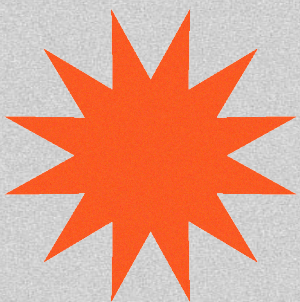


16 DAYS OF
ACTIVISM
AGAINST
GENDER-BASED
VIOLENCE
#SHESAIDNO



25 NOVEMBER -
10 DECEMBER 2022
CAMPAIGN REPORT



We Stand Together Against Intimate Partner Violence with the **#SheSaidNo** Campaign

Violence against women and girls remains pervasive worldwide, affecting more than an estimated 1 in 3 women (a figure that has remained largely unchanged over the last decade.) This means that in their lifetime, around 736 million women will be subjected to physical or sexual violence by an intimate partner, non-partner or both. However, this figure would be even higher if it included the full continuum of violence that affects women and girls including sexual harassment, violence in digital contexts, harmful practices and sexual exploitation. The recent UN Women-UNODC study shows that, on average, more than five women or girls were killed every hour by intimate partners or other family members in 2021.

The COVID-19 pandemic has intensified violence against women and girls as a parallel “shadow” pandemic, and has also exposed and exacerbated deep structural inequalities. Multiple global crises, such as COVID-19, wars and climate change-coupled with the backlash against women’s sexual and reproductive health and rights-are further diminishing the outlook for gender equality.

We launched **#SheSaidNo Campaign** to raise public awareness and invite all actors to stand together against intimate partner violence. Launched on November 25, the International Day for the Elimination of Violence against Women, and concluded on December 10, Human Rights Day, the campaign invited everyone to take a quiz and test their knowledge on our

Instagram account and to learn more at the shesaidno.info website. We aimed to raise awareness on the manifestations and consequences of this form of violence and how to identify and act on it.

Millions of women and men, private sector companies, civil society organizations, municipalities, celebrities, influencers, activists, and youth joined us to say “No” to violence under the #SheSaidNo campaign. We would like to thank everyone: our partners, private sector companies, organizations and activists for their support in raising our voices to end violence against women and girls.

This report provides detailed information on the numbers we have reached, the results of the quiz that was run on Instagram and the support the campaign has received from our partners. We believe that with collective action to prevent violence against women and girls, we can transform their lives and the lives of families, communities, and societies at large to achieve a safer, better, more equal and dignified world for all.

Even though the 16 Days of Activism is over, we will continue to unite and engage in activism to prevent violence against women and girls everywhere.

16 DAYS OF ACTIVISM

The “16 Days of Activism against Gender-Based Violence” is an annual international campaign run by the United Nations (UN) that kicks off on 25 November, the International Day for the Elimination of Violence against Women, and runs until 10 December, Human Rights Day.

Having been started by civil society and women’s rights activists in 1991, today the campaign is used as an organizing strategy and platform by individuals and organizations around the world to call for the prevention and elimination of violence against women and girls. In support of this civil society initiative, the campaign, under the leadership of the UN Secretary General, calls for individuals and organizations to take action to increase awareness about violence against women and girls and to galvanize advocacy efforts.

UN Women has been organizing campaigns events and activities in Türkiye since 2012 as part of the 16 Days of Activism to raise public awareness about violence against women and calls citizens to join the movement to prevent gender-based violence. You can access UN Women’s nationwide award-winning 16 Days of Activism campaigns by clicking on the years 2020, 2021.

We Say to Intimate Partner Violence with the #SheSaidNo Campaign

Violence against women and girls manifests itself in physical, sexual, economic and psychological forms. Most violence against women is perpetrated by current or former spouses or other intimate partners. Intimate partner violence is one of the most common forms of violence experienced by women globally.

This year, we drew attention to intimate partner violence against women and girls with the #SheSaidNo campaign. The aim of the campaign, which ran through the 16 Days of Activism, was to raise public awareness on the manifestations and consequences of intimate partner violence against women and girls and how to identify and act on it.

We kicked off the #SheSaidNo campaign on 25 November 2022 on all UN Women Türkiye platforms and provided information about intimate partner violence.

The campaign aimed to reach a diverse audience and increase quiz takers' awareness by providing answers that included definitions of intimate partner violence.

#SheSaidNo in Numbers



Over
3.2M
Reach on
Social Media



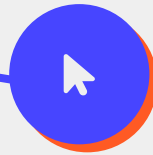
Over
6.6M
Reach on
Printed Media



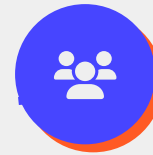
Over
7M
Reach on TV



Over
3.5M
Reach on
Online Media



8,011
Website
Visitors



Over
20K
New Followers



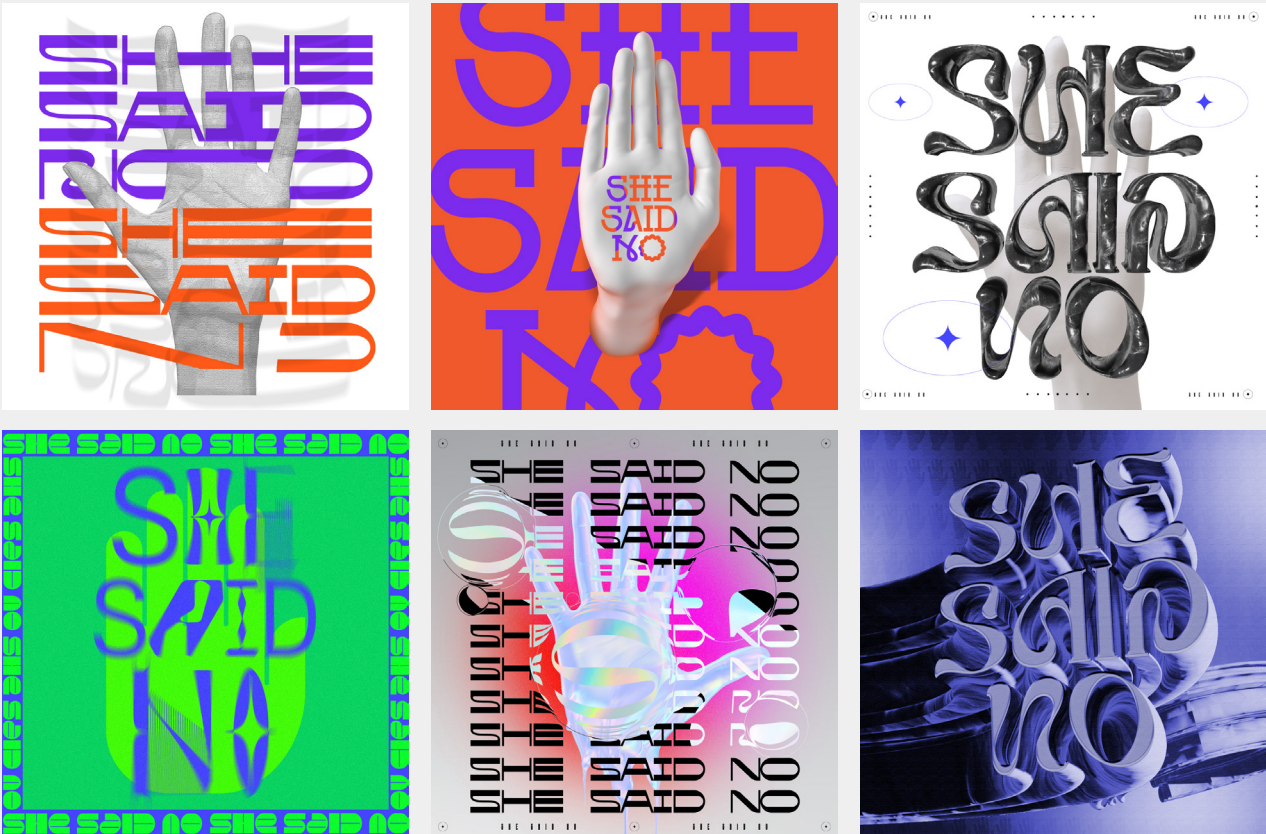
54,129
Users Took
the Quiz



Over
50
Celebrities and
Influencers Joined
the Campaign



Over
80
Companies Joined
the Campaign



The campaign used unique artwork inspired by the diversity of women and the voices that should unite against violence against women. The campaign invited everyone to choose their favourite poster (among 9 options) and share it on their social media.

