

Project Report

*** indicates a required field**

Research Title

Preventing child sexual offending online through effective digital media
This question is read only.

Please provide a short summary of the work that was completed as part of this project / research *

The aim of this project was to establish an evidence base for understanding and creating images and advertisements that will be effective in 'nudging' potential offenders away from online Child Sexual Abuse Material (CSAM) and toward seeking therapeutic intervention.

The work involved included:

- gaining ethics approval from Massey University Human Ethics Committee
- completing a literature review
- creating test material (photographs and mock-up advertisements)
- developing an interview protocol for focus groups and interviews
- building relationships with organisations for participant recruitment
- conducting focus groups with staff and interviews with clients at these organisations in the North and South Islands
- transcribing and coding interviews
- presenting initial findings at the Association of Internet Researchers conference
- analysis of findings and writing research outputs
- building connections with stakeholders and collaborators, including government and non-government agencies and academic researchers in New Zealand and Australia

Describe the 'who, what, where, when and why' of your initiative

Timing

Is your project / research complete? *

Yes No

If your initiative is still in progress, pick 'no'

Start Date

01/01/2019

Must be a date.

Finish Date

31/12/2019

Must be a date.

Milestones

What have been the major steps / stages (i.e. milestones) involved in delivering your initiative to date?

Milestone

Description

Ethics approval	Completed ethical deliberation, documentation (eg. information sheet), peer review, and submission to Massey University Human Ethics Committee (MUHEC). Ethics approval was granted by MUHEC in February 2019.
Literature review	Completed a literature review of approximately 200 academic sources, split roughly evenly between research on effective online advertising and research on sexual offending against children online. This step informed the design of the test material, and elements of the literature review have been incorporated into the various research outputs: conference presentation; research report; journal article.
Creation of test images and advertisements for focus groups	I developed test material over several months, taking a large number of photographs, exploring different creative ideas informed by the literature review, and working with a graphic designer to put together test advertisements for the focus groups and interviews.
Established relationships with organisations and recruited participants	Key organisations that provide community-based intervention services for harmful sexual behaviour were approached to facilitate participation in focus groups and interviews, including recruiting volunteers from their client pool. Three major organisations came on board, and while there were challenges in recruiting participants (resulting in delays to this phase), sufficient participants were recruited to conduct staff focus groups and/or client interviews at each organisation.
Conducted focus groups and interviews	Focus groups with staff and/or individual interviews with clients were conducted at four sites across New Zealand. The researcher and research assistant conducted these sessions between July and October.
Transcription and analysis of focus group and interview data	Each focus group and interview was transcribed and coded, and the data analysed to gather the insights on what makes an effective online advertisement for early intervention in the consumption of child sexual abuse material on the internet.

Presentation of initial findings	Initial findings were presented at the annual conference of the Association of Internet Researchers (AoIR), in Brisbane in October 2019. The extended abstract is forthcoming in AoIR's Selected Papers of Internet Research (https://spir.aoir.org).
Publication of findings	A research report and academic journal article have been drafted to present the findings of the research. Prior to publication, consultation and peer review processes will be rigorously followed in accordance with ethics procedures and publishers' requirements. Publication of both outputs is expected by mid-2020.
e.g. planning; major activities; evaluation	

Outcomes

What outcomes were generated as a result of this project / research?

Outcomes are the changes that have occurred for the beneficiaries of your initiative. Generally outcomes can be framed as an increase or decrease in one or more of the following:

- Skills, knowledge, confidence, aspiration, motivation, (these are generally **immediate** or short-term outcomes)
- Actions, behaviour, change in policy (these are generally **intermediate** or medium-term outcomes)
- Social, financial, environmental, physical conditions (these are generally **long-term** outcomes)

Immediate outcomes occur directly following an activity (e.g. within 1 month); intermediate outcomes are those that fall between the immediate and long-term (e.g. between 1 month and 2 years); and long-term outcomes are those we expect to see years later (e.g. 2, 5, 10 or 50 years after the activity).

We also want to learn more about how you tracked the outcomes of your initiative - what you measured and how.

If you need more help understanding what outcomes are, read the help sheets at www.ourcommunity.com.au/evaluation

List your initiative's outcomes and attached information in the following table. Leave blank any fields that do not apply to your project.

Outcome	Were these outcomes anticipated?	Timeframe	Indicator	Verification Method
Developed ethics procedures and interview protocol for research with CSAM users	Anticipated	Immediate	Ethics approval (and subsequent appointment to ethics committee)	Approved ethics application and interview protocol

Internet research 2018/19

Internet Research final report

Application IR000312018/19 From Dr Claire Henry

Form Submitted 31 Jan 2020, 1:03pm NZDT

Opportunity for staff and clients to contribute to the development of effective early prevention initiatives	Anticipated	Immediate	Feedback from participants	Participation in the research; verbal and written feedback
Evidence-based principles for effective online prevention advertising	Anticipated	Intermediate	Publication; follow up trials and practical applications	Publication and invitations to collaborate and consult with government agencies and researchers at other institutions
Strengthened cross-disciplinary network of experts sharing knowledge and building collaborations to tackle CSAM consumption online	Unanticipated	Intermediate	Follow up trials and practical applications	Publication opportunities and invitations to collaborate and consult with government agencies and researchers at other institutions
Reduced consumption of CSAM online (in New Zealand and beyond)	Anticipated	Long-term	Law enforcement data; increased access to early intervention psychological services	Further data collection and evaluation of future initiatives
Contribution to academic research	Anticipated	Long-term	Peer review and acceptance to academic journal	Publication, metrics, and citation
Outcomes are the changes that you believe were generated or influenced by your initiative. See information above.	Choose from the list	Choose from the list (see description above)	What you used to measure this outcome - e.g. 'change in teenage pregnancy rates from x to y'	e.g. survey; interviews; focus groups

What (if anything) did you change in your approach and practices as your project research proceeded, and why? *

Due to low numbers of potential client participants at certain sites and the challenges involved with both recruitment and scheduling, it was necessary to collect data via individual interviews as well as focus groups. In order to ensure recruitment of sufficient participants—and that all of the interested and suitable participants could be accommodated—client participants were offered the option to do individual interviews rather than focus groups, which resulted in in-depth reflection and discussion of the test material. In building relationships with the therapeutic service providers for recruitment, it became clear that staff themselves within these organisations could also make a valuable

contribution to the research through their perspectives, and it would be worthwhile inviting their input on the test material to add to the data. Staff participants were recruited at two of the organisations, and staff focus groups covered the same test material and questions as the client interviews. These minor changes in the approach were approved by the Massey University Human Ethics Committee prior to data collection.

It was not possible to obtain supplementary quantitative data from the Department of Internal Affairs' online safety trial within the timeframe of this project, as the commencement of the trial was unavoidably and indefinitely delayed. As planned in the risk management approach outlined in my proposal, the project was carried out independently from the DIA trial so it did not significantly impact upon this project.

We may use this information to help inform others undertaking similar work

What did you learn as a result of undertaking this project/program? *

There were several challenges in the third-party recruitment process including staff changes and/or understaffing and other organisational pressures, as well as low client numbers during the recruitment period. While being sensitive to the shame that may arise in interviews (accounted for in ethics procedures and the interview protocol), it turned out to be a bigger barrier to participation for clients than I initially realised. One of the staff reflected that clients who have been involved in viewing child sexual abuse material hold huge guilt and shame about what they have done, so to ask them to participate in a research project around such a topic creates huge anxiety for them. Participating in a research interview can be daunting, but those who volunteered conveyed positive feedback about the experience and the opportunity to contribute to the project.

The importance and timeliness of the project was reinforced along the way, as was its highly ambitious nature—it involved not only a very sensitive issue and a stigmatized population, but also significant work in building stakeholder relationships and managing logistics (setting up and scheduling focus groups and interviews at different sites and making travel arrangements with short notice). The research was manageable with the funding provided, although a significant extra time commitment on the part of the researcher was required to complete it within 12 months. The appointed research assistant did an excellent job supporting the project and was a pleasure to work with. Collaborating across disciplines in this space is rich and rewarding, and considering the complexity of the research and the issues it aims to tackle, it is beneficial to work with experts in various fields. Follow up projects will be embedded in larger teams, allowing for interdisciplinary and international collaboration.

