



Sexual Assault Mobile Application Educational Intervention on an HBCU Campus

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Abstract

Given that research is limited on the use of mobile applications in educating college students about sexual assault, the current study attempts to utilize a mobile app to promote greater awareness and knowledge about sexual assault on a college campus. The study took the form of a pre-post experimental design. During the pretest phase, 30 students were randomly assigned to participate in the mobile application group and 28 students were randomly assigned to participate in the control group. Participants were given the Sexual Assault Knowledge Questionnaire to assess their knowledge about sexual assault and a demographic questionnaire. Participants in the mobile app group downloaded the SAVE MSU sexual assault mobile app on Google Play.



Participants in the control group received a pamphlet about sexual assault. In 1-week, students were asked to return for the second part of the study. Twenty-three students from the control group returned and 20 students from the experimental group returned. At that time, they completed the Sexual Assault Knowledge Questionnaire and received \$25 for their participation. Chi Square, independent samples t-test, and a paired samples t-test were used to analyze the data. The current study further supports the need to address students' knowledge of sexual assault. Findings are discussed in terms of sexual assault prevention.

Background

Literature Review:

- Sexual Assault is defined as a sexual act committed against someone without that person's freely given consent (CDC, 2016).
- Sexual assault is a major problem on college campuses particularly among college women (Jozkowski, 2015).
- Educational interventions have been developed to address sexual assault on college campuses (CDC, 2014).
- Mobile apps for sexual health related information and relationships are already in use and provide access to resources in the prevention of dating violence and abuse on college campuses (Brinkley, et al, 2013).
- These mobile apps have not been developed or used on HBCU campuses and have not been examined to see if they increase sexual assault awareness and knowledge on college campuses.

Objectives:

- To utilize a mobile app designed to promote greater awareness sexual assault on college campuses.
- To assess students knowledge of sexual assault after using a mobile application designed to educate students about sexual assault.

Hypothesis:

H₁) There will be a significant difference in awareness about sexual assault for those exposed to a sexual assault education mobile app compared those who are not exposed.

H₂) There will be a significant increase in students knowledge of sexual assault after exposure to a sexual assault education mobile application.

Methodology

Participants:

- 43 participants (27 females and 16 males)
- Mean Age = 22 (SD = 5.08)
- 67% Upperclassmen
- Android device users (n=31)

Instruments:

A) Sexual Assault Knowledge Questionnaire

15 item measure assessing students knowledge of sexual (Min = 0 Max = 15)

B) Demographic Questionnaire

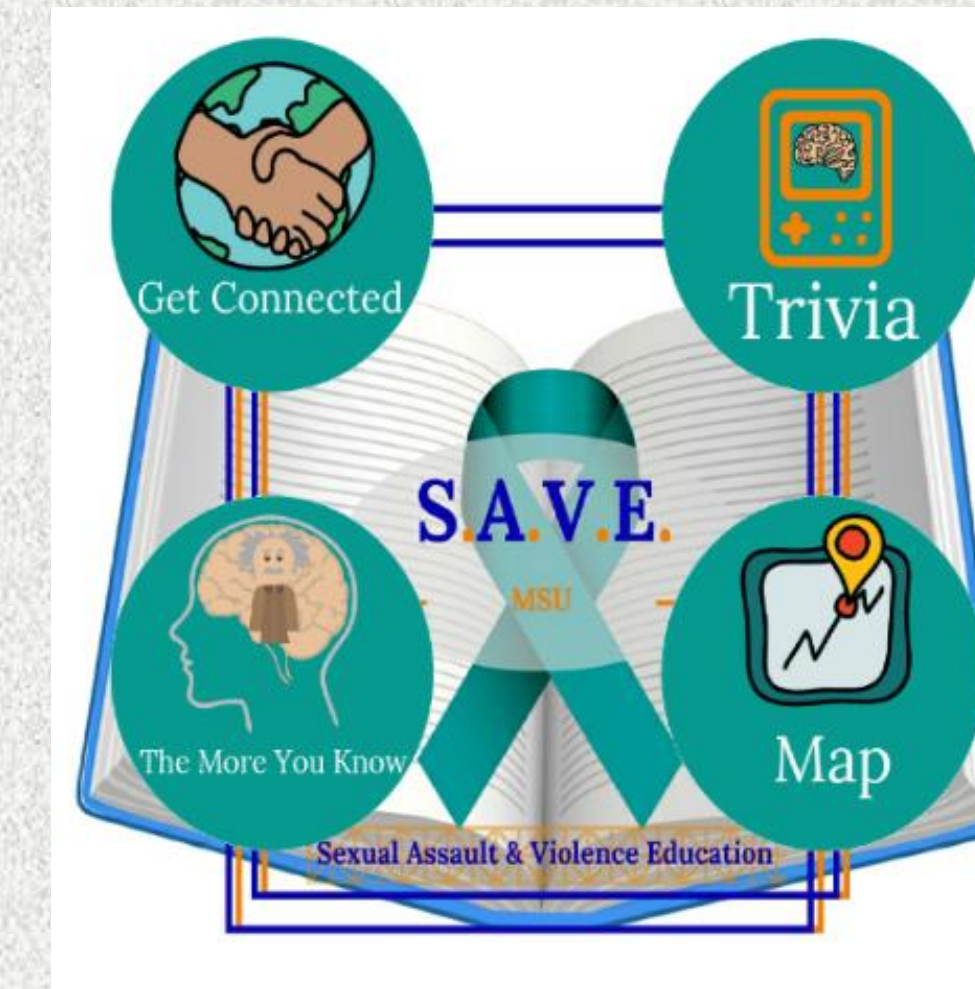
Self report questionnaire that included gender, age, race, classification, and phone brand

C) Experimental Manipulation

S.A.V.E. Mobile App or MSU Title IX Sexual Assault Pamphlet

Procedures:

- Recruitment of participants from various locations on campus
- Random assignment to Mobile App group or Control group
- Participants were briefed about the study and Informed Consent obtained
- Sexual Assault Knowledge Questionnaire was administered
- Mobile app group received information about the app and comparison group received pamphlet. 10-20 minutes allotted for Part 1 and 15 minutes allotted for Part 2
- Participants were thanked, debriefed and given a \$25 honorarium



Results

Table 1. Manipulation Check

	Yes	No
Control Group	2 (10%)	21 (91%)
Experimental Group	18 (90%)	2 (9%)

$\chi^2 (1) = 28.42, p < .001$

Figure 2. Within group Pre/Post Sexual Assault Knowledge

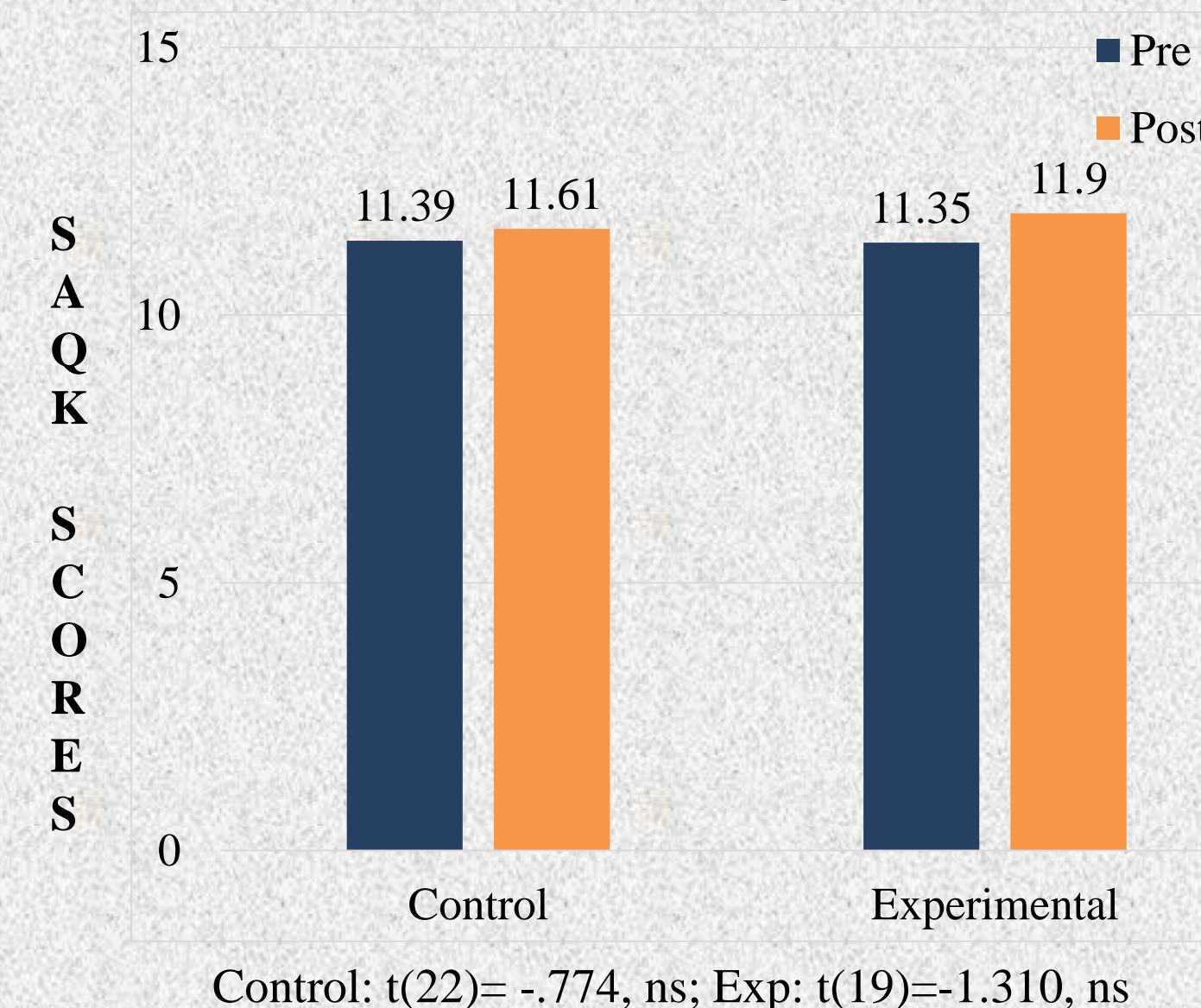


Figure 1. Between group Pre/Post Sexual Assault Knowledge

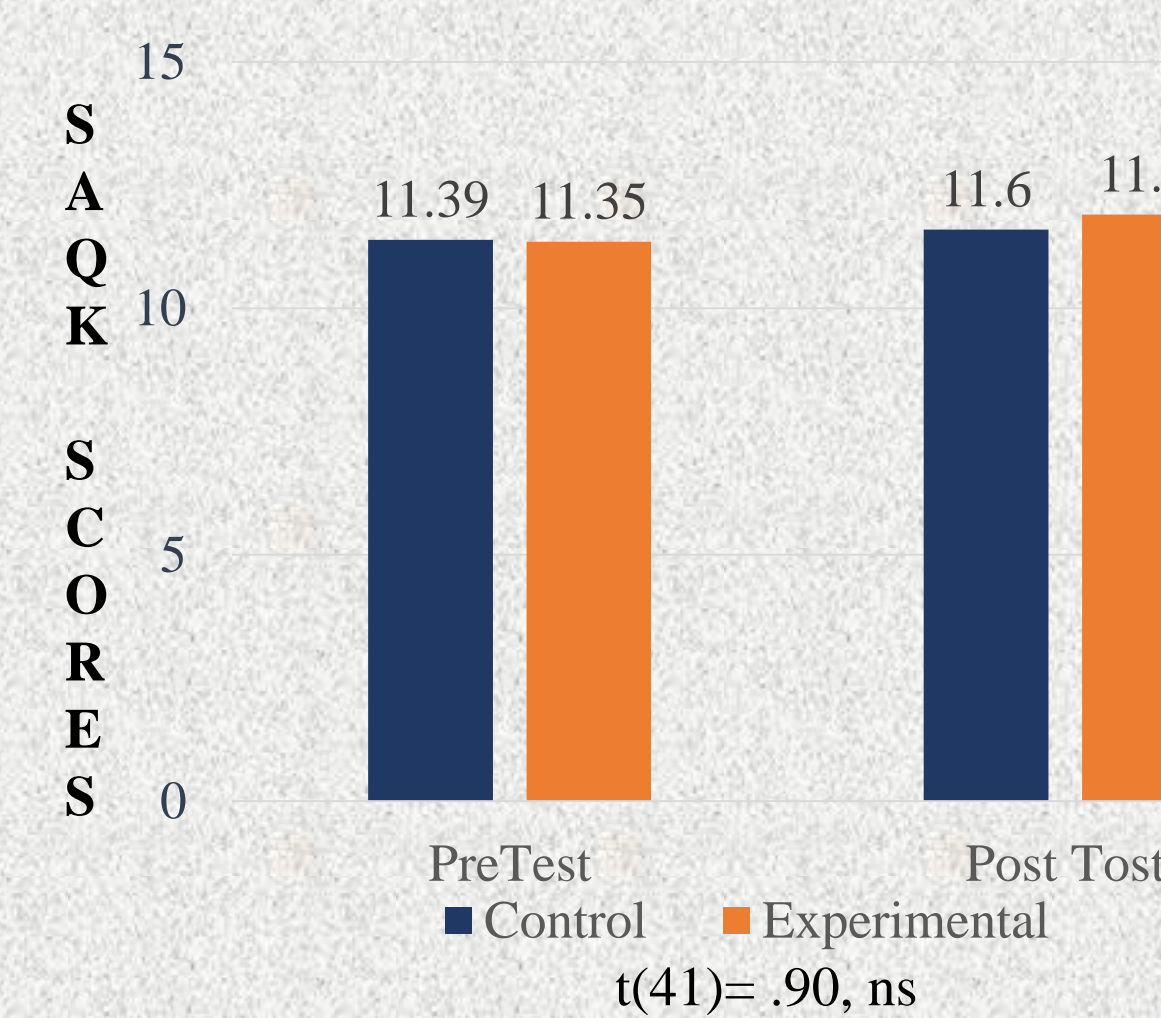
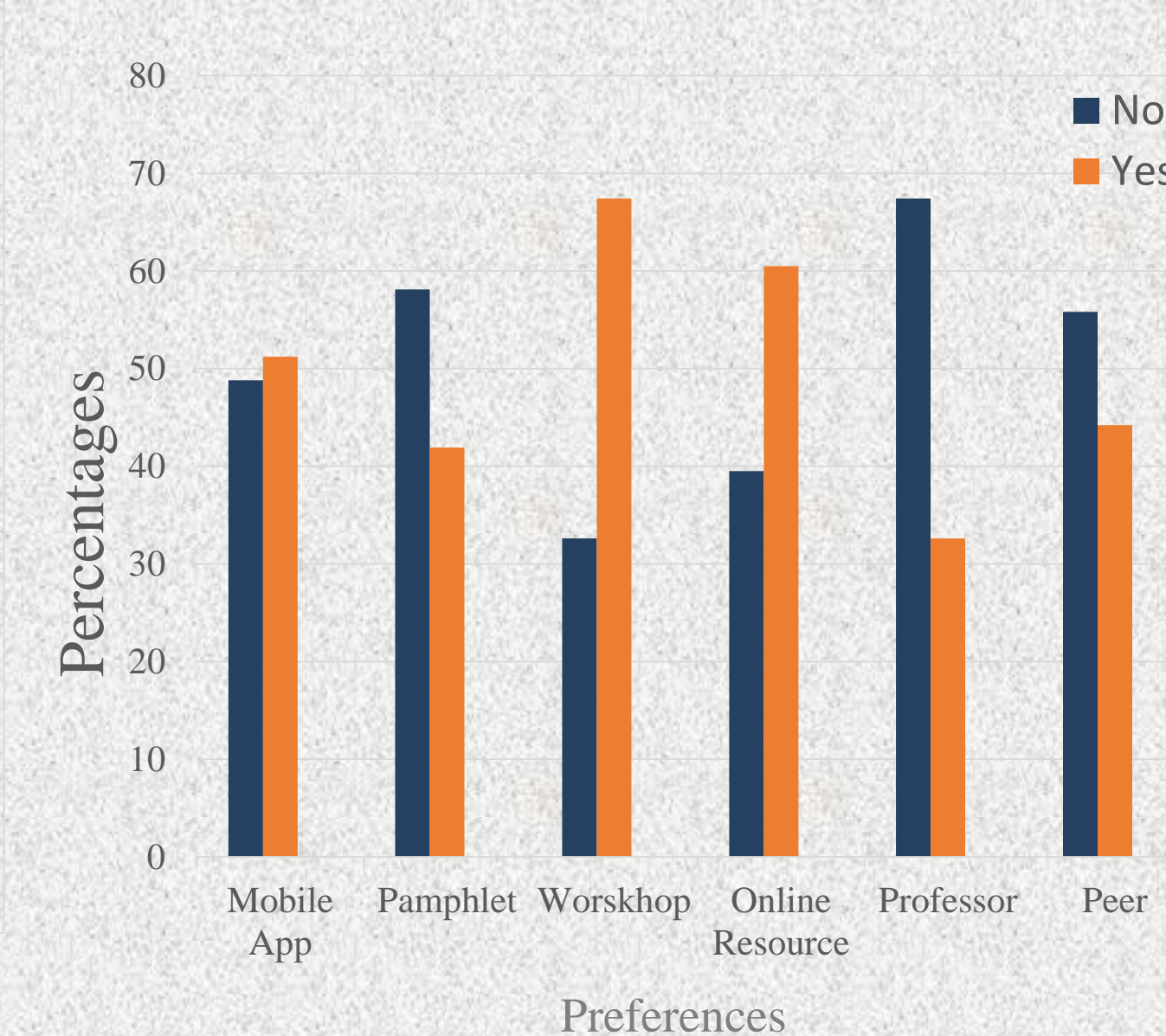


Figure 3. Preference of learning information about Sexual Assault



Discussion

The purpose of this study was to assess the use of a sexual assault mobile app or pamphlet on students' knowledge of sexual assault.

Results showed that all participants were knowledgeable about different areas of sexual assault. Majority of participants were juniors and seniors. There were no significant differences between the pre and post test as illustrated in Figures 1 and 2. The study hypotheses were not supported.

However, the manipulation check was significant in that majority of the experimental group did use the mobile app as shown in Table 1. Although majority of participants reported never attending a workshop, results in Figure 3 indicate that students prefer to learn information about sexual assault through a workshop or online resource.

Limitations

- Small sample size
- Low statistical power
- Ceiling effect
- Mobile Application complications
- Return of participants for part two
- External validity

Conclusion

With increased use of technology, future research should further examine technology's role in disseminating information about sexual assault.

Future research could also address the study limitations and replicate this study in different populations.

Acknowledgements

The Researchers would like to extend special thanks to Dr. Jocelyn Turner-Musa, Mr. Roshan Paudel, and all students that participated in the study. This program is funded through the NIGMS-BUILD Grant# TL4GM1189742. This information are those of the author and should not be construed as the official position or policy of the HHS or the U.S. Government.

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