This campaign was co-created in partnership with Ogilvy İstanbul Advertising Agency.



We transformed the 'She Said Yes' slogan that sounds naive and represents a blissful moment. We wanted to reflect the deep and harsh meaning of #SheSaidNo by using positive language and a powerful design. We have diversified our visuals to highlight the diverse voices of women.

Tuğçe Erdönmez

Ogilvy İstanbul Advertising Agency, Senior Art Director



When Activism Meets Communication: #SheSaidNo Campaign



The #SheSaidNo campaign is inspired by the #SheSaidYes hashtag that is widely used when a woman accepts a marriage proposal. UN Women Türkiye launched the campaign with teaser videos that ran on social media between 23 and 25 November 2022.


The #SheSaidNo campaign has been promoted on UN Women Türkiye Instagram, Facebook and Twitter accounts, with Instagram being the main campaign channel.

The teaser period before the campaign launch, featuring exclusive celebrities, was planned with the support of UN Women Türkiye Goodwill Ambassador **Demet Evgar**, actor **Emre Karayel**, actor **Afra Saraçoğlu** and actor **Mert Yazıcıoğlu** before 25 November.


The first teaser involved a celebrity couple, Mert Yazıcıoğlu (male) and Afra Saraçoğlu (female). Yazıcıoğlu posted a photo of the back of Saraçoğlu's hand and wrote:


"She Said No," which ignited a storm of speculation and discussion by hundreds of thousands of people on social media. On 25 November, Yazıcıoğlu posted a photo of the front of Saraçoğlu's hand and invited everyone to join the #SheSaidNo campaign, resolving the mystery behind the previous post.







Afra Saraçoğlu
Followers: **5.8 M**




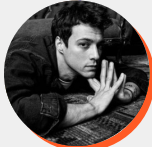

501,506



2,356





236,808



679







Mert Yazıcıoğlu
Followers: **1.5 M**






207,028


2,140

Second post on 25 November:




236,808

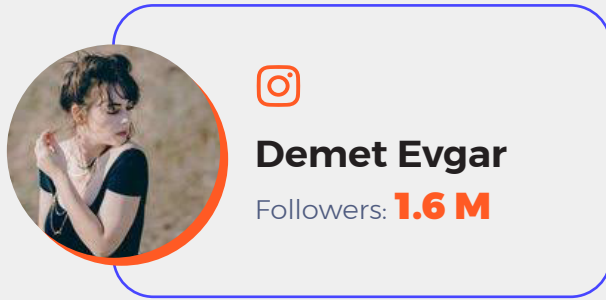

679



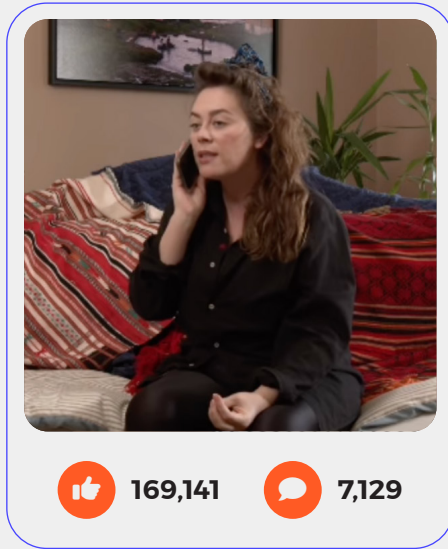


The second teaser video was published by National Goodwill Ambassador and famous actor Demet Evgar, who was the main character in the Turkish version of the renowned Canadian TV series 'Un Gars, Une Fille'.

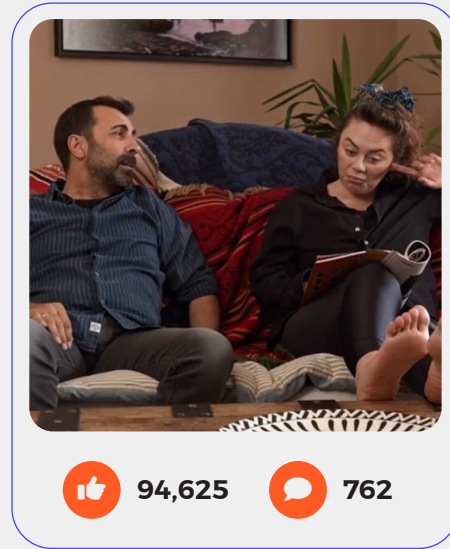
Evgar came together with her castmate, actor Emre Karayel, after seven years to shoot a sketch for the teaser campaign. The sketch was initially interpreted by the Turkish audience as a sign that the series would restart. But the mystery was revealed on 25 November when the second sketch was released, drawing the attention of hundreds of thousands to the campaign.



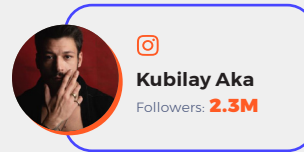
Demet Evgar x Emre Karayel
teaser collaboration post:

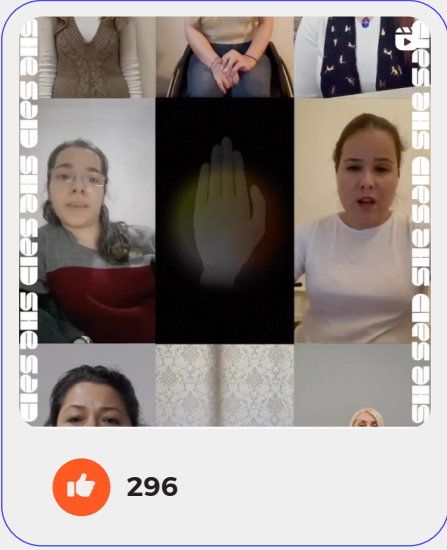


Demet Evgar x UN Women Türkiye
collaboration post:



In addition to the teaser period, the campaign reached thousands of people with the support of more than 55 celebrities and influencers including **Can Bonomo, Hazar Ergüçlü, Kubilay Aka, Hafsanur Sancaktutan, Gupse Özay, Kerem Bursin, Ayşe Tolga, Barış Arduç, Suzan Kardeş, Yasemin Şefik** between 25 November and 10 December.





For the International Day of Persons with Disabilities, we collaborated with our partner the Association of Women with Disabilities to draw attention to different forms of violence that women with disabilities face.

Our civil society partners from the Strong Civic Space for Gender Equality Project said **“No”** to intimate partner violence with an exclusive video.



After Merriam Webster chose **“Gaslighting”** as the word of the year, we collaborated with Turkish Dictionary on Instagram to raise awareness about gaslighting and its consequences in addition to another collaboration about examples of intimate partner violence.

We shared the messages of **Alvaro Rodriguez**, UN Resident Coordinator for Türkiye, and **Asya Varbanova**, UN Women Türkiye Country Director, regarding 16 Days of Activism on social media.