We are particularly interested in lessons that may help others undertaking similar work. Think about what you learned about your inputs (money, skills, personnel, time - too much; too little; about right?); your assumptions (were they 100% right, only partly right, or were the results a complete surprise?); and the context of the project/program (timing; targeted beneficiaries; geographic settings - were they right; wrong; about right?)

How will you share your learnings from this project/research? *

Initial findings were shared with fellow internet researchers at the Association of Internet Researchers conference in Brisbane in October, and an extended abstract of this presentation will be published in AoIR's Selected Papers of Internet Research (<https://spir.aoir.org>). While in Brisbane, I had a meeting with the prevention team at the Australian Centre to Counter Child Exploitation (ACCCE) who are interested in the research and are working to connect up the network of researchers and practitioners within Australia and internationally. In 2020, I hope to present findings at further conferences to extend the reach to other audiences, including academics and practitioners at the biennial International Association for the Treatment of Sexual Offenders (IATSO) conference (Frankfurt, Germany).

The research report and academic journal article have been drafted and will be published in 2020. The research report conveys key findings and recommendations to inform policy and practical implementation for government and non-government agencies working to prevent consumption of CSAM online. The journal article will contribute to the academic discourse on effective online media-based prevention initiatives (particularly in the field of child sexual abuse prevention, but also more broadly of interest for areas such as online health promotion and behavioural change, as well as advertising theory and practice, and media psychology). A one-page summary of findings to emerge from the project has also been prepared for distribution to participants via the partner organisations.

I had anticipated that New Zealand agencies working in prevention would likely find the research relevant and valuable in informing best-practice initiatives, and indeed, as a result of this research I have been invited to consult on an intervention project, developing an advertising strategy for a pilot early intervention therapeutic service.

What mediums were used to share the learnings? Have you reached the audience you expected?

We'd love to see some visual and audio representations of your work. Please share below.

Upload files:

No files have been uploaded

and/or

Provide web link:

Must be a URL

and/or

Provide additional details:

Please include captions, if relevant

Can we use your media content in our own communications?

Yes No Please contact us first
e.g. in our annual report

Financial Report

*** indicates a required field**

Project Income & Expenditure

Please provide details of any project income (funds received) and project expenditure (funds spent) to date.

Use the 'Notes' column to provide any additional information you think we should be aware of.

Internet research 2018/19
Internet Research final report
Application IR000312018/19 From Dr Claire Henry
 Form Submitted 31 Jan 2020, 1:03pm NZDT

Income Description	Income Type	Confirmed Funding?	Income Amount (\$)	Notes
InternetNZ funding	Other Income *	Confirmed *	\$25,130.00	-

Expenditure Description	Expenditure Type	Expenditure Amount (\$)	Notes
Teaching Release	Salaries and Wages *	\$7,850.05	
Research Assistance	Salaries and Wages	\$2,324.00	
University Overheads	Overheads	\$2,235.00	
AoIR Conference Tvl & Accn	Other Expenditure	\$1,450.00	
Project Travel	Project and Production	\$4,295.50	
Focus Group Catering and Consumables	Project and Production	\$93.77	
Participant Vouchers	Project and Production	\$300.00	
Koha for Host Organisations	Project and Production	\$2,000.00	
Graphic Designer	Project and Production	\$409.26	

Income and Expenditure Totals

Total Income Amount	Total Expenditure Amount	Income - Expenditure
\$25,130.00	\$20,957.58	\$4,172.42
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.

Have you experienced any issues with your intended project budget to date? If so, please explain reasons for any major variances or for providing incomplete information:

Lower participant numbers than anticipated reduced expenditure on several costs including project travel, participant vouchers, and research assistant hours.

Certification and Feedback

Feedback

You are now nearing the end of this form. Before you review your application and click the **SUBMIT** button please take a few moments to provide some feedback. (If you would rather provide anonymous feedback, please go to **{{ Grantmakers: provide a link to an anonymous survey or delete this sentence }}**)

Please indicate how you found the acquittal process:

Very easy Easy Neutral Difficult Very Difficult

How many minutes in total did it take you to complete this form?

150

Estimate in minutes (i.e. 1 hour = 60 minutes)

Please provide us with your suggestions about any improvements and/or additions to this form that you think we need to consider: