a lot of friends. Have different culture than home. Men make compliments often in their country. Good idea for everyone to know about it.

Never engage in such things.

Have been in position.

Dealings with girlfriend. When's an argument not an argument, still an issue.

May be exposed to the situation or know someone who is.

Because I am celibate.

Because I don't know what could happen in the future.

Everyone should live in peace with no fear.

Anyone who goes out. All singles/couples.

I'm a women. It's happened to all of us in the past to some degree. Things should be changed or something done about it.

I go out socially a lot and can come across bullying males.

Married and kids are independent.

It's o.k to tell guys NO.

Some guys don't know what NO means.

Only to my daughter. Actually, relevant to all.

Because I am female.

Everyone around.

Hasn't happened to me.

Because I have a young daughter.

Was harassed recently.

Sexual harassment is wide spread throughout our community even today.

Not relevant yet.

Never happened to me or anyone I know.

Just isn't relevant.

I am in a relationship - not relevant.

We go out a lot

We're all young - something that keeps coming up when you go out.

Yes, go out regularly.

Very involved in female rights and no one should feel threatened by anyone.

Thank God no.

Not relevant.

Relate to friends but not personally.

Not relevant at this point because haven't been in that situation.

Yes because there can be times when in that situation.

Being forced is segmenting that I have experienced.

Yes because you never know when you could experience this situation.

no. Haven't confronted situation this far.

Yes because you need to be aware of the issue.

The subject saves me. I think about it.

Appropriate to age group.

Not relevant to my life but relevant to age group of uni population.

Yes. I've been in such a situation in the past.

No. Don't know anyone who's been in that situation.

Yes. Has happened to me before.

Yes. I'm female.

Yes because of age group.

No. Don't feel that it has ever happened to me.

Yes because everything is changing for our rights.

Yes. Practical, common sense.

Yes the reference to friends is very relevant.

No. My husband does not force me to have sex.

Yes because of age and the places I frequent.

Yes because of age and time of life.

No, never been in that situation.

Yes. Social life situations may become similar.

Yes. We need to strive for a fear free world.

Yes, past experiences with friends.

Yes because I'm female.

Yes. I have a lot of male friends to whom friendship is more. It sometimes takes 1-2
NO'S

No. Don't have a boyfriend thus don't have to worry about it.

Yes because I am at that time in my life where dating is common.

No because I'm single and haven't experienced these problems.

Yes, I meet people like that all the time.

Yes because it's relevant to my age group and gender (female).

Being a women, yes.

No not me. I'm married and because of my background. We don't have sex just like that. We don't need them really to get the point across.

No not to here.

Yes. We're in contact with many people like this, particularly people our age.

Q12a. If no, what else should it have said?

MALES

Women harass and rape too.

To the subject the information is already familiar.

Better than not knowing.

Should not have pointed finger at men only.

But not going to change anyone's life.

Just 'read my lips' message in men's toilets only.

Q12a. If no, what else should it have said?

FEMALES

For certain age groups, pre-pubescent boys for sexual Ed.

Better if someone can talk to you personally.

Q13a. If yes, why is that?

MALES

Men are persecuted on T.V, on the radio and now in toilets! "Can't go for a piss in peace!"

Can't go to the toilet in peace. "Teachers blabber on about it, T.V does and now in private areas as well.

Because it assumes that all men are like this.

Q13a. If yes, why is that?

FEMALES

I wasn't offended but I felt a little scared and could sympathise with other women.

Q14a. Why do you feel that way? What changes, if any, would you make to this message?

MALES

Don't see significance of pink and green background.

Easy to read. Catchy. Wouldn't change message.

Something is being done to help women.

No changes.

Easy to read.

Easy to read , not intimidating, Changes: incorporate image of jail cell.

Set out and format appealing. Issue identified relatively quickly.

Drives the message home. Spells it out for dummies.

Too much to read. Too much black text in between red.