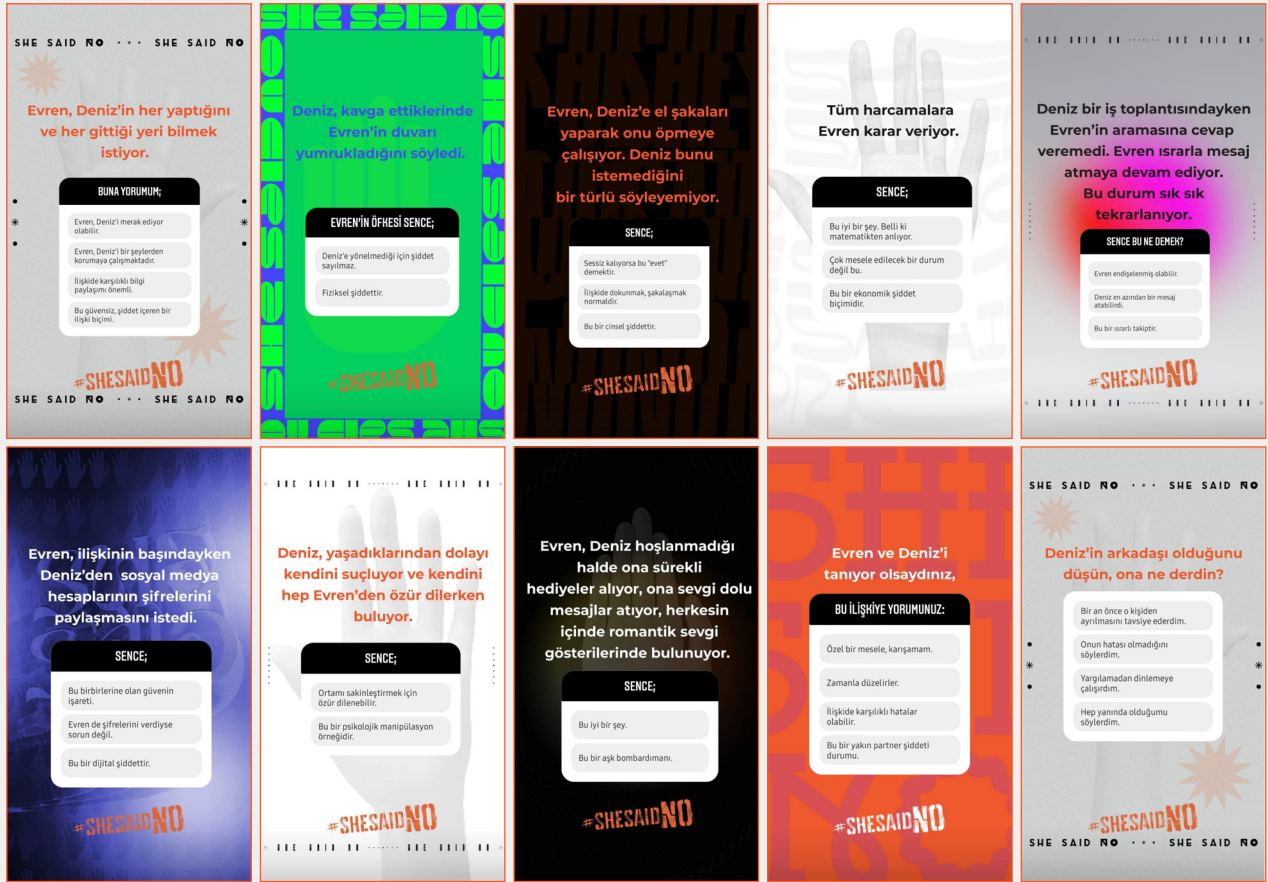
Asya Varbanova
UN Women Türkiye
Country Director

Alvaro Rodriguez
UN Resident
Coordinator for Türkiye




Quiz


An awareness-raising test with **10 questions** on intimate partner violence was shared on the UN Women Türkiye Instagram account. More than 54,000 people took our test about intimate partner violence and more than 8,000 people visited our shesaidno.info website.



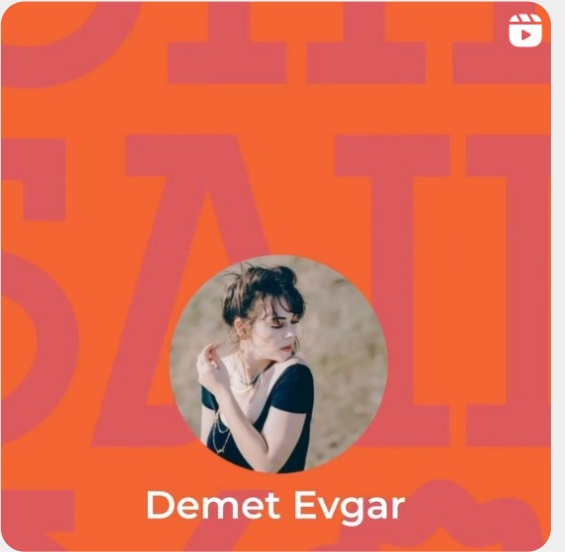
Top 3!



691.094 5,274 22

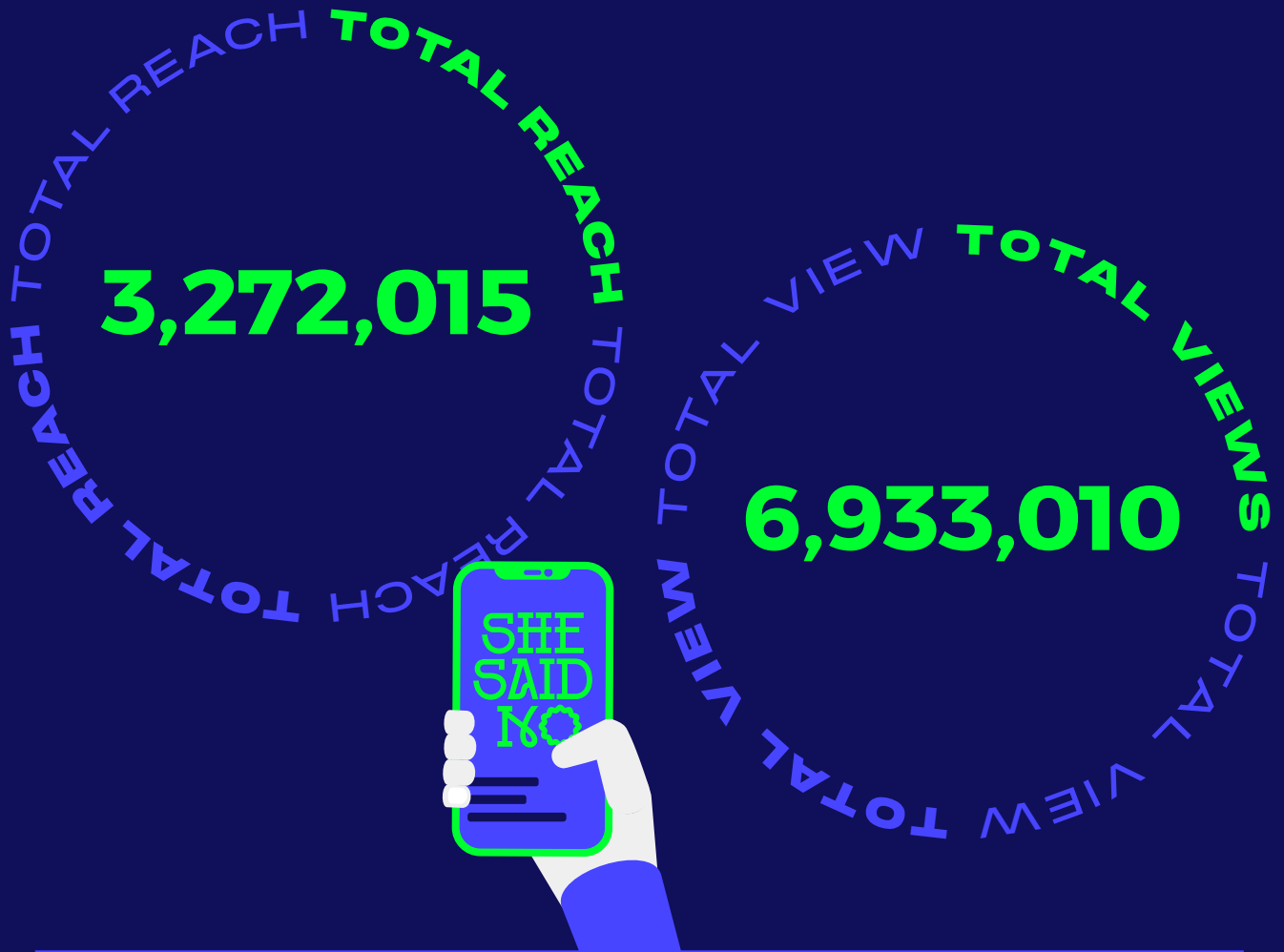


214.199 2,911 12



Demet Evgar

156.983 1,325 15



Instagram

18,949
New Followers

37,814
Engagements

5,820,259
Impressions

Twitter

689
New Followers

9.5K
Engagements

456K
Impressions

Facebook

16
New Followers

560
Engagements

602K
Impressions

89.5% of the engaged users were women whereas **10.4%** were men.



