

Instructions for Grantees

This form is designed to help us understand the challenges, triumphs and insights you experienced and gained while running your funded project/program. Please be frank – while we absolutely want to know about and celebrate your successes, it's just important to us that we understand what did not work so well. This will help us to learn what we and others could do differently next time.

You must complete and submit this form no later than the date stipulated in your funding agreement. However, should you not be able to meet the deadline please contact Gertrud to arrange an alternative date. If you fail to do so you may not be eligible to apply for further grants from **InternetNZ**.

The completion of this form should be overseen by someone with an intimate knowledge of the funded project/program.

Mid-project Report

Research Title

Preventing child sexual offending online through effective digital media

This question is read only.

Amount of funding granted from InternetNZ?

\$25,130.00

Must be a dollar amount.

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

The aim of this project is 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 groundwork has been completed:

- ethics approval is granted
- a literature review is completed
- test material (photographs and mock-up advertisements) has been created
- interview protocols for focus groups are developed
- a research assistant is appointed
- relationships with organisations who have commenced participant recruitment have been built.

The focus groups will begin in July and will be conducted at several sites across New Zealand.

A proposal to present at AoIR 2019: Trust in the System (20th annual meeting of the Association of Internet Researchers) in Brisbane in October—'Designing Effective Online Advertisements for a Prevention Campaign: Mistrust and Other Barriers'—was submitted. The proposal has been double-blind peer-reviewed and accepted for inclusion, with one of the reviewers concluding, 'The paper makes an important case for its research subject, and provides promising indications of findings based on ongoing research.'

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

When do you anticipate that your project will be completed?

31/01/2020

Must be a date.

Milestones

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

Milestone	Description
Ethics approval granted	Completed ethical deliberation, documentation (eg. information sheet), peer review, and submission to Massey University Human Ethics Committee (MUHEC). The report described it as 'a very well-prepared application', noted that 'confidentiality has been recognised and issues have been addressed very well', and thanked 'the applicant for the very comprehensive response for dealing with digital data'. Ethics approval has been granted by MUHEC. As a result of a very strong application, I was encouraged to apply to become an academic member of MUHEC, and was appointed in June 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 has been informing the design of the test material, and elements of the literature review will be incorporated into the various research outputs: conference presentation; research report; journal article.
Creation of test images and advertisements for focus groups	I have 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. The research will test the content and tone of potential images, the colours and design of advertisements, as well as the text used and its arrangement on the advertisements. The focus group interview protocol has been developed in tandem with the literature review and test material.

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Established relationships with organisations and commenced recruitment	Key organisations that provide community-based intervention services for harmful sexual behaviour were approached to facilitate focus group participation, including recruiting volunteers from their client pool. Three major organisations are on board and we are finalizing recruitment for focus groups in July/August.
Abstract accepted for AoIR	The Association of Internet Researchers (AoIR) conference is a prominent international forum on internet research and the selection process to present is competitive—only around 65% of abstracts are accepted. I submitted an extended 1200-word abstract, which was peer reviewed by two scholars in the field, and selected for inclusion. I have made the arrangements and travel bookings to participate in the conference in early October.
e.g. planning; major activities; evaluation	

What findings have you made so far?

The literature review has revealed that there are many unknowns in understanding what makes an online advertisement effective, and many of the ideas or assumptions from a marketing approach are not applicable to a prevention context, or have become outdated because the tools and techniques have developed rapidly. This has underscored the importance of this research in understanding what will be most effective in prevention advertisements in this context and for this audience.

I will reserve reporting on substantive findings until after all of the focus groups have been conducted and the data analysed.

What (if anything) did you change in your approach and practices as your project/program/initiative proceeded, and why?

My key contact at the Department of Internal Affairs resigned from their position, however, I am now liaising with the Director of Digital Safety and the Senior Advisor for Outreach and Innovation (Digital Safety Directorate) about the project. I met with these new contacts in person earlier this month to give them an update and to check in about the online safety trial (through which I am hoping to gather quantitative data to triangulate with the focus group findings).

It may not be possible to obtain the supplementary quantitative data within the timeframe of this project, as the commencement of the trial was unavoidably delayed. However, as one of the AoIR reviewers reflected, the project is ambitious and the twofold approach may logically operate sequentially rather than simultaneously, with the empirical approach (testing the ads in focus groups) first exploring effectiveness to further develop the advertisements and principles of design underpinning them, before measuring effectiveness through the online safety trial as a subsequent phase (using the pre-tested advertisements).

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There are numerous variables in designing advertisements and advertising campaigns, and a number of specific considerations for a prevention campaign. As I've progressed through the large literature review, I've decided to focus on particular variables. I have drafted a plan for the research report, and through consultation with different stakeholders, I am continuing to develop this to ensure that the research and recommendations covered will be the most useful for designing effective online prevention strategies.

There has been interest in my research from agencies and academics in Australia, and I anticipate benefits of the research will extend beyond New Zealand into other territories and feed into future research collaborations.

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

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.

Income Description	Income Type	Confirmed Funding?	Income Amount (\$)	Notes
InternetNZ funding	Other Income *	Confirmed *	\$23,130.00	-

Expenditure Description	Expenditure Type	Expenditure Amount (\$)	Notes
AOiR Conference Tvl & Accn	Other Expenditure *	\$1,450.00	
University Overhead	Overheads	\$2,235.00	

Income and Expenditure Totals

Total Income Amount **Total Expenditure Amount** **Income - Expenditure**

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\$23,130.00
This number/amount is
calculated.

\$3,685.00
This number/amount is
calculated.

\$19,445.00
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:

The requirement to include University Overhead was missed from my original application however this will not affect the delivery of the project.

Certification and Feedback

Feedback

You are almost at the end of our application process. Before **Submitting** your application, please take a few moments to provide some feedback.

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?

45

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: