Social Media and Its Perceived Effect Against Domestic Violence

Evidence from a Tertiary Educational Institution in Southern Philippines

Laurence P, Bazan, PhD

Asst.Professor IV
[1]College of Criminology, Cantilan Campus
[1] North Eastern Mindanao State University, Cantilan Surigao, Philippines

Abstract : This study examined the impact of social media on attitudes and behaviors related to domestic violence among college students. The sample consisted of 657 students from the North Eastern Mindanao State University-Cantilan Campus in the Philippines. A researcher-made questionnaire was used to gather data on social media exposure, attitudes towards domestic violence, beliefs about the effectiveness of social media interventions, and personal experiences or observations related to domestic violence. The findings revealed that frequent social media use was associated with more positive attitudes, increased awareness, stronger behavioral intentions, and greater perceived social support in relation to domestic violence. The choice of social media platform also influenced attitudes and support, with Facebook users displaying more positive attitudes and higher levels of perceived social support compared to users of other platforms. Additionally, the level of engagement with social media content played a role, as individuals who engaged more frequently exhibited higher levels of attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence. These findings highlight the potential of social media as a tool for raising awareness and promoting positive attitudes towards domestic violence. They also emphasize the importance of platform-specific strategies and active engagement with social media content in shaping individuals' perceptions and intentions. The implications of these findings suggest that organizations and individuals can leverage social media to enhance awareness, behavioral intentions, and perceived social support related to domestic violence.

Index Terms - **Social media, domestic violence, attitudes, awareness, behavioral intentions, perceived social support**

I. INTRODUCTION

INTRODUCTION

Domestic violence remains a pervasive issue with far-reaching consequences for individuals, families, and communities (Johnson, 2019). Efforts to combat and prevent domestic violence have traditionally relied on various interventions, such as awareness campaigns, support services, and legal measures (Smith et al., 2020). However, in the digital age, the rise of social media platforms has opened up new avenues for addressing this pressing societal problem. Social media platforms offer unique opportunities for information dissemination, community building, and engagement with diverse audiences (Jones & Brown, 2018).

In the Philippines, domestic violence continues to be a significant social issue that affects individuals, families, and communities. According to a study conducted by the Philippine Statistics Authority (PSA), nearly one in four married Filipino women aged 15 to 49 has experienced some form of physical, sexual, or emotional violence from their spouse or partner (PSA, 2017). These alarming statistics highlight the urgent need for effective interventions and strategies to address domestic violence in the country.

While traditional approaches, such as legal measures and support services, have made important contributions to combating domestic violence in the Philippines, the rise of social media platforms presents a new and promising avenue for intervention. Social media platforms, such as Facebook and Twitter, have become integral parts of the daily lives of many Filipinos, providing opportunities for communication, information sharing, and community building (Lorenzana & Soriano, 2021).

However, it is crucial to extend the investigation of social media's impact on domestic violence to a specific and vulnerable population: teenagers. Adolescence is a critical developmental stage where attitudes and behaviors are shaped, making it an opportune time to address issues such as domestic violence prevention (Lee & Lee, 2020). Furthermore, teenagers in the Philippines are avid users of social media platforms, with a significant portion of their social interactions and information consumption occurring online.

Understanding the role of social media in shaping the attitudes and behaviors of Filipino teenagers regarding domestic violence is essential for several reasons. First, research suggests that exposure to violence on social media can normalize aggressive behaviors and perpetuate harmful gender stereotypes (Wang et al., 2017). By investigating the impact of social media on teenagers' perceptions

of domestic violence, this study can shed light on the potential negative influences and help develop targeted interventions to counteract them.

Second, teenagers often lack comprehensive education and awareness about healthy relationships and domestic violence prevention. Social media platforms can serve as accessible and engaging platforms to disseminate educational content, challenge misconceptions, and promote positive behaviors (Jones & Brown, 2018). Understanding the effectiveness of social media interventions among teenagers can inform the development of evidence-based strategies that effectively reach and engage this specific demographic.

Lastly, empowering teenagers to become agents of change in combating domestic violence is crucial for fostering a culture of respect and non-violence in future generations. By harnessing the potential of social media as a platform for advocacy and activism, teenagers can play a significant role in raising awareness, challenging societal norms, and promoting healthy relationship dynamics (Lee & Lee, 2020).

Thus, investigating the impact of social media on attitudes and behaviors related to domestic violence among Filipino teenagers is vital. By focusing on this specific population, the study can provide insights into the unique challenges and opportunities presented by social media in addressing domestic violence prevention. Ultimately, the findings of this research can inform targeted interventions and strategies that empower teenagers to become advocates for change and contribute to the reduction of domestic violence in the Philippines.

NEED OF THE STUDY.
While some studies have examined the impact of social media on attitudes towards domestic violence globally (Lee & Lee, 2020), there is a need for research that specifically focuses on the Philippine context. Understanding the cultural nuances, social norms, and unique challenges related to domestic violence in the Philippines is essential for developing targeted interventions and strategies that effectively utilize social media platforms (Wang et al., 2017).

By investigating the perceived effectiveness of social media in combatting domestic violence in the Philippine context, this research seeks to provide valuable insights for practitioners, policymakers, and researchers working in the field. The findings of this study can inform the development of evidence-based interventions that harness the potential of social media to address domestic violence effectively in the Philippines.

Therefore, the need for this study arises from the prevalence of domestic violence in the Philippines and the growing influence of social media in the country. By examining the variables of exposure to social media and individuals' perceptions of its effectiveness, this research aims to fill a gap in the current literature and provide context-specific insights for addressing domestic violence in the Philippine context.

3.1 Population and Sample

The population for this study consists of college students from the North Eastern Mindanao State University-Cantilan Campus, located in Cantilan, Surigao, Philippines. The university offers a diverse range of academic programs, attracting students from various backgrounds and disciplines. To ensure a representative sample, a random sampling method was employed. This approach allows for equal opportunity for all eligible students to be included in the study, minimizing bias and enhancing the generalizability of the findings.

A total of 657 college students were considered as the sample for this study. The sample size was determined based on the principles of statistical significance and power analysis, aiming to achieve a sufficient number of participants to detect meaningful relationships and differences within the study variables. The inclusion criteria for the sample were as follows: (1) currently enrolled as a college student at the North Eastern Mindanao State University-Cantilan Campus, (2) willing to participate voluntarily in the study, and (3) able to understand and respond to the survey questionnaire in English or Filipino, the two primary languages of instruction at the university.

To ensure ethical considerations and protect the rights of participants, informed consent was obtained from all students prior to their inclusion in the study. Confidentiality and anonymity were maintained throughout the data collection and analysis process. The selected sample of 657 college students represents a diverse group of individuals who can provide valuable insights into the impact of social media on attitudes and behaviors related to domestic violence among Filipino teenagers. The findings from this sample can contribute to a better understanding of the topic and inform targeted interventions and strategies for domestic violence prevention among college students.

3.2 Data and Sources of Data
For this study, a researcher-made questionnaire was developed based on the operational constructs based on the author's review of related studies. The questionnaire consisted of Likert-scale items, allowing participants to provide structured responses that could be quantitatively analyzed. The items were designed to capture relevant variables such as exposure to social media, attitudes towards domestic violence, beliefs about the effectiveness of social media interventions, and personal experiences or observations related to domestic violence.

The data gathering process was conducted in December 2023. During this period, the researchers administered the questionnaire to the selected sample of 657 college students from the North Eastern Mindanao State University-Cantilan Campus. The survey administration was conducted in a controlled environment to ensure consistency and minimize external influences on participants' responses.

Prior to the conduct of the study, a test for internal consistency was conducted involving 30 students who were not part of the final sample of the study. The results of the analysis yielded Cronbach alpha values of 0.731, 0.796, and 0.9.

3.3 Theoretical framework

This study is anchored on the Cultivation Theory which was developed by George Gerbner in the 1960s. Cultivation Theory posits that long-term exposure to media messages can shape individuals' perceptions of social reality, influencing their attitudes, beliefs, and behaviors. In the context of this study, Cultivation Theory provides a lens through which to understand the potential influence of social media on attitudes and behaviors related to domestic violence among Filipino teenagers (Obert-Hong, 2019). The theory suggests that repeated exposure to media content, such as social media posts and discussions about domestic violence, can contribute to the cultivation of certain beliefs and perceptions about this issue.

Moreover, the theory suggests that individuals who are heavy users of social media platforms may be more likely to perceive domestic violence as a prevalent and normal occurrence in society (Ahmad, et. al., 2019). They may also develop a distorted view of gender roles, power dynamics, and the acceptability of violence within relationships (Bustamante, et al., 2019). Conversely, Bail, et. al. (2018) reported that individuals with limited exposure to social media content related to domestic violence may hold different attitudes and beliefs. Therefore, by applying Cultivation Theory to this study, the researcher aims to explore the relationship between social media use and attitudes towards domestic violence among Filipino teenagers. Specifically, the study will examine whether there is an association between the frequency and duration of social media use and the endorsement of attitudes that perpetuate or challenge domestic violence.

Additionally, Cultivation Theory provides a Lense in understanding the role of engagement with social media content related to domestic violence. By examining the types of engagement, such as liking, commenting, sharing, or posting about domestic violence, we can assess the extent to which individuals actively participate in the cultivation process and potentially reinforce or challenge prevailing beliefs and thus contribute to a deeper understanding of the impact of social media on attitudes and behaviors related to domestic violence among Filipino teenagers.

In the context of the study, social media exposure was assessed in terms of Frequency of social media use (Measure how often individuals use social media platforms), Duration of social media use (Assess the amount of time individuals spend on social media platforms) Types of social media platforms used (Identify the specific platforms individuals use, such as Facebook, Twitter, Instagram, etc.), and Engagement with social media content (Explore how actively individuals interact with social media content, including liking, commenting, sharing, or posting about domestic violence-related topics).

On the other hand, the dependent variable (Perceived effectiveness of social media against domestic violence) was measured in terms of Attitudes towards the effectiveness of social media (Measure individuals' beliefs and opinions about whether social media can effectively address and combat domestic violence), Awareness of domestic violence through social media (Assess individuals' knowledge and understanding of domestic violence issues as gained through social media platforms), Behavioral intentions (Examine individuals' intentions to take action or support initiatives related to domestic violence based on their exposure to social media content), and Perceived social support (Explore individuals' perception of the support they receive through social media platforms in relation to domestic violence issues).

3.4 Statistical tools

ANOVA (Welch) test was the preferred statistical tool in this study due to its ability to handle unequal variances between groups. The study aimed to examine the relationship between social media exposure variables (frequency of use, duration of use, types of platforms used, engagement with content) and the dependent variable of perceived effectiveness of social media against domestic violence. By conducting ANOVA (Welch) test, the researchers could determine if there were significant differences in the perceived effectiveness of social media across different levels of social media exposure.

If the ANOVA test indicated a statistically significant difference, a Games-Howell post hoc test was conducted to further analyze specific group differences. This approach allowed for a comprehensive understanding of the relationship between social media exposure and perceptions of effectiveness, providing valuable insights for interventions and strategies in combating domestic violence through social media platforms.

IV. RESULTS AND DISCUSSION

4.1 Results of Descriptive Statics of Study Variables

In this study, descriptive statistics were used to provide an overview of the participants' social media usage patterns and engagement with content related to domestic violence.

Table 4.1.1: Descriptive Statics for Measures of Social Media Exposure

	Counts (n=657)	% of Total
Frequency of Social Media Use		
Very frequently (daily)	351	53.4 %
Frequently (4-6 times a week)	82	12.5 %
Sometimes (2-3 times a week)	146	22.2 %
Occasionally (once a week or less)	61	9.3 %
Rarely or never	17	2.6 %
Duration of Social Media Use		
More than 4 hours	370	56.3 %
2 to 4 hours	217	33.0 %
1 to 2 hours	70	10.7 %
Types of Social Media Platforms Used		
Facebook	369	56.2 %

Tiktok	102	15.5 %
Instagram	89	13.5 %
Twitter	69	10.5 %
Others	28	4.3 %
Engagement with Social Media Content		
Very frequently (weekly or more)	302	46.0 %
Frequently (4-6 times a month)	110	16.7 %
Sometimes (2-3 times a month)	198	30.1 %
Occasionally (once a month or less)	32	4.9 %
Rarely or never	15	2.3 %
Types of engagement with Social Media Content		
Posting about domestic violence-related topics	379	57.7 %
Sharing posts	223	33.9 %
Commenting on posts	31	4.7 %
Liking or reacting to posts	24	3.7 %

The findings revealed that the majority of participants (53.4%) reported using social media very frequently, on a daily basis. Additionally, a significant portion of participants reported using social media sometimes (22.2%), frequently (12.5%), occasionally (9.3%), or rarely/never (2.6%).

Regarding the duration of social media use, the highest percentage of participants (56.3%) reported spending more than 4 hours on social media. A considerable portion of participants reported spending 2 to 4 hours (33.0%), while a smaller percentage reported spending 1 to 2 hours (10.7%).

When examining the types of social media platforms used, Facebook emerged as the most commonly used platform, with 56.2% of participants reporting its use. Other popular platforms included Tiktok (15.5%), Instagram (13.5%), and Twitter (10.5%). The remaining percentage (4.3%) accounted for the usage of other social media platforms.

In terms of engagement with social media content, a majority of participants (46.0%) reported engaging with such content very frequently, on a weekly basis or more. A significant portion reported engaging sometimes (30.1%), while a smaller percentage reported engaging frequently (16.7%), occasionally (4.9%), or rarely/never (2.3%).

Among the types of engagement with social media content, posting about domestic violence-related topics was the most common, with 57.7% of participants engaging in this activity. Sharing posts (33.9%), commenting on posts (14.7%), and liking/reacting to posts (3.7%) were also reported, albeit to a lesser extent.

These descriptive statistics provide a comprehensive understanding of the participants' social media usage patterns and their engagement with content related to domestic violence. The findings serve as a foundation for further analysis and interpretation of the study's results, contributing to a deeper understanding of the role of social media in addressing domestic violence.

Table 4.1.2: Descriptive Statics for Measures of Perceived effectiveness of social media against domestic violence

Statistic	Attitudes Towards the Effectiveness of social media	Awareness of domestic violence through social media	Behavioral intentions related to domestic violence	Perceived social support related to domestic violence
N	657	657	657	657
Mean	3.73	3.67	3.72	3.45
Median	3.80	3.60	4.00	3.40
SD	0.542	0.504	0.533	0.616
Minimum	1.60	2.00	1.75	1.80
Maximum	5.00	5.00	5.00	5.00
Skewness	-0.521	-0.289	-0.756	-0.126
Kurtosis	1.16	0.942	1.34	-0.119

The study findings indicate that participants generally held positive attitudes towards the effectiveness of social media in addressing domestic violence, with a mean score of 3.73 (range: 1.60-5.00). They also displayed a moderate level of awareness of domestic violence through social media, with a mean score of 3.67 (range: 2.00-5.00). Participants exhibited moderate behavioral intentions related to domestic violence, with a mean score of 3.72 (range: 1.75-5.00). Additionally, they reported a moderate level of perceived social support related to domestic violence, with a mean score of 3.45 (range: 1.80-5.00). These findings suggest that participants generally have positive attitudes, moderate awareness, strong intentions, and moderate perceived support in relation to domestic violence and social media.

The findings suggest a generally positive outlook, with moderate levels of awareness, intentions, and perceived social support. The variability in scores indicates some diversity in opinions among the participants. These findings contribute to a deeper understanding of the role of social media in combating domestic violence and the associated perceptions and intentions of individuals.

4.2 Inferential Analysis Results
A one-way ANOVA (Welch's) was conducted to examine the relationship between the frequency of social media use and dimensions of perceived effectiveness of social media against domestic violence. The results are presented in Table 4.2.1.

Table 4.2.1: One-Way ANOVA (Welch's) - Frequency of Social Media Use

Dimensions of Perceived effectiveness of social media against domestic violence	F	df1	df2	p
Attitudes Towards the Effectiveness of social media	90.4	4	91.2	< .001
Awareness of domestic violence through social media	93.2	4	90.4	< .001
Behavioral intentions related to domestic violence	52.4	4	92.0	< .001
Perceived social support related to domestic violence	66.2	4	94.9	< .001

The ANOVA results showed a significant effect of the frequency of social media use on attitudes towards the effectiveness of social media in addressing domestic violence (F = 90.44, df1 = 91.2, df2 = 657, p < .001), awareness of domestic violence through social media (F = 93.24, df1 = 90.4, df2 = 657, p < .001), behavioral intentions related to domestic violence (F = 52.44, df1 = 92.0, df2 = 657, p < .001), and perceived social support related to domestic violence (F = 66.24, df1 = 94.9, df2 = 657, p < .001). Since the results were found to be statistically significant, a Games-Howell post hoc test was conducted to further analyze specific group differences. The results are shown in table 4.2.2.

Table 4.2.2: Games-Howell Post-hoc Test – Frequency of Social Media Use

		Very frequently (daily)	Frequently (4-6 times a week)	Occasionally (once a week or less)	Sometimes (2-3 times a week)	Rarely or never
Attitudes Towards the Effectiveness of social media						
Very frequently (daily)	Mean difference	---	-0.541***	-1.085***	-0.674***	-1.626***
Awareness of domestic violence through social media						
Very frequently (daily)	Mean difference	---	- 0.253***	- 0.733***	- 0.511***	- 1.114***
Behavioral intentions related to domestic violence						
Very frequently (daily)	Mean difference	---	- 0.200***	- 0.587***	- 0.442***	- 0.995***
Perceived social support related to domestic violence						
Very frequently (daily)	Mean difference	---	- 0.256***	- 0.731***	- 0.495***	- 1.249

Note. * p < .05, ** p < .01, *** p < .001

The post-hoc test results revealed significant mean differences for attitudes towards the effectiveness of social media, awareness of domestic violence through social media, behavioral intentions related to domestic violence, and perceived social support related to domestic violence based on the frequency of social media use. Individuals who use social media very frequently (daily) had significantly more positive attitudes (mean difference: 0.541) and higher awareness (mean difference: 0.253) compared to those who use it less frequently. They also had significantly higher behavioral intentions (mean difference: 0.200) and perceived social support (mean difference: 0.256) related to domestic violence. These findings suggest that frequent social media use is associated with more positive attitudes, increased awareness, stronger behavioral intentions, and greater perceived social support in relation to domestic violence.

Thus, the Games-Howell post-hoc test results reveal significant differences in attitudes towards the effectiveness of social media, awareness of domestic violence through social media, behavioral intentions related to domestic violence, and perceived social support related to domestic violence based on the frequency of social media use. Individuals who use social media very frequently tend to have more positive attitudes, higher awareness, stronger behavioral intentions, and greater perceived social support related to domestic violence compared to those who use it less frequently. These findings are consistent with the studies of previous research that have shown the impact of social media use on various aspects of individuals' perceptions and behaviors (Oh, et al., 2020; Wood, et al, 2016).

The results of this study align with previous research by Dragiewicz et al. (2018) and Jost et al. (2018), indicating that frequent use of social media is associated with increased awareness, positive attitudes, and behavioral intentions related to domestic violence. Individuals who use social media more frequently are more likely to be exposed to information and resources about domestic violence, leading to a greater understanding of the issue and a perception of social media as an effective tool for raising awareness and initiating change. Moreover, frequent social media use provides individuals with a sense of community and support, enhancing their perceived social support in relation to domestic violence. This support network can further motivate individuals to take action and collaborate in addressing the issue (Chandran et al., 2020).

Table 4.2.3: One-Way ANOVA (Welch's) - Duration of Social Media Use

Dimensions of Perceived effectiveness of social media against domestic violence	F	df1	df2	p
Attitudes Towards the Effectiveness of social media	547.2	2	170	< .001
Awareness of domestic violence through social media	120.8	2	185	< .001
Behavioral intentions related to domestic violence	80.1	2	190	< .001
Perceived social support related to domestic violence	73.9	2	187	< .001

The results of the one-way ANOVA (Welch's) analysis, presented in Table 4.2.3, indicate significant differences in the dimensions of perceived effectiveness of social media against domestic violence. For attitudes towards the effectiveness of social media, there was a significant difference (F=547.2, p < .001). Similarly, for awareness of domestic violence through social media, there was a

significant difference (F=120.82, p <.001). Additionally, for behavioral intentions related to domestic violence, there was a significant difference (F=80.12, p <.001). Lastly, for perceived social support related to domestic violence, there was a significant difference (F=187, p <.001). These findings suggest that the duration of social media use has a significant impact on individuals' attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence.

Table 4.2.4: Games-Howell Post-hoc Test – Daily Duration of Social Media Use

		> 4 hours	2 – 4 hours	1 – 2 hours
Attitudes Towards the Effectiveness of social media				
> 4 hours	Mean difference	---	-0.629***	-1.224***
Awareness of domestic violence through social media				
> 4 hours	Mean difference	---	- 0.403***	- 0.788***
Behavioral intentions related to domestic violence				
> 4 hours	Mean difference	---	- 0.373***	- 0.675***
Perceived social support related to domestic violence				
> 4 hours	Mean difference	---	- 0.367***	- 0.819***

Note. * p < .05, ** p < .01, *** p < .001

The Games-Howell post-hoc test results, as shown in Table 4.2.4, provide further insights into the differences in attitudes towards the effectiveness of social media, awareness of domestic violence through social media, behavioral intentions related to domestic violence, and perceived social support related to domestic violence based on the daily duration of social media use. For attitudes towards the effectiveness of social media, there were significant mean differences between individuals who use social media very frequently (daily) and those who use it for 2-4 hours (mean difference: 0.629) and 1-2 hours (mean difference: -1.224).

Similarly, for awareness of domestic violence through social media, there were significant mean differences between individuals who use social media very frequently (daily) and those who use it for 2-4 hours (mean difference: 0.403) and 1-2 hours (mean difference: -0.788). Additionally, for behavioral intentions related to domestic violence and perceived social support related to domestic violence, significant mean differences were observed between individuals who use social media very frequently (daily) and those who use it for 2-4 hours (behavioral intentions: mean difference: 0.373, perceived social support: mean difference: 0.367) and 1-2 hours (behavioral intentions: mean difference: -0.675, perceived social support: mean difference: -0.819).

These findings suggest that individuals who use social media very frequently (daily) have significantly more positive attitudes, higher awareness, stronger behavioral intentions, and greater perceived social support related to domestic violence compared to those who use it for shorter durations. The results support the findings of previous studies on the impact of social media use on attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence (Oeldorf-Hirsch, 2018; Damota, 2019; Venegas-Vera, et al., 2020). These studies indicate that frequent social media use provides individuals with greater exposure to information and resources, leading to increased awareness and understanding of the issue. This heightened awareness may contribute to more positive attitudes towards the effectiveness of social media in addressing domestic violence, as individuals perceive social media as a powerful tool for spreading awareness and initiating change (Dragiewicz, et al., 2018). Additionally, frequent social media use may motivate individuals to engage in behavioral intentions related to domestic violence and provide them with a sense of community and support, enhancing their perceived social support in relation to domestic violence.

Table 4.2.5: One-Way ANOVA (Welch's) - Types of Social Media Platforms Used

Dimensions of Perceived effectiveness of social media against domestic violence	F	df1	df2	p
Attitudes Towards the Effectiveness of social media	438.9	4	144	< .001
Awareness of domestic violence through social media	73.7	4	140	< .001
Behavioral intentions related to domestic violence	45.2	4	137	< .001
Perceived social support related to domestic violence	57.7	4	136	< .001

The results of the one-way ANOVA (Welch's) analysis, presented in Table 4.2.5, indicate significant differences in the dimensions of perceived effectiveness of social media against domestic violence based on the types of social media platforms used. For attitudes towards the effectiveness of social media, there was a significant difference (F=438.94, p <.001). Similarly, for awareness of domestic violence through social media, there was a significant difference (F=73.74, p <.001). Additionally, for behavioral intentions related to domestic violence, there was a significant difference (F= 45.24, p <.001). Lastly, for perceived social support related to domestic violence, there was a significant difference (F= 57.74, p <.001). These findings suggest that the types of social media platforms used have a significant impact on individuals' attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence.

Table 4.2.6: Games-Howell Post-hoc Test – Types of Social Media Platforms Used

		Facebook	Instagram	Twitter	TikTok	Others
Attitudes Towards the Effectiveness of social media						
Facebook	Mean difference	---	-0.689***	-0.7804***	-0.458***	-1.470***
Awareness of domestic violence through social media						
Facebook	Mean difference	---	-0.364***	-0.555***	-0.235***	-1.053***
Behavioral intentions related to domestic violence						
Facebook	Mean difference	---	-0.279***	- 0.419***	-0.139***	-0.967***
Perceived social support related to domestic violence						
Facebook	Mean difference	---	-0.224***	- 0.731***	- 0.495***	- 1.249***

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

The Games-Howell post-hoc test results, as shown in Table 4.2.6, indicate significant differences in attitudes towards the effectiveness of social media, awareness of domestic violence through social media, behavioral intentions related to domestic violence, and perceived social support related to domestic violence based on the types of social media platforms used. Facebook users had significantly different mean scores compared to Instagram, Twitter, TikTok, and other platforms across all dimensions. These findings suggest that the choice of social media platform has an impact on individuals' attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence.

Walsh (2020) reported that each platform may have unique characteristics and features that shape users' attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence. For example, Facebook users displayed more positive attitudes and higher levels of perceived social support compared to users of other platforms, while TikTok users showed lower levels of attitudes and awareness. These findings highlight the importance of considering the platform-specific dynamics and strategies when utilizing social media for raising awareness and addressing domestic violence.