No changes. Attracts your attention.

Re emphasis that sex without consent is a crime. Provide a phone number or hot line.

Eyecatching and precise. "Sex without consent " text should be bigger to stand out more.

Eyecatching, informative.

Lips good.

Images better for males than words.

No changes. Good and useful message.

Sticks out. See main text first.

Grabs your attention.

Situate in a place where you would read it. Provide a more eye catching message.

Turn it into a T.V advertisement.

Draws your attention, well thought and layed out.. Not hard on your eyes. Also add a statement that “making false accusations is also a crime.”

Noticed lips.

Don't like the NO.

Not an artistic dream but not a bad effort.

Add a hot line number. Positive because issue becomes de - personalised and out into the open.

Stands out , makes people read it.

Q14a. Why do you feel that way? What changes, if any, would you make to this message?

FEMALES

More pictures.

It has left a clear message and issue is current.

Doesn't stand out. We have to stop and read it. If interested it's good but message should flash out more.

Colours are eye catching. Message raises awareness. Colour and highlighted words are important.

Feel very positive because of ease of understanding. Points are emphasised and stand out well.

Eyecatching. Wouldn't change it.

Read My Lips symbol is easy to recognise. Caption is easy to understand.

Positive, nice design. Good idea putting them in toilets, personal environment.

Easy to read, colour coordinated, good slogan.

Good colour coordination - pleasant looking. No changes.

Set out well. Good colour scheme. Good logo.

Bright colours stand out. Conveys the message well. Remove the text "Read My Lips"

Read My Lips caption is eye catching.

Grabs your attention. No changes.

Comfortable and placid colours portraying simple and precise message.

Red and black stands out, so do the lips.

Better colour combinations. Get rid of the yellow. Black and white poster with red lips.

Eye catching. Good colour scheme. No changes.

Would not change message.

Good message - "Read My Lips"

Message for both females and males. Eyecatching.

Like the colour and layout. Like RML caption. Maybe reduce text.

Colourful - draws attention.

Layout and colours comfortable and positive.

Good design - eye catching.

Colours stand out

Very eye catching.

Centre and logo is excellent. Rest is O.K

Very accurate and to the point. Make lips and NO bigger.

Good design, easy to read. Colourful.

Good design.

Nice and nifty.

No changes.

Attracts your attention.

Add some real pictures - will grab more attention. Perhaps photos of battered women etc. Would hit the spot hard.

Appealing, good format, not offensive.

Nifty design.

Eyecatching.

Change the colours a little.

Could be black and white with red lips.

Makes you read it.

Attracts attention.

Change to cartoons and make briefer.

Like the middle part.

Eye catching and noticeable.

“Sex without consent” colours don’t stand out.

Easy to read and appealing poster.

Should be larger so people can know more info regarding this matter. Should be attractive.

Add % of females and males that have been raped. Show how many have actually been raped.

Q15a. What sort of things did you talk about? Did others like the poster?

MALES

The fact that the issue is being brought out into the open and the positive message it conveys.

Yes, my friend liked the poster.

When we saw it we understood it therefore did not need to discuss it.

Small talk. The girls said it's about time.

Everyone agreed with the point/issue.

Spoke about the content of the message. Everyone liked the message.

Some male friends objected to the poster referring to them being 'pushy' around females.

Q15a. What sort of things did you talk about? Did others like the poster?

FEMALES

Told my boyfriend that if he used force on me I would press charges. He said he would never do that.

Talked about the issue for about 1 1/2 hours. Everyone liked the poster.

My friends and I feel it's a great thing. They love the campaign and are definitely not perturbed by it in any way.

General consent.

The text. Too mild, not impacting enough. The content was O.K.

We talked about it over lunch and all said it was a good idea.

Spoke about getting the posters into high schools.

Everyone thought it was great.

Discussed general issues, made an emphasis on RML caption. Other people liked the poster.

Comments positive. Talked about the lips.

Talked about being in that situation and what it would feel like.

Q16. Now that you have seen the poster, what difference will it make to your own conduct where sexual activity is concerned?

MALES

None.

The "Sex without consent is a crime" statement reinforces appropriate behaviour with females.

If had to get pushy with women, would keep this in mind.

Depends on the situation.

No difference because that is what I stand for.

None.

No difference because of my awareness of the issue before seeing the poster.

I don't treat women in that way anyway, so none.

None.

None.

Maybe more aware of situation.

Not much but I know it will help society overall.

None.

Haven't changed.

None.

None.

It will make me think twice about what is acceptable and legal.

Be more careful. Can't over power women.

Don't know.

None.

Not going to change. Always aware.

Another level of awareness raised. Consistent exposure combined with other things are what change your attitude.

Not really much. Doing it is different. Each message strengthens the overall message.

Q16. Now that you have seen the poster, what difference will it make to your own conduct where sexual activity is concerned?

FEMALES

My rights.

Raises awareness therefore empowers females to avoid being forced.

Awareness enables you to understand.

None.

None.

None.

None because already assertive.

None.

None but to guys it should.

No difference.

Raises awareness therefore more inclined to think about your rights.

It doesn't apply to me.

Yes

Raised my awareness.

Haven't changed.

None.

None.

None. Not relevant to me in particular.

Makes you aware that sex without consent is a crime.

None, just more careful.

None really. Only I am more aware of my rights and who to contact in case I need to.

None.

I have my choice and right and this gives me more confidence.

None. I have always been assertive.

I'll know that behaviour of that nature is not acceptable and illegal.

None for me but it is good for men.

Nothing.

Hope that male friends will see and change their behaviour.

Become more independent, powerful, motivated and strong.

None - I've always been assertive, but I think it will make a difference to other women and man's behaviour.

Gives more confidence in how I should deal with a situation like this should it arise.

Always said NO when meant it.

Not a bloody lot.

To mine nothing but I hope it does to others.

Aware you can say NO. Know it is illegal.

Nothing.

Will not change because have no problems.

Probably.

More careful.

None.

No.

No.

Q17. Overall, what is the best thing you like about this poster?

MALES

Clarity.

Good idea.

Colours.

The message.

The message.

Lips.

Lips and middle square.

Lips.

Colourful

Grabs your attention quickly. RML caption.

Lips and colours.

RML logo

Content.

Lips, conciseness.

Design and overt message.

Issue increasing awareness.

Lips and centre square.

The bottom of the sign.

The way I reacted to it.

Informative, brief and meaningful.

RML logo.

Clarity and conciseness.

Middle square and "Sex without consent is a crime" statement.

Lips

Colour.

Nothing.

Clear and informative.

Message.

"Sex without consent..." , issue.

Straight forward message.

Addressing issue.

RML caption.

Exposure around campus.

Slogan and aim.

Great that it is aimed at males and females BUT is aimed more at guys. Makes out as if they are bastards.

Great thing

Logo

The message

Q17. Overall, what is the best thing you like about this poster?

FEMALES

RML logo.

Logo.

Awareness.

RML logo.

Logo.

Nothing. I can see what they are attempting but it won't work!

Teaches you to be careful.

Encourages people to be more assertive. Good idea for empowering timid people.

Raises important issue.

Gets message across clearly.

Lips.

To the point. Puts guys in their place.

Lips.

Colours.

Exposes issue.

Logo

Actual confrontation of issue.

Message.

Message, content, location.

RML caption and position in centre.

Message.

Slogan - "Read my lips" "NO"

Design and colours.

Concept.

Idea.

RML logo and structure.

Lips and centre square.

Clarity

Publicity of the issue - reducing violence against women.

Message, appearance, RML caption.

Visual appeal, sensitivity.

RML logo.

Content and design.

RML logo.

RML caption.

Basic message.

Clear and definite message.

RML logo.

RML caption and colour.

Large print, colour scheme, overall presentation.

Making women more aware. Knowing there is someone to turn to.

RML logo.

Centre square.

Nothing.

Truthfulness, easy to understand, creating greater awareness.

Clear, concise, accurate message.

Message

Layout and colours.

End/bottom line.

Attractiveness, RML caption.

Design.

RML logo.

Lips.

RML logo.

Caption, design and colour.

Issue

Exposure of issue.

Centre square and colour.

Reinforcing statement "Sex without consent..." firstly in small text then in larger text.

RML caption and centre square.

RML caption and design.

Clear and concise - easy to read.

Lips, Clarity, consciousness.

Aim and personal audience.

Colours, contrast and lettering.

RML caption.

Reinforcement of message. Clear definition of rape.

“Read my lips” NO!

RML caption

Bright and captures your attention.

Appealing presentation.

Bottom line.

Straight forward and to the point.

Colours.

Logo

Straight forward and to the point. Good heading. Don't have to read it all to understand.

Totally in context

RML logo

Conveys a message to people about their sexual activity and behaviour.

Logo

Colour and message. Well presented. ‘Sex without consent is a crime’ caption is reinforcing.

The message.

The fact that someone has conducted a campaign - Awareness.

Q18. Overall, what is the worst thing about the poster?

MALES

Writing too small. Colour. People don't want any more problems. Another lecture on principles.

Size. Should be gigantic.

Nothing

It happens to guys too. Get rid of 'stop violence against women'

Should be placed behind the cubicle.

May scare and intimidate people.

Not visible enough.

Requires phone number, hotline, counselling service etc...

Don't like 'Stop violence against women' message.

Don't like lips and big NO. Makes blood pressure rise.

Didn't look at negative side.

No illustrations

Dealing with such a negative issue.

Reference to 'stop violence against women' discriminating.

Too much text

Nothing

Message may be too strong for some males.

Sometimes no means yes.

Too much text.

NO

Yellow background unappealing.

Too much text and references to figurative language (from overseas student's point of view). Change design slightly.

Gives aggressive picture of men - not all men are aggressive.

Too much writing. One sentence would say it all.

Needs phone number.

Don't know.

Nothing.

Too many words.

Too wordy for target audience.

Dull, boring. Once you read it for the first time, you don't look at it again.

Target women too. (Disclosure movie)

Don't know.

Comment 'Stop violence against women' discriminating against men.

Size.

Location - inside toilets.

Sexist - one sided.

Could be bigger

Too much text.

Q18. Overall, what is the worst thing about the poster?

FEMALES

Nothing

The fact that it has to be done.

Bigger letters and less text.

Nothing.

People shouldn't have to be reminded.

Too much text

Nothing.

Nothing

'Read my lips' text unappealing

Nothing.

Takes time to read.

Nothing

Nothing

Fewer words, lips bigger and overall size bigger.

Nothing

Don't care!

It's real and does happen

Not enough follow up information (hotline). Too much text.

Too much text

Colour scheme

Nothing

Should get positive message to males, also boyfriends and his friends.

Nothing

Too much text.

Nothing

The green colour

Nothing

Too much small text. Spend too much time reading to understand issue.

Colour

More posters.

The need for it.

Too much text.

Text not presented well - doesn't gauge enough attention. Possibly the colours.

Dislike colours and layout.

Too wordy.

Don't like lips.

Brings back memories.

Don't like ' Stop violence against women'.

Add a picture (like the condom posters).

The fact that it has to be made to publicise the issue.

Contact number for further info.

Black is dreary.

Needs to be more eye catching.

Don't know.

No.

Colours.

Empty space at top.

Should have been brought out sooner.

That there is a need for it.

None.

Size and location.

Nothing

Doesn't offend enough.

Don't know

None

Don't know.

Nothing.

Top of poster blank.