87.95% of the traffic to the campaign website has been from social media with **98.7%** from Instagram.

Together Let's Take Action to End Violence Against Women!

We kicked off the #SheSaidNo campaign during the 16 Days of Activism against Gender-Based Violence together with civil society.

The campaign was kicked off on 25 November through a launch event in Museum Gazhane Istanbul.

Financed by the European Union, with contributions from the Istanbul Metropolitan Municipality, the event brought together civil society, the women's movement, the private sector, public authorities, youth and activists.

The event, moderated by our Goodwill Ambassador Demet Evgar, representatives from civil society organizations, and youth, took the stage to say "No" to violence. They expressed their opposition to intimate partner violence and raised their voices together with more than 150 attendees. After the speeches, participants painted #SheSaidNo stencils.





Violence against women and girls is the most pervasive human rights violation in the world. Let's take a stand and raise our voices for women's rights, consigning violence against women and girls to the history books.

Alvaro Rodriguez

UN Resident Coordinator for Türkiye



We can all be advocates and combined, our voices can drive the change we seek. Together we are stronger against violence and inequalities. Let us walk together to achieve the world we want to live in.

Asya Varbanova

UN Women Türkiye Country Director



It is very difficult to achieve gender equality without ending violence completely. Everyone should take action against violence against women.

Demet Evgar

Goodwill Ambassador





The consequences of violence against women resulting from gender inequalities is a pervasive problem. This is a preventable problem with protective policies.

Canan Güllü

Chairperson, The Federation of Women's Associations of Türkiye



As we talk about our experiences, we understand that we are all experiencing the same problems and it is possible to break this cycle.

Gülfer Kirbaş

Board Member, Lotus Women's Solidarity and Life Association



In order to prevent the prevalence and continuation of violence against women and girls in all societies, I say 'No!' to physical, psychological, sexual, economic and cyber violence against women.

Ela Naz Birdal

Activist



Media as a Key Supporter

The campaign received coverage in print audio-visual and online media. Various news channels have shown interest and support for our campaign.

Asya Varbanova, UN Women Türkiye Country Director, and Alvaro Rodriguez, UN Türkiye Resident Coordinator's op-ed for 16 Days of Activism was published in **Oksijen** newspaper. **Hürriyet Daily News** and **Milliyet** covered the op-eds by Asya Varbanova. Zeliha Ünaldı, UN Women Türkiye Deputy Country Director wrote op-eds about 16 Days of Activism, intimate partner violence and gaslighting in **Milliyet** and **Aposto**.

Our Media Compact partner Milliyet newspaper has provided extensive coverage throughout the campaign through exclusive news articles, columns, interviews with celebrities and experts on violence against women.

Exclusive interviews were conducted by **Habertürk TV** and **Fenerbahçe TV**.

Radio interviews were broadcasted on **Max Fm**, **NTV Radio**, **Radio D** and **Radyo Bilkent**.

The media coverage also included UN Women and UNODC's new report 'Gender-related killings of women and girls' that came ahead of the International Day for the Elimination of Violence against Women on 25 November.



Expanded Outreach Through Media

Print Media

26 news

6.6 million reach

Online Media

829 news

3.5 million reach

TV

21 news

7 million reach



ŞİDDETE 'HAYIR' DEDİLER

UN WOMEN

Birleşmiş Milletler Kadın Birimi'nin başlattığı '#SheSaidNo' kampanyası için skeç hazırlayan Demet Evgar ve Emre Karayel, kadınlara yönelik şiddetin, insan hakları ihlali ve suç olduğuna dikkat çekti

ÜNLÜ isimler kadınlara yönelik şiddete "Hayır" demek için bir araya gelerek, Birleşmiş Milletler Kadın Birimi'nin '#SheSaidNo' kampanyasına dikkat çekti. BM Kadın Birimi Türkiye İyi Niyet Elçisi Demet Evgar ve oyuncu Emre Karayel'in birlikte oynadığı ve büyük merak uyandıran skeçle başlayan kampanya, Mert Yazıcıoğlu ve Afra Saraçoğlu çiftinin sosyal medya paylaşımlarıyla geniş kitlelere ulaştı.

MILLİYET gazetesi medya partnerliğinde 10 Aralık'a kadar devam edecek '#SheSaidNo' kampanyası yakın partner şiddetine dikkat çekiyor. Instagram hesabından yürütülecek kampanya, herkesi yakın partner şiddeti testini çözmeye ve 'shesaidno.info' adresine gelecek, farkındalıkları artırma amaçlı ediyor. Karayel ve Evgar, 'Şiddetle Hayır' adlı skeçle kadınların yaşadıkları şiddetle ilgili farkındalığı artırma amaçlı olarak bir araya gelerek, Birleşmiş Milletler Kadın Birimi'nin '#SheSaidNo' kampanyasına dikkat çekti.

Demet Evgar ve Emre Karayel'den 'Bir Kadın Bir Erkek' paylaşımı: "Kadınlara yönelik şiddete hep birlikte hayır diyelim!"



BELEDİYELERDEN DESTEK

İşte Türkiye'de 25 Kasım'da bir etkinlikte duyurulan bu kampanyaya sivil toplumdaki medyaya, BM temsilcilerinden ünlülere, çok geniş yelpazede büyük destek var. Aynı zamanda İstanbul, Ankara, Adana, Mersin ve Eskişehir belediyeleri de billboard'larını açarak el veriyor.

HER SAAT 5 KADIN ÖLDÜRÜLÜYOR

Açılış etkinliğinde konuşan BM Türkiye Mukim Koordinatörü Alvaro Rodriguez'in "Kadınlara ve kız çocuklarına yönelik şiddet dünyadaki en yaygın insan hakları ihhalidir" demesi boşuna değil.

Zira UN Women Türkiye Ülke Direktörü Asya Varbanova'nın verdiği rakamlara göre, şu an dünyada her saat başı 5'ten fazla kadın veya kız çocuğu yakın partner şiddetiyle ihlali tarafından öldürülüyor. 15 yaş

Ankara Atakule



PEK çoğumuzun tanıdığı ancak henüz Türkiye karşılığı olmayan bir kavram "Gaslighting", Merilam Webster Sözlüğü, 2022'de aramaları yüzde 1740 artan bu kavramı "Yılın Kelimesi" ilan etti. Kişiyi kendi hafıza, algı ve ruh sağlığından şüphe duymasını sağlayacak şekilde manipüle etmeyi ifade eden gaslighting'in en yaygın örnekleri ise yakın partner ilişkilerinde yaşanıyor. Gaslighting'e maruz kaldığımız nasıl anlar, bununla nasıl baş edebiliriz? Psikyatr Dr. Arzu Erkan Yüceyle konuşuk, edebiyat ve sinemadaki örneklerini dinledik.