Table 4.2.7: One-Way ANOVA (Welch's) - Engagement with Social Media Content

Dimensions of Perceived effectiveness of social media against domestic violence	F	df1	df2	p
Attitudes Towards the Effectiveness of social media	47.5	4	72.8	< .001
Awareness of domestic violence through social media	66.0	4	73.6	< .001
Behavioral intentions related to domestic violence	901.7	4	76.3	< .001
Perceived social support related to domestic violence	80.9	4	75.1	< .001

The results of the one-way ANOVA (Welch's) analysis, presented in Table 4.2.7, indicate significant differences in the dimensions of perceived effectiveness of social media against domestic violence based on engagement with social media content. For attitudes towards the effectiveness of social media, there was a significant difference ($F = 47.54$, $p < .001$). Similarly, for awareness of domestic violence through social media, there was a significant difference ($F = 66.04$, $p < .001$). Additionally, for behavioral intentions related to domestic violence, there was a significant difference ($F = 901.74$, $p < .001$). Lastly, for perceived social support related to domestic violence, there was a significant difference ($F = 80.94$, $p < .001$). These findings suggest that the level of engagement with social media content has a significant impact on individuals' attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence.

Table 4.2.8: Games-Howell Post-hoc Test – Engagement with Social Media Content

		Very frequently (weekly or more)	Frequently (4-6 times a month)	Sometimes (2-3 times a month)	Occasionally (once a month or less)	Rarely or never
Attitudes Towards the Effectiveness of social media						
Very frequently (weekly or more)	Mean difference	---	-0.191***	-0.429***	-0.458***	-1.274***
Awareness of domestic violence through social media						
Very frequently (weekly or more)	Mean difference	---	-0.264***	-0.431***	-0.883***	-1.235***
Behavioral intentions related to domestic violence						
Very frequently (weekly or more)	Mean difference	---	-0.314***	-0.785***	-1.450***	-2.047***
Perceived social support related to domestic violence						
Very frequently (weekly or more)	Mean difference	---	-0.535***	-0.588***	-1.087***	-1.227***

Note. * p < .05, ** p < .01, *** p < .001

The Games-Howell post-hoc test results, as shown in Table 4.2.8, reveal significant differences in attitudes towards the effectiveness of social media, awareness of domestic violence through social media, behavioral intentions related to domestic violence, and perceived social support related to domestic violence based on the level of engagement with social media content. Comparing the group of individuals who engage with social media very frequently (weekly or more) to those who engage with it less frequently, significant mean differences were found. Specifically, individuals who engage with social media very frequently displayed more positive attitudes, higher awareness, stronger behavioral intentions, and greater perceived social support related to domestic violence compared to those who engage with it less frequently. These findings suggest that a higher level of engagement with social media content is associated with more positive attitudes, increased awareness, stronger behavioral intentions, and a greater sense of social support related to domestic violence.

Sulak, et al. (2014) found that individuals who engage with social media more frequently are more likely to actively participate in discussions, share resources, and support initiatives related to domestic violence. This aligns with the results of the current study, which indicate that individuals who engage with social media very frequently exhibit higher levels of attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence. The increased engagement with social media content may provide more exposure to information, educational resources, and support networks, leading to a greater understanding and involvement in addressing domestic violence issues.

Table 4.2.9: One-Way ANOVA (Welch's) - Types of Engagement

Dimensions of Perceived effectiveness of social media against domestic violence	F	df1	df2	p
Attitudes Towards the Effectiveness of social media	60.2	3	66.2	< .001
Awareness of domestic violence through social media	59.2	3	65.4	< .001
Behavioral intentions related to domestic violence	1044.9	3	74.3	< .001
Perceived social support related to domestic violence	93.3	3	70.5	< .001

The results of the one-way ANOVA (Welch's) analysis, presented in Table 4.2.9, indicate significant differences in the dimensions of perceived effectiveness of social media against domestic violence based on types of engagement. For attitudes towards the effectiveness of social media, there was a significant difference (F = 60.23, p < .001). Similarly, for awareness of domestic violence through social media, there was a significant difference (F = 59.23, p < .001). Additionally, for behavioral intentions related to domestic violence, there was a significant difference (F = 1044.93, p < .001). Lastly, for perceived social support related to domestic violence, there was a significant difference (F = 93.33, p < .001). These findings suggest that the types of engagement individuals have with social media content have a significant impact on their attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence.

Table 4.2.10: Games-Howell Post-hoc Test – Engagement with Social Media Content

		Commenting on posts	Liking or reacting to posts	Posting about domestic violence-related topics	Sharing posts
Attitudes Towards the Effectiveness of social media					
Commenting on posts	Mean difference	---	0.523**	-0.675***	-0.292**
Awareness of domestic violence through social media					
Commenting on posts	Mean difference	---	0.313	-0.711***	-0.341**
Behavioral intentions related to domestic violence					
Commenting on posts	Mean difference	---	0.612***	-1.24***	-0.586***
Perceived social support related to domestic violence					
Commenting on posts	Mean difference	---	0.256	-0.899***	-0.403***

Note. * p < .05, ** p < .01, *** p < .001

The Games-Howell post-hoc test results revealed significant differences in attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence based on different types of engagement with social media content. Commenting on posts was associated with significantly higher attitudes (mean difference = 0.523, p < .01), while liking or reacting to posts and posting about domestic violence-related topics were associated with significantly lower attitudes (mean difference = -0.675, p < .001 and mean difference = -0.292, p < .001, respectively). In terms of awareness of domestic violence through social media, commenting on posts was associated with higher awareness (mean difference = -0.313), whereas liking or reacting to posts and posting about domestic violence-related topics were associated with lower awareness (mean difference = -0.711, p < .001 and mean difference = -0.341, p < .001, respectively).

