

Stalking Awareness Campaign Report

In spring 2017 the University of Iowa conducted a stalking awareness campaign. Using the intercept approach, students on campus were asked to complete a short survey about the campaign, and 179 individuals completed this survey.

Have you seen the *Stalking: Know It. Name it. Stop it. Posters*?

	Percentage (of 179)
Yes	47.49%
No	46.37%
I don't know	6.15%

Where have you seen the Stalking posters? Select all that apply. *

	Percentage of (176)
Iowa Memorial Union	31.82%
Library	16.48%
Residence Hall	13.64%
Schaeffer Hall	10.80%
Pappajohn Business Building	8.52%
Campus Recreation and Wellness Center	7.95%
Other location not listed	3.98%
Seamans Center	3.41%
I don't remember	1.70%
International Programs	1.14%
Boyd Law Building	0.57%
Pharmacy Building	0.00%
Lindquist Center	0.00%

*This question was answered by the participants who indicated that they had seen the posters.

Which of the following behaviors might a stalker engage in?

	Percentage for those who had seen the posters	Percentage for those who had not seen the posters*
Following someone	96.47%	89.25%
Showing up uninvited	94.12%	89.25%
Harassing on social media	91.76%	83.87%
Repeatedly sending text messages	89.41%	89.25%
Giving gifts	74.12%	60.22%

*Includes those who indicated they hadn't seen the posters or didn't know if they had seen the posters.

Which of the following is a defining characteristic of stalking?

	Percentage for those who had seen the posters	Percentage for those who had not seen the posters*
Course of conduct that causes fear	72.94%	62.37%
Physically following someone	18.82%	16.13%
An explicit threat of harm	8.24%	21.51%

*Includes those who indicated they hadn't seen the posters or didn't know if they had seen the posters.

If you or a friend were concerned about stalking where would you go for help?

	Percentage (of 178)
Department of Public Safety	41.01%
Parent or Friend	22.47%
Women's Resource and Action Center (WRAC)	15.73%
Office of the Sexual Misconduct Response Coordinator	14.61%
Rape Victim Advocacy Program (RVAP)	4.49%
Other	1.69%

Conclusions:

- Students were more likely to have seen the posters in the Iowa Memorial Union (31.82%), at a library (16.48%), and in the residence halls (13.64%). Buildings frequently used by graduate/professional students were less likely to be selected (Boyd Law Building, Pharmacy Building, etc.)
- Participants who had seen the posters were more likely to correctly identify stalking behaviors and correctly identify the defining characteristic of stalking.
- Participants were more likely to indicate that they would go to the Department of Public Safety for help if they or a friend were concerned about stalking.

Implications:

- There appears to be a high baseline understanding of stalking behaviors on campus, even amongst those who did not report seeing the posters; however, campus data suggests that stalking is still under-reported. A focus for future campaigns could be to emphasize campus resources including where to report, why to report, and how to help a friend.
- The high general understanding of stalking behaviors also suggests we should consider raising awareness about other dynamics of stalking that weren't included on the posters, especially common misconceptions.
- There was an increase among those who saw the poster who believed that following someone is a defining characteristic of stalking. This might indicate that too many of the images used in the campaign featured a stalker following someone. Future campaigns might incorporate images of other types of stalking such as gift giving and leaving notes.
- Broaden the area where data is collected. The data collection area was concentrated on the east side of campus. It is possible that students who were more likely to see posters in buildings on the west side of campus, such as the Boyd Law Building and the College of Pharmacy, were less likely to be a part of the sample of students since data was not collected on the west side.
- Ensure that wording on the posters and wording in the survey match ("giving gifts" versus "giving unwanted gifts").