CEYDA ULUKAYA / 15-6

Yılın kelimesi ayarlarımızla oynuyor GASLIGHTING



Telefona indirilebilecek uygulamalar

KADES
Emniyet Genel Müdürlüğü'nün Mobil Kadın Destek Uygulaması

Kırmızı Işık
Türkiye Vodafone Yakın Mobil Uygulaması

Şiddete maruz bırakılan ya da bu durumdaki birisini tanıyanların arayabileceği acil telefon hatları

- 112 Acil Çağrı Merkezi
- ALO 183 Sosyal Destek Hattı
- 0(212) 858 98 98 - 0(540) 858 98 98
- Aile İçerisi Şiddet Acil Yardım Hattı
- 157 Farklı bir dil konuşuyorsanız 157 Yabancılar İletişim Merkezi
- 444 80 86 İBB Kadın Destek Hattı

Türkiye'de rakamlarla yakın partner şiddeti

- 10 kadından yaklaşık 4'ü eşini veya birlikte olduğu erkeklerin fiziksel şiddetine maruz kalmıştır.
- En fazla birlikte olduğu erkekten fiziksel şiddete maruz kalan kadınlara göre, yakın partner şiddeti kadınların yaşadığı.

ve işe katılmaları da etkiliyor.

İşte dünyadan rakamlar

Dünya çapında 15 yaş ve üzeri 840 milyondan fazla kadın, eşi veya partneri tarafından şiddete maruz bırakılıyor. Yakın partner şiddeti kadınların yaşadığı.

We Raised Our Voice Outdoors

Eskişehir, İstanbul, Ankara and Adana municipalities supported the campaign with billboards and online banners alongside the extensive support the campaign received from Mediacom.



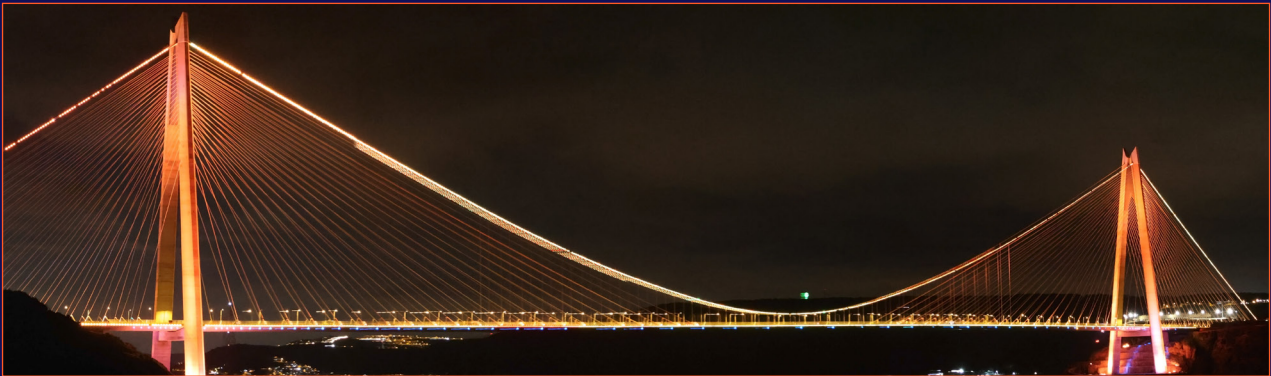
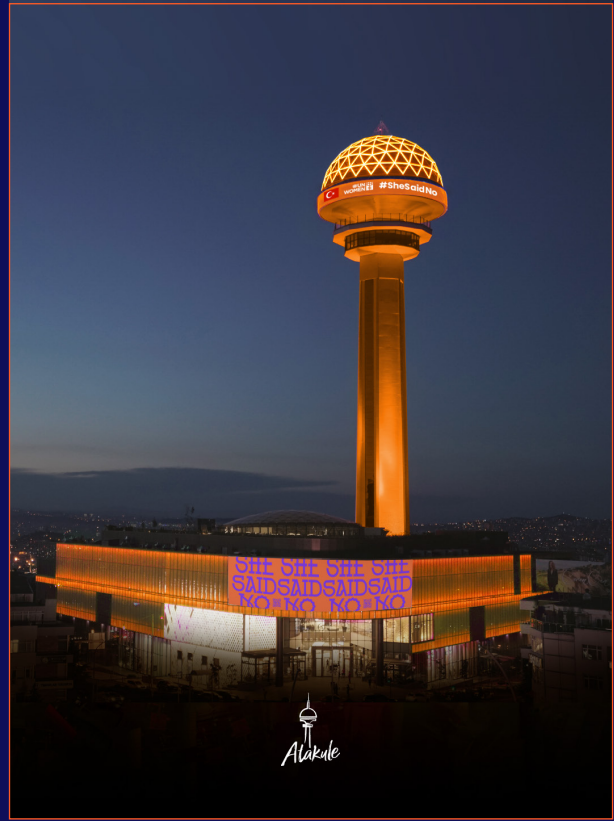
Outdoor Media
9,074

Radio
4,112
Seconds

Digital
501K
Views
6.6M
Impressions

Media Value
\$27,450

Ankara's iconic tower, **Atakule**, supported the campaign with #SheSaidNo on the top of the tower. The tower was lit up in orange on 25 November in support of the 16 Days of Activism.



In Istanbul, there were two main bridges which was also supported by lighting up in orange. One of them was **Fatih Sultan Mehmet Bridge** and the other was **Yavuz Sultan Selim Bridge**. Both are important for connecting Asia and Europe together and can be seen from around the city.

MediaCom Türkiye supported our campaign in Istanbul with digital billboards in 10 distinct locations, in most popular shopping malls highly visible and most visited locations with a budget of **\$23,000**. MediaCom Türkiye also gave us support in online media for online banners and visibility on social networks like onedio.com, Turkcell, Facebook with a budget of **\$3,200**. Our campaign voice recording was also sent to eight different radio stations and broadcasted for **4,112 seconds**.



Private Sector Companies and Organizations



From the banking and finance sector to food and beverage firms, insurance, real estate and fashion retail giants, more than **57 private sector companies and 47 organizations** including civil society organizations became one voice and united under the #SheSaidNo campaign through their social media channels, websites, events and messages. In 2022's 16 Days of Activism period, they galvanized support on their own platforms to draw attention and say "No" to intimate partner violence and expressed their continuous support to eliminate all forms of violence against women and girls.

Private Sector Companies



Total Followers:
2,125,600

ADM Elektrics, American Hospital, **Akbank**, Anadolu Hayat Emeklilik, **Anadolu Sigorta**, Aksa Elektrik, **Allianz Türkiye**, Allianz Partners Türkiye, **AVON**, Aygaz A.Ş., **Aydem Energy Benim Adım Otokar**, Case Agriculture Türkiye, **Coca Cola Beverages**, Divan, **Eczacıbaşı Holding**, Enerjisa Energy, **Entek Elektrics**, Enspire Energy, **ETİ Holding**, FIAT, **FDN Grubu**, FORD Otosan, **GDZ Elektrics**, Gediz Perakende, **Genpa**, Goldstar&Rateks, **Koç Holding**, Koç Sistem, **Koçtaş**, Koton, **Mavi**, New Holland Agriculture, **Nurul Construction**, Opet, **Opet Fuchs**, Orhan Holding, **Otokoç Kariyer**, Otokoç Automotive, **Penti**, PWN Istanbul, **PwC Türkiye**, Rızvanoğlu Architecture, **Sendeo Türkiye**, Seger Auto, **Setur**, Seturday, **Sofra Grup**, Softtech, **Time Public Relations**, Türk Traktör, **QNB Finansbank**, Unilever Türkiye, **Yapı Kredi**, Zorlu Holding.