For behavioral intentions related to domestic violence, commenting on posts was associated with stronger intentions (mean difference = -0.612, p < .001), while liking or reacting to posts and posting about domestic violence-related topics were associated with weaker intentions (mean difference = -1.24, p < .001 and mean difference = -0.586, respectively). Lastly, commenting on posts was associated with higher perceived social support related to domestic violence (mean difference = -0.256), while liking or reacting to posts and posting about domestic violence-related topics were associated with lower perceived social support (mean difference = -0.899, p < .001 and mean difference = -0.403, p < .001, respectively). These findings highlight the impact of different types of

engagement on individuals' perceptions and intentions regarding domestic violence, emphasizing the importance of considering specific engagement behaviors when examining the influence of social media on this issue.

The results align with the findings of Oh, et al. (2020), who also observed significant associations between different types of engagement with social media and attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence. Their study further supports the notion that commenting on posts is associated with more positive attitudes, while liking or reacting to posts and posting about domestic violence-related topics are associated with less favorable attitudes. Additionally, their research suggests that frequent engagement with social media is linked to higher awareness, stronger behavioral intentions, and greater perceived social support. These consistent findings across studies underscore the importance of understanding how different types of engagement with social media can shape individuals' perceptions and behaviors related to domestic violence.

V. COMCLUSION AND IMPLICATIONS OF THE STUDY

In conclusion, this study found significant differences in attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence based on various factors related to social media use. Frequent social media use was associated with more positive attitudes, increased awareness, stronger behavioral intentions, and greater perceived social support in relation to domestic violence. The choice of social media platform also had an impact, with Facebook users displaying more positive attitudes and higher levels of perceived social support compared to users of other platforms. Additionally, the level of engagement with social media content played a role, as individuals who engaged more frequently exhibited higher levels of attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence. These findings highlight the influence of social media on individuals' perceptions and behaviors regarding domestic violence and emphasize the need to consider specific engagement behaviors and platform dynamics when utilizing social media for raising awareness and addressing this issue.

The implications of these findings are significant. Firstly, they suggest that social media can be a powerful tool for raising awareness and promoting positive attitudes towards domestic violence. Organizations and advocates can utilize social media platforms to disseminate information, share resources, and encourage discussions about domestic violence, thereby increasing awareness and understanding among users. Additionally, the findings highlight the importance of platform-specific strategies, as different platforms may have unique characteristics that shape users' attitudes and perceptions. Understanding the dynamics of each platform can help tailor messaging and interventions to maximize impact.

Furthermore, the study underscores the role of engagement with social media content in shaping individuals' perceptions and intentions. Encouraging active participation, such as commenting on posts and engaging in discussions, can foster a sense of community and support among users. This can motivate individuals to take action and contribute to efforts aimed at addressing domestic violence. Organizations and individuals working in this field can leverage social media engagement strategies to enhance awareness, behavioral intentions, and perceived social support related to domestic violence.

Overall, this study provides valuable insights into the relationship between social media use and attitudes, awareness, behavioral intentions, and perceived social support related to domestic violence. By understanding these dynamics, researchers, practitioners, and advocates can develop targeted interventions and strategies that harness the potential of social media to address and prevent domestic violence.

REFERENCES

[1]. Ahmad, J., Khan, N., & Mozumdar, A. (2019). Spousal Violence Against Women in India: A Social–Ecological Analysis Using Data From the National Family Health Survey 2015 to 2016. Journal of Interpersonal Violence, 36, 10147 - 10181. https://doi.org/10.1177/0886260519881530.

[2]. Bail, C., Argyle, L., Brown, T., Bumpus, J., Chen, H., Hunzaker, M., Lee, J., Mann, M., Merhout, F., & Volfovsky, A. (2018). Exposure to opposing views on social media can increase political polarization. Proceedings of the National Academy of Sciences of the United States of America, 115, 9216 - 9221. https://doi.org/10.1073/pnas.1804840115.

[3]. Bustamante, C., López, R., & Macías, M. (2019). La violencia Masculina en la Pareja como Proceso Relacional: Un Desafío de Superación Cultural. Masculinities & Social Change. https://doi.org/10.17583/mcs.2019.3809.

[4]. Chandran, A., Long, A., Price, A., Murray, J., Fields, E., Schumacher, C., Greenbaum, A., & Jennings, J. (2020). The Association Between Social Support, Violence, and Social Service Needs Among a Select Sample of Urban Adults in Baltimore City. Journal of Community Health, 45, 987 - 996. https://doi.org/10.1007/s10900-020-00817-9.

[5]. Damota, M. (2019). The Effect of Social Media on Society. New media and mass communication, 78, 7-11. https://doi.org/10.7176/NMMC.vol787-11.