Other Organizations

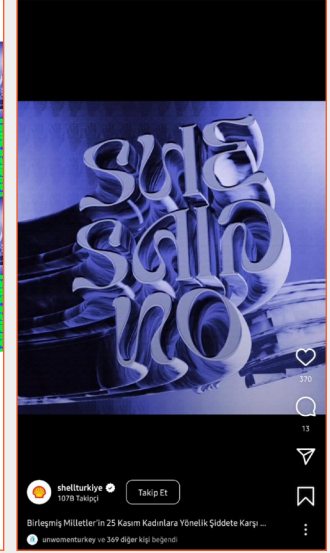


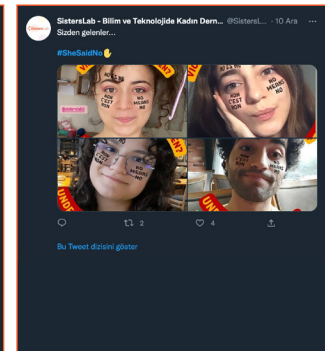
Total Followers:
294,800

Ankara Metropolitan Municipality, Ankara Business and Professional Women's Association, **Association for Monitoring Gender Equality-CEİD**, Association for Solidarity with Asylum Seekers and Migrants-ASAM, **Association for Sports and Physical Activity for Women-KASFAD**, Bizim Eşit Dünyamız, **EKOIQ**, Eşit Nesiller Derneği, **Etkiniz EU Programme**, Expremus, **Habitat Association**, Support to Life, **Istanbul Metropolitan Municipality**, Ingage Digital, **Iz İletişim**, Izmir Institute for Technology, **Lider Kadın Derneği**, Lotus Kadın Derneği, **Women Coalition**, KAMER Foundation, **Koç University**, Global Compact Türkiye, **Mother and Child Association Foundation-AÇEV**, Meltem Kolday Consultancy, **Mor Salkım Women's Solidarity Association**, Mozaik Kadın Derneği, **Refugee Support Association**, Rahmi Koç Museum, **Refugee Council of Türkiye**, RET International and LEAP Türkiye, **Save the Children Türkiye**, SES: Eşitlik ve Dayanışma Derneği, **SEGER/Sesimiz Eşitliğimiz Derneği**, Sisters Lab Bilim ve Teknolojide Kadın Derneği, **Şanlıurfa Genç STEM**, Uluslararası Umut Gönüllüleri Derneği, **TAP Foundation**, TOG Foundation, **Federation of Women's Associations of Türkiye**, Türk Kadınlar Konseyi, **WALD**, Yılport Samsunspor.

Australian Embassy, Embassy of Ireland, **Embassy of Canada** and Embassy of Israel to Türkiye.







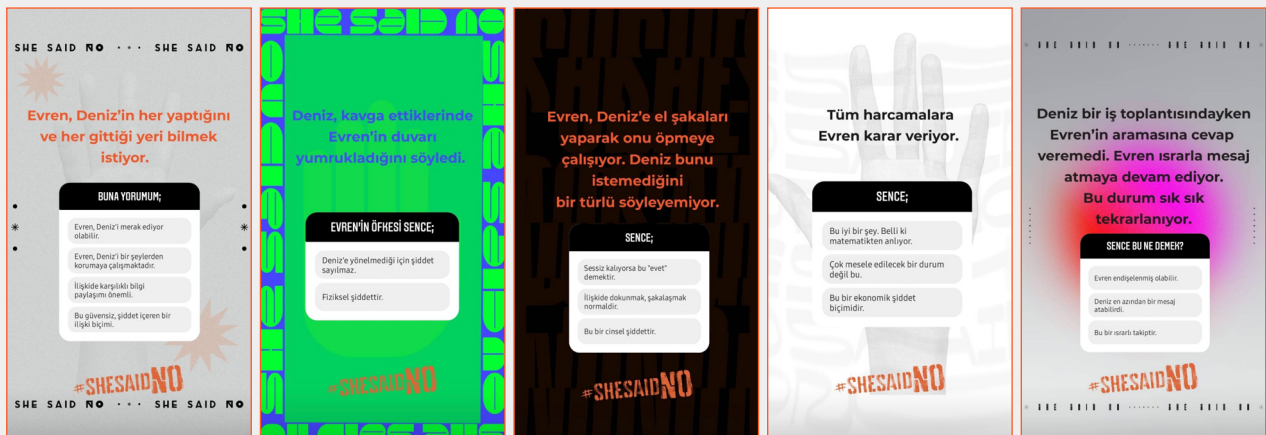
ANALYSIS OF THE INSTAGRAM STORY QUIZ RESULTS



Disclaimer: The test application carried out within the scope of the social media campaign was designed with the aim of creating and raising general awareness about intimate partner violence. The study, which includes the outcomes of the campaign, is not based on the results of scientific research. The questions posed to Instagram users within the scope of the test were not developed in line with a scientific method, and factors such as the choice of words in the questions, the location of the choices and the duration of the questions on the screen may have affected the answers that were given.

Methodology

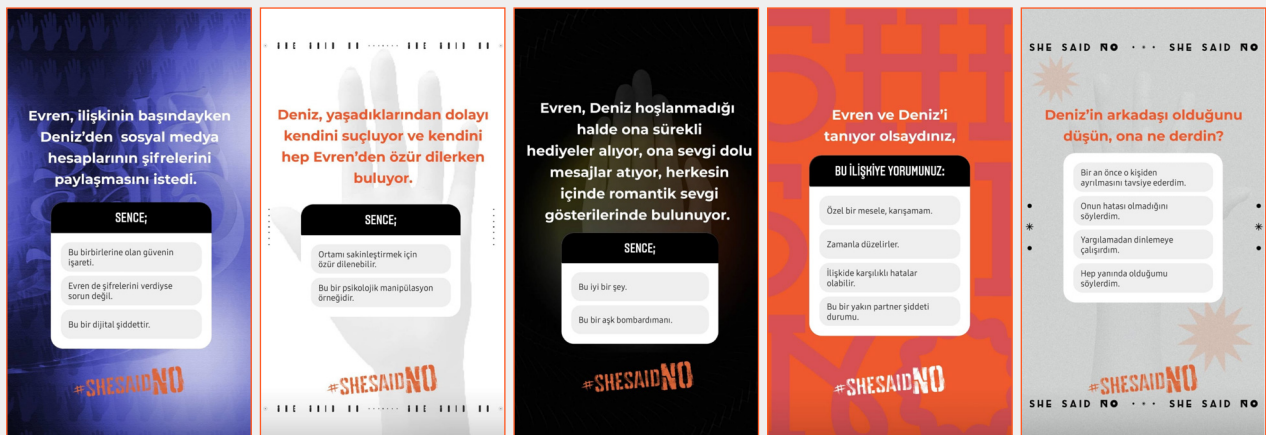
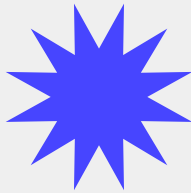
- Since gender data cannot be extracted from Instagram, "human coder" was used to generate sex disaggregated.
- The "women" and "men" gender refraction that emerged from the study was determined manually.
- 5% of the answers were calculated.
- The methodology was developed separately for questions that received answers less than 100 accounts and those that received more.
 - For questions that received less than 100 accounts, each answer was taken into consideration.
 - For questions with over 100 responses, one account in three scroll-downs was chosen to determine the 5% of total responses.



Main Findings

It was observed that women showed more interest and a stronger tendency to answer the questions in the test that was shared via Instagram on November 25, 2022, when the campaign was first announced. According to the test results:

- Nearly half of the men who took the test did not define cases of “intimate partner violence” as violence.
- Women identified the forms of violence more accurately than the participating men in all questions.
- Men normalized excessive possessiveness, intervention and control actions in intimate close partner relationships more than women.
- Regarding the examples of nonconsensual and coercive behaviour, men had a stronger tendency to mark the option “touching and joking are normal in a relationship.”
- More men than women evaluated examples of behaviours that reflect the desire to control the other party (demanding password sharing, expecting every phone call and message to be answered) as “it is normal to be worried in a relationship.”
- Psychological manipulation (e.g., gaslighting and love bombing, which are subtypes of intimate partner violence) was more accurately identified by women.





Question 1

	Answers	Total (n 54,129)	Women (n 2,947)	Men (n 257)
<p>Evren wants to know everything about what Deniz does, where Deniz goes and who Deniz meets with.</p> <p>Which answer do you most agree with?</p>	Evren might be wondering about Deniz and what Deniz is up to.	7,465 (13.79%)	502 (17.03%)	51 (19.84%)
	Evren is trying to protect Deniz from things.	958 (1.77%)	295 (10.01%)	43 (16.73%)
	Mutual information sharing is important in relationships.	14,033 (25.93%)	694 (23.55%)	47 (18.29%)
	This is an insecure and violent form of relationship.	31,673 (58.51%)	456 (49.41%)	116 (45.14%)

- According to the test results, “the demand to know everything about what she does, where she goes and who she meets with” in a close partner relationship was marked as “an insecure and violent form of relationship” by 58% of the participants. The rate of those who marked the option “mutual information sharing is important in relationships” was 26%.
- 24% of women and 18% of men marked the option “mutual information sharing is important in relationships.”
- 20% of the men who took the test marked “Evren might be wondering about Deniz and what Deniz is up to.” 17% of women ticked this option.
- While the option “Evren is trying to protect Deniz from things” was marked by approximately 2% of all participants, the rate of men who ticked this option was 17%. On the other hand, this was the option least marked by women (10%).

“Evren wants to know everything about what Deniz does, where Deniz goes and who Deniz meets with. Does this count as “intimate partner violence?”

About 2 out of 10 men who took the test marked the options “Evren is trying to protect Deniz,” and “mutual information sharing is important in relationships.”

The desire to control a partner can lead to harmful behaviours. “The desire to know everything she does and everywhere she goes” is an example of violence patterns rather than innocent information sharing.



Question 2



	Answers	Total (n 54,540)	Women (n 2,768)	Men (n 221)
Deniz said that Evren punches walls when they have an argument.	It cannot be regarded as violence because it is not aimed at Deniz.	5,166 (9.47%)	464 (16.76%)	67 (30.32%)
Which answer do you most agree with?	This is a form of physical violence.	49,374 (90.53%)	2,304 (83.24%)	154 (69.68%)

- 91% of those who took the test defined “Evren punching the wall when they fight” as physical violence.
- While the rate of men who answered “this is a form of physical violence” was 70%, the rate of women who marked this option was 83%.
- 30% of men marked the option “it cannot be regarded as violence because it is not aimed at Deniz.” The proportion of women who ticked this option was 17%.

Deniz said that Evren punches the walls when they have an argument. Does Evren’s rage count as an act of violence?

About 1/3 of the men who took the test did not identify this behaviour as actual violence. However, physical violence does not need to only be directed at a person’s body. It also includes other acts of physical violence, as they are of a threatening nature. The perpetrator of the violence may kick the door, punch the wall or break the phone, all of which are examples of physical violence that can deeply affect the person subjected to it.



Question 3



	Answers	Total (n 52,286)	Women (n 3,118)	Men (n 217)
<p>Evren touches Deniz inappropriately, makes jokes and attempts to kiss Deniz. Deniz is not happy with this touching and joking, but cannot say it.</p> <p>Which answer do you most agree with?</p>	If Deniz remains silent, that means "yes."	2,887 (5.52%)	635 (20.37%)	45 (20.74%)
	It is normal to touch and make jokes in a relationship.	4,614 (8.82%)	367 (11.77%)	46 (21.20%)
	This is a form of sexual violence.	44,785 (85.65%)	2,116 (67.86%)	126 (58.06%)

86% of the participants said, "this is a form of sexual violence" in response to the question "Evren makes jokes and attempts to kiss Deniz. Deniz is not happy with these touches and jokes, but cannot say it."

- Deniz is not happy with these touches and jokes, but cannot say it. How do you interpret this situation?"
- While 68% of women chose the option "this is a form of sexual violence," 58% of men marked the same option.
- 21% of men marked "If Deniz remains silent, that means 'yes,'" and the same rate of men (21%) marked the option "touching and joking in a relationship is normal."

[Evren attempts to kiss Deniz by making jokes.](#) Deniz is not happy with these touches and jokes, but cannot say it. [What does that mean?](#)

Approximately 9 out of 10 participants who took the test identified this situation as sexual violence. This rate was 7 in every 10 women and 6 in every 10 men.

When there is unwelcome sexual behaviour in a relationship, silence does not mean "yes." There might be situations where the person's decision-making ability is manipulated (consent building). This is an example of sexual violence as there is no full consent or approval.



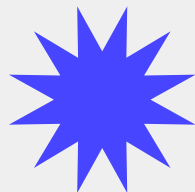
Question 4

	Answers	Total (n 51,792)	Women (n 3,057)	Men (n 322)
Evren makes all decisions about expenses. Which answer do you most agree with?	This is a good thing. Apparently, Evren is good at math.	252 (0.49%)	159 (5.20%)	71 (22.05%)
	It is not such a big deal.	1,540 (2.97%)	547 (17.89%)	105 (32.61%)
	This is economic violence.	50,000 (96.54%)	2,351 (76.91%)	146 (45.34%)

- 97% of the participants evaluated the phrase “Evren makes all decisions about expenses” as “this is a form of economic violence.”
- While 77% of women defined this situation as “economic violence,” this rate was 45% for men.
- On average, 3% of the respondents answered “it is not such a big deal,” compared to 33% for men.
- While only 5% of women marked the option “this is a good thing. Apparently, he is good at math,” 22% of men ticked this option.

What does Evren making all decisions about expenses mean?

Less than half of the men who participated in the test defined the situation where one person decides on all expenditures as “economic violence.” However, in an intimate partner relationship, if material power and superiority are used to control and oversee the other person, this is economic violence.



Question 5

	Answers	Total (n 50,193)	Women (n 3,048)	Men (n 236)
<p>While Deniz was at a business meeting, she could not answer Evren's call. Evren constantly continued to send text messages. This happens very often.</p> <p>What do you think this means?</p>	Evren might be worried.	1,909 (3.80%)	590 (19.36%)	80 (33.90%)
	Deniz could have at least sent a text message in response.	3,808 (7.59%)	340 (11.15%)	53 (22.46%)
	This is "stalking."	44,476 (88.61%)	2,118 (69.49%)	103 (43.64%)

- 89% of the participants answered the question “while Deniz was at a business meeting, she could not answer Evren's call. Evren constantly continued to send text messages. This happens very often. What do you think this means?” as “this is ‘stalking.’”
- While 70% of women ticked the option “this is ‘stalking,’” the rate of men selecting this option was 44%.
- 34% of men marked the option “Evren might be worried.” The rate of women who gave this answer was 19%.
- While 8% of all participants ticked the option “Deniz could have at least sent a text message in response,” 23% of men chose this option.

While Deniz was at a business meeting, she could not answer Evren's call. Evren constantly continued to send text messages. This happens very often. Might this be stalking?

More than 1/3 of the men who took the test marked the option “Evren might be worried,” and more than 1/5 of them chose the option “Deniz could have at least sent a text message in response.” Altogether, approximately 6 out of 10 men did not define this situation as “stalking.”

In a healthy relationship, people do not feel the need to restrict each other and check up constantly. Expecting an immediate answer to every message and every call is an example of “stalking.”



Question 6



	Answers	Total (n 48,797)	Women (n 2,748)	Men (n 232)
<p>In the early days of the relationship, Evren asked Deniz to share the passwords of Deniz's social media accounts.</p> <p>What do you think this means?</p>	This is a sign of trust.	615 (1.26%)	292 (10.63%)	59 (25.43%)
	It is not a problem if Evren shared passwords too.	4,911 (10.06%)	429 (15.61%)	39 (16.81%)
	This is a form of "digital violence."	43,271 (88.68%)	2,027 (73.76%)	134 (57.76%)

- 89% of the participants opted for "this is a form of 'digital violence,'" in response to the question "in the early days of the relationship, Evren asked Deniz to share the passwords of Deniz's social media accounts. What do you think this means?"
- 74% of the women and 58% of the men marked the option "this is a form of 'digital violence.'"
- While 25% of the men answered "this is a sign of trust," the percentage of the women who answered the same way was 11%.

In the early days of the relationship, Evren asked Deniz to share the passwords of Deniz's social media accounts. Might this be a form of violence?

1/4 of the male participants evaluated personal password sharing within an intimate partner relationship as "a sign of trust." However, passwords are personal data, and personal data needs to be protected both in daily life and in digital areas. Password sharing stems from a desire for control in intimate partner relationships and is an example of digital violence.





Question 7

<p>Deniz tends to self-blame for everything including the consequences of Evren's behaviours that Deniz does not like, and often apologizes to Evren for those.</p> <p>What do you think this means?</p>	Answers	Total (n 47,859)	Women (n 2,499)	Men (n 230)
	<p>Apologies can be made to clear the air.</p>	<p>811 (1.69%)</p>	<p>289 (11.56%)</p>	<p>87 (37.83%)</p>
<p>This is gaslighting, a psychological manipulation.</p>	<p>47,048 (98.31%)</p>	<p>2,210 (88.44%)</p>	<p>143 (62.17%)</p>	

- 98% of the participants chose “this is gaslighting, a psychological manipulation” in response to the statement “Deniz tends to self-blame for everything including the consequences of Evren’s behaviours that Deniz does not like, and often apologizes to Evren for those.”
- While the rate of women who said “this is gaslighting, a psychological manipulation” is 88%, the rate of men who marked the same option was 62%.
- While 2% of all participants marked the option “an apology can be made to clear the air,” this rate was 12% for women and 38% for men.

Deniz tends to self-blame for everything including the consequences of Evren’s behaviours that Deniz does not like, and often apologizes to Evren for those. Might this be psychological manipulation?

9 out of 10 women who took the test saw the situation as “psychological manipulation-gaslighting.” This rate was approximately 6 out of 10 for men.

Gaslighting is a kind of harmful psychological manipulation that pushes the person to question and doubt their own memory, perception and mental health. People subjected to this manipulation may find themselves apologizing frequently.



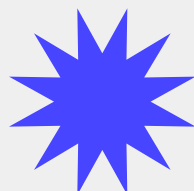
Question 8

	Answers	Total (n 47,859)	Women (n 2,499)	Men (n 230)
<p>Evren constantly buys gifts for Deniz, sends Deniz messages and showers Deniz with extreme displays of affection in public even though Deniz is not comfortable with this.</p> <p>What do you think this means and which answer do you most agree with?</p>	<p>This is a good thing.</p>	<p>4,184 (9.19%)</p>	<p>298 (13.07%)</p>	<p>42 (32.56%)</p>
	<p>This may be "love bombing" - a part of the cycle of violence.</p>	<p>41,362 (90.81%)</p>	<p>1,982 (86.93%)</p>	<p>87 (67.44%)</p>

- While 91% of the participants saw the phrase "Evren constantly buys gifts for Deniz, sends Deniz messages and showers Deniz with extreme displays of affection in public even though Deniz is not comfortable with this" as "love-bombing," only 9% of them ticked the option "this is a good thing."
- 67% the men gave the answer "this may be 'love-bombing,'" and 33% of them said "this is a good thing."
- While 87% of the women said, "this may be 'love-bombing,'" only 13% of them answered "this is a good thing".

Evren constantly buys gifts for Deniz, sends Deniz messages and showers Deniz with extreme displays of affection in public even though Deniz is not comfortable with this. Is this something positive or an indicator of violence?

Approximately 1 out of 10 women and 3 out of 10 men who took the test saw this situation as a "good thing," despite the fact that one of the partners is reluctant. "Love-bombing" is an attempt to impress a person with attention and displays of affection. It can be used in different ways, for positive or negative purposes. It may be part of the cycle of abuse and violence.



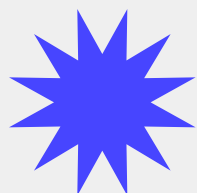
Question 9

	Answers	Total (n 45,734)	Women (n 3,115)	Men (n 250)
If you knew Evren and Deniz, what would you think about their relationship?	This is a private matter, I cannot interfere.	2,278 (4.98%)	517 (16.60%)	62 (24.80%)
	It will get better in time.	189 (0.41%)	142 (4.56%)	33 (13.20%)
	There may be mutual mistakes in the relationship..	2,653 (5.80%)	523 (16.79%)	59 (23.60%)
	It can be described as "intimate partner violence".	40,614 (88.80%)	1,933 (62.05%)	96 (38.40%)

- 89% of the participants answered “this can be described as ‘intimate partner violence’” in response to the question “if you knew Evren and Deniz, what would you think about their relationship?” The rate was 62% for women and 38% for men.
- While 25% of the men ticked the option “this is a private matter, I cannot interfere,” they marked “there may be mutual mistakes in the relationship” at a similar rate (24%).
- The percentage of those who said “it will get better in time” was 5% among women and 13% among men.

If you knew Evren and Deniz, what would you think about their relationship?

6 out of 10 women and 4 out of 10 men who took the test described the case as “intimate partner violence.” 2 out of 10 men thought that it is a private matter and that one should not interfere. In this relationship, most of the patterns of behavior can be described as “intimate partner violence.” Intimate partner violence is a form of violence in intimate relationships, in which one partner is kept under pressure and control and exposed to violence by a current or former spouse/partner.



Question 10

	Answers	Total (n 45,667)	Women (n 2,813)	Men (n 192)
Assume that you are a friend of Deniz. What would you tell Deniz?	I would tell Deniz to break up right away.	19,834 (43.43%)	919 (32.67%)	71 (36.98%)
	I would say that it is not Deniz's fault.	2,631 (5.76%)	566 (20.12%)	18 (9.38%)
	I would try listening to Deniz without judging.	7,396 (16.20%)	518 (18.41%)	42 (21.88%)
	I would say that I am always by Deniz's side and I want to help.	15,806 (34.61%)	810 (28.79%)	61 (31.77%)

- 43% of the participants answered with "I would tell Deniz to break up right away," and 35% of them answered "I would say that I am always by Deniz's side and I want to help" in response to the question "Assume that you are a friend of Deniz. What would you tell Deniz?"
- 33% of the women and 37% of the men who took the test ticked the option "I would tell Deniz to break up right away."
- While the percentage of women who marked the option "I would say that it is not Deniz's fault" was 20%, the rate for the same option among men was 9%.

So, what would you tell Deniz if you were her friend?

4/10 of the participants who took the test ticked the option "I would tell Deniz to break up right away."

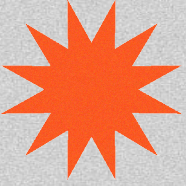
We must not remain inactive when there is someone in our circle who shows signs of having been subjected to violence. We need to be aware of safety issues, stigma, feelings of shame and victim-blaming that survivors often face. Unless we strongly believe that our friend's life is in danger, we should avoid taking action without their consent. They know the safety risks best, and therefore, they should be driving any decisions related to the abuse they are experiencing. We need to be supportive, believe our friend, remind them that we will listen to them whenever they want, that we will always be there for them, and that help and support are available.



Suggestions

- Gender-based violence is a general concept that includes violence against women, domestic violence and intimate partner violence. Although intimate partner violence has a comprehensive definition, it is not widely used. Instead, the concept of “dating violence,” which is a sub-form of intimate partner violence, is used more widely. More informative work is needed regarding the definition, subtypes, forms and effects of “intimate partner violence.”
- “Intimate partner violence” includes many current concepts, such as secure/insecure/violent relationship types, psychological manipulation (gaslighting), victim-blaming, consent building, ghosting and love-bombing. Information sharing and awareness-raising work on these concepts and examples related to these concepts can be carried out, and existing efforts can be supported.
- Prominent findings support the argument that the increase in “masculinity studies” has an important place in combating intimate partner violence.
- Intimate partner violence is encountered in all age groups, but young women are more likely to be exposed to this form of violence. Awareness raising and information workshops particularly targeting young groups can be organized to address this issue.





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