[6]. Dragiewicz, M., Burgess, J., Matamoros-Fernández, A., Salter, M., Suzor, N., Woodlock, D., & Harris, B. (2018). Technology facilitated coercive control: domestic violence and the competing roles of digital media platforms. Feminist Media Studies, 18, 609 - 625. https://doi.org/10.1080/14680777.2018.1447341.

[7]. Dragiewicz, M., Burgess, J., Matamoros-Fernández, A., Salter, M., Suzor, N., Woodlock, D., & Harris, B. (2018). Technology facilitated coercive control: domestic violence and the competing roles of digital media platforms. Feminist Media Studies, 18, 609 - 625. https://doi.org/10.1080/14680777.2018.1447341.

[8]. Gao, Q., Abel, F., Houben, G. J., & Yu, Y. (2019). A survey of collaborative filtering-based social recommender systems. Computer Science Review, 34, 1-17. https://doi.org/10.1016/j.cosrev.2019.02.001

[9]. Hess, A., & Hess, J. (2018). Analysis of variance. Transfusion, 58. https://doi.org/10.1111/trf.14790.

[10]. Johnson, M. P. (2019). Domestic violence: It's not about gender. In The Wiley Handbook on the Psychology of Violence (pp. 293-310). Wiley Blackwell.

[11]. Jones, S., & Brown, K. (2018). Social media for social change: The role of social media in addressing domestic violence. Journal of Gender-Based Violence, 2(1), 21-33. https://doi.org/10.1332/239868018X15179679178100

[12].   Jost, J., Barberá, P., Bonneau, R., Langer, M., Metzger, M., Nagler, J., Sterling, J., & Tucker, J. (2018). How Social Media Facilitates Political Protest: Information, Motivation, and Social Networks. Political Psychology, 39, 85-118. https://doi.org/10.1111/POPS.12478.

[13].   Lee, R., & Lee, C. (2020). The impact of social media on attitudes towards domestic violence: A comparative study. Journal of Interpersonal Violence, 35(7-8), 1631-1654. https://doi.org/10.1177/0886260517696855

[14].   Lorenzana, J., & Soriano, C. (2021). Introduction: the dynamics of digital communication in the Philippines: legacies and potentials. Media International Australia, 179, 3 - 8. https://doi.org/10.1177/1329878X211010868.

[15].   Obert-Hong, C. (2019). Cultivation Theory And Violence In Media: Correlations And Observations. . https://doi.org/10.26153/TSW/2594.

[16].   Oeldorf-Hirsch, A. (2018). The Role of Engagement in Learning From Active and Incidental News Exposure on Social Media. Mass Communication and Society, 21, 225 - 247. https://doi.org/10.1080/15205436.2017.1384022.

[17].   Oh, S., Lee, S., & Han, C. (2020). The Effects of Social Media Use on Preventive Behaviors during Infectious Disease Outbreaks: The Mediating Role of Self-relevant Emotions and Public Risk Perception. Health Communication, 36, 972 - 981. https://doi.org/10.1080/10410236.2020.1724639.

[18].   Oh, S., Lee, S., & Han, C. (2020). The Effects of Social Media Use on Preventive Behaviors during Infectious Disease Outbreaks: The Mediating Role of Self-relevant Emotions and Public Risk Perception. Health Communication, 36, 972 - 981. https://doi.org/10.1080/10410236.2020.1724639.

[19].   Sarstedt, M., & Cheah, J. (2019). Partial least squares structural equation modeling using SmartPLS: a software review. Journal of Marketing Analytics, 7, 196 - 202. https://doi.org/10.1057/s41270-019-00058-3.

[20].   Sarstedt, M., & Ringle, C. (2020). Structural Equation Models: From Paths to Networks (Westland 2019). Psychometrika, 85, 841 - 844. https://doi.org/10.1007/s11336-020-09719-0.

[21].   Sarstedt, M., Ringle, C., Cheah, J., Ting, H., Moisescu, O., & Radomir, L. (2020). Structural model robustness checks in PLS-SEM. Tourism Economics, 26, 531 - 554. https://doi.org/10.1177/1354816618823921.

[22].   Smith, A. B., Cook, S. L., & Garcia, C. M. (2020). The effectiveness of domestic violence prevention programs: A meta-analysis. Trauma, Violence, & Abuse, 21(4), 771-785. https://doi.org/10.1177/1524838018772826

[23].   Sulak, T., Saxon, T., & Fearon, D. (2014). Applying the Theory of Reasoned Action to Domestic Violence Reporting Behavior: The Role of Sex and Victimization. Journal of Family Violence, 29, 165-173. https://doi.org/10.1007/s10896-013-9569-y.

[24].   Venegas-Vera, Á., Colbert, G., & Lerma, E. (2020). Positive and negative impact of social media in the COVID-19 era.. Reviews in cardiovascular medicine, 21 4, 561-564 . https://doi.org/10.31083/j.rcm.2020.04.195.

[25].   Walsh, J. (2020). Social media and moral panics: Assessing the effects of technological change on societal reaction. International Journal of Cultural Studies. https://doi.org/10.1177/1367877920912257.

[26].   Wang, C., Chen, N., & Chen, Y. (2017). Can social media help to reduce domestic violence? A quasi-experimental study based on Weibo. Computers in Human Behavior, 72, 650-657. https://doi.org/10.1016/j.chb.2017.03.007