

A Systematic Review of Social Marketing Interventions of Men's Help Seeking for Intimate Partner Violence

A thesis submitted in partial fulfilment of the requirements for the Degree of Master of Commerce in Marketing

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Abstract

This thesis presents the findings of a systematic literature review on the social marketing interventions and campaigns targeting male victims of intimate partner violence, and its key subgroups; domestic violence, sexual abuse, emotional abuse, elder abuse, and financial abuse. The aim of this review is to collate and synthesise the current literature focusing on communicating with male victims of IPV, and interventions to encourage the help seeking of male IPV victims. This review researched the effectiveness of applying social marketing theory and practice to communications and interventions targeting male victims and made practical and theoretical contributions towards an increased understanding of this complex issue. The research was informed by a thematic literature review which highlighted a gap in the understanding of the effectiveness of current social marketing communications and interventions targeting male victims of IPV. Using a systematic approach with pre-defined criteria for inclusion, the systematic review revealed a total of ten relevant publications which were analysed in full. The analysis was conducted in two distinct ways. The first analysed the publications characteristics for a snapshot of the scope of current literature investigating social marketing interventions and communications targeting male victims of domestic violence. Secondly, a thematic analysis was conducted to identify key themes across the ten articles. These themes were then compared against key areas of social marketing research, theory, or similar interventions with proven effectiveness to highlight potential recommendations to create more effective communications and interventions to encourage to uptake of help services by male victims of IPV. It is hoped that this study will inform both marketing and IPV research and make practical and theoretical contributions to encouraging the uptake of help services, and further the understanding of male victims of IPV.

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'Your mountain is waiting, so... get on your way'

- Dr Suess

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Chapter 1 Introduction

This thesis presents the results of a systematic review of the current literature that reports on the five key categories of intimate partner violence (IPV): physical, financial, sexual, emotional, and elder abuse; that men are currently facing within intimate relationships. This literature review examines the extent to which social marketing interventions have been employed and measured for their effectiveness. This thesis also outlines current marketing theory relevant to communicating with male victims of IPV. This chapter introduces the reader to key concepts and definitions of IPV and outlines the purpose and structure of this thesis.

1.1 Introduction

Research and awareness campaigns surrounding abuse primarily focuses on females as the victims and males as the perpetrators (Cismaru & Lavack, 2010; Tsui et al., 2010; Turchik et al., 2016; Hine et al., 2020). However, out of the total people charged with 'common assault (domestic)' in New Zealand, 25% are female (Ministry of Justice (b), 2019). Although the actual rates of abuse in New Zealand are hard to accurately gauge as an estimated 76% of family violence incidents are left unreported (Ministry of Social Development, 2020). Nevertheless, in New Zealand, the rate of male suicide sits at 20.58 per 100,000 head of population in 2019, dramatically higher than the female rate of 7.49 (Ministry of Justice (a), 2019). This indicates that many adult men are experiencing some form of emotional distress, some of which may be abuse related, as suicide is a common male reaction to abuse (Migliaccio, 2002). These statistics are just a snapshot of the increasingly challenging mental health environment men are facing. For example, in the US, the National Intimate Partner and Sexual Violence Survey indicated the one in four men (28.5%) had experienced rape, physical violence, or stalking by an intimate partner in their lifetime (Machado et al., 2016). Yet, it is also essential to recognise that some research suggests that strictly relying on statistics to highlight the prevalence of abuse leads one to make assumptions without considering the contextual aspect of abuse and that equal abuse rates among men and women may exist (Migliaccio, 2002).

IPV is a complex issue as it comprises several interconnected factors, including the physical, social, health and economic resources available to individuals within dyadic relationships (Nicolson, 2010). Furthermore, it also extends past the action of the abusive event and towards more biographical factors and the individual's personal history with the perpetrator (Nicolson, 2010). For male victims, the notion of IPV is also complex because of the strong role of hegemonic masculinity pushing social norms in the creation of environments where male victimisation is considered a weakness and sex-typed behaviours encourage males into gendered roles as the provider and head of the household (Goffman, 1959; Fausto-Sterling et al., 2012). In many contemporary societies, for men who do not display the masculine ideal, social sanctions are in place, so the majority feel pressured to conform to the dominant gender roles (Connell, 2005).

Consequently, IPV is typically framed as a “women's issue” and is often referred to as "violence against women" or "wife battering" (Machado et al., 2016; Scarduzio et al., 2017). Due to these traditional gender norms, men are often perceived as the perpetrator, whereas female perpetrators are viewed as abnormal or acting in response to male provocation (Scarduzio et al., 2017; Machado et al., 2016). Society, especially Western society, is often shocked to discover a wife has been abusive towards a husband, but a man releasing their anger through violence and aggression is 'normal', although never acceptable (Scarduzio et al., 2017). Female-inflicted violence is often explained by the notion of self-defence toward the male counterpart, yet male-inflicted violence as self-defence is often met with stigma and judgement (Scarduzio et al., 2017).

As a result of these factors, the framing of IPV as a female-dominated issue has had a significant impact on available services for male victims (Machado et al., 2016; Scarduzio et al., 2017). Presently, many male victims must push through the already complex violent situation to seek help in an environment where male victimisation is stigmatised (Huntley et al., 2019; Tsui et al., 2010; Machado et al., 2016). As socio-cultural influences greatly influence help seeking, men are less likely to seek help or remain unaware of the services available to them (Tsui et al., 2010; Machado et al., 2016). Often men also choose to minimise their abuse to avoid potential stigma, being framed as a perpetrator or out of the fear of not being believed by the services in place to

assist (Huntley et al., 2019; Tsui et al., 2010). Hence, there are growing calls to advocate for male victims of domestic violence, instate more gender-inclusive interventions, and further explore the effectiveness of services and interventions currently in place (Tsui et al., 2010; Frasier et al., 2009; Hine et al., 2020; Turchik et al., 2016). This thesis therefore acts to explore the effectiveness of social marketing interventions for male victims of IPV. A systematic review of the current literature was undertaken to gain an indication of the potential effectiveness of interventions. The study includes the collection and summary of evidence that fit a pre-defined criterion. The data was then extracted to answer research questions about the effectiveness of social marketing interventions for male victims of IPV.

1.2 Research Objectives

This research aims to systematically review social marketing communications concerning men's help-seeking behaviours and domestic violence. The outcome identifies successful communication and behavioural interventions that may improve the quality of social marketing communications and domestic violence campaigns targeting male victims and the uptake of help services. The systematic review seeks to provide insights into the following research questions:

1. What type of communication or behavioural intervention is positively correlated to the uptake of help services for male victims of domestic violence?
2. How do identified articles describe the issue of male victims of domestic violence?
3. How can the understandings of objective one and two influence future social marketing interventions targeting male victims of domestic violence?

1.3 Research Justification

This thesis provides both theoretical and practical motivations. Currently, there is a lack of knowledge about the effectiveness of men's help-seeking campaigns in-regards-to domestic violence (Cho et al., 2020; Cismaru & Lavack, 2010). Such a situation calls for research across multiple disciplines including, but not limited to, Psychology, Sociology, Marketing, Social Work and Health Studies, that focus on issues of men's mental health and wellbeing in terms of evidence-based practice recommendations and intervention strategies. Given the relative lack of

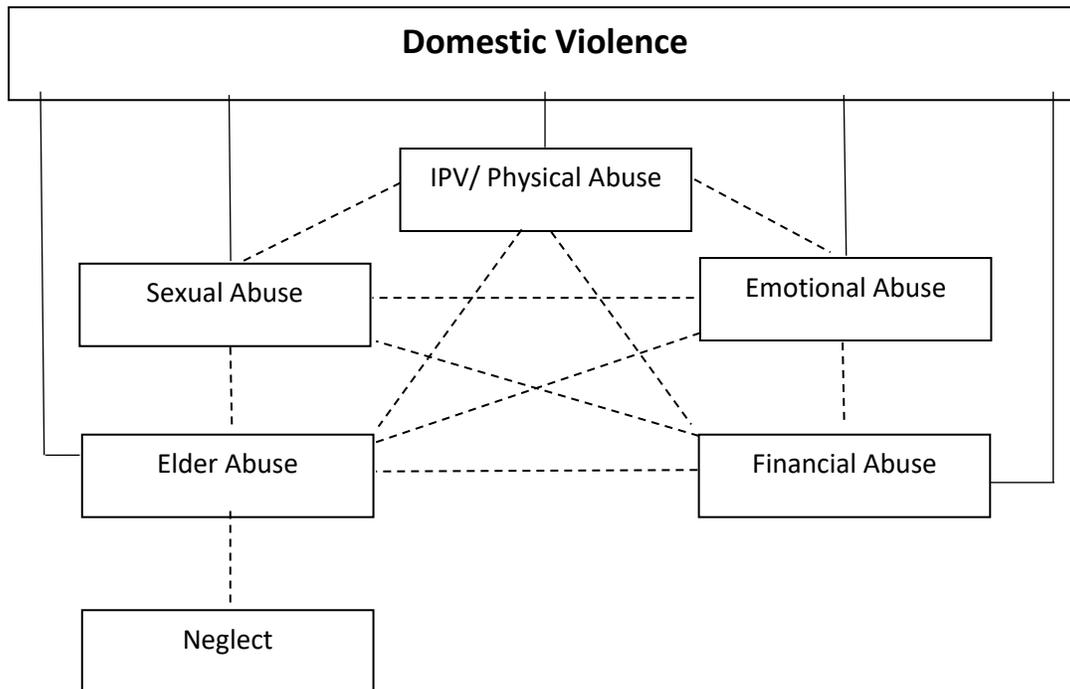
attention to men's help-seeking behaviour regarding domestic violence, this thesis collates the currently available international information and acts as a potential base for future research into the help-seeking of male victims of domestic violence.

This thesis provides insight into the current marketing techniques employed in domestic violence interventions for male victims and further evaluates their effectiveness. Insight will be gained into the effectiveness of campaigns, and further suggests expanding existing techniques or identifying points of weakness within the communications. This thesis will inform a practical application of social marketing theory into the interventions for male victims of domestic violence. The Justification for this research lies in expanding the application of social marketing theory, increasing the current knowledge of male help-seeking for domestic violence in an under-researched area, and increasing the effectiveness of social marketing interventions for domestic violence, regardless of gender identity.

1.4 Definitions

To ensure research clarity, it is essential to establish set definitions of the terminology used in this thesis. To achieve this clarity, this section includes relevant concepts and highlights the apparent differences between them. Clearly defining the key concepts allows the researcher, and readers, to make informed choices when comparing found documents to the set inclusion criteria through the systematic literature review. For instance, due to the nature and history of the topic, 'domestic violence' can frequently define female-victim-only violence. Hence, this thesis adopts clear and simple working definitions to establish consistency in framing the different categories of domestic violence. Throughout this chapter, the complexity of domestic violence will be demonstrated. This complexity is due to the inter-relationship between the types of domestic violence, creating an environment where the victim may experience multiple types of domestic violence throughout the relationship, further clouding their ability to identify domestic violence and reducing their ability or confidence to escape the abusive situation (Jackson, 2007; Hightower, 2017; Adams & Beeble, 2019). This complex relationship between the different categories is demonstrated in figure 1. The following section highlights the current understanding of key terms and presents the chosen definitions for this thesis.

Figure 1 The Inter-relationship of Domestic Violence Categories



1.4.1 Intimate Partner Violence (IPV)

The term 'domestic violence' creates unique nuances when discussing male victims. As noted previously, domestic violence has often been used synonymously for wife-battering or violence against women (Jackson, 2007). This term confusion is due to the 1970s awareness campaigns driven by feminist activist speaking out about domestic violence and wife / female abuse (Jackson, 2007). Before this movement, wives were often viewed as a husband's property (Jackson, 2007). O'Brien et al. (2013, p.95) define a domestic violence act as "occurring when an abused person within a dyadic intimate or intergenerational relationship is intimidated, threatened and/or controlled by their abusing partner". This definition is unique due to the use of the term "intergenerational", implying that it may not always be a romantic or sexual relationship that is violent or abusive but one that occurs within the broader family context.

Consequently, domestic violence will be used to highlight the broader category, with IPV standing to define violence between intimate partners. IPV is often used to highlight abuse between

individuals in romantic or sexual relationships. For example, Jackson (2007, p.408) define IPV as "acts of violence such as unwanted physical or sexual force, withholding of or damage to material or property, and psychological abuse which are inflicted by one person against his or her intimate partner as part of an on-going pattern of abuse or controlling tactics".

Although this definition highlights the different types of abuse and provides a better understanding for using the term IPV in place of domestic violence, it does not actively state that IPV is something that occurs regardless of specific gender identification or sexual orientation. This thesis includes research against standard gender norms, and outside of a heterosexual context, a working definition inclusive of different identities is imperative. A study by Huntley et al. (2019) of the help-seeking of male victims of domestic violence and abuse, opted to use the UK Intergovernmental definition of domestic violence and abuse as "any incident or pattern of incidents of controlling coercive or threatening behaviour, violence or abuse between people aged 18 or over who are or have been intimate partners or family members, regardless of gender or sexuality" (Huntley et al., 2019, p.1). This definition further expands the scope of victim-type, excluding specific genders or sexualities. Additionally, the definition implemented by Huntley et al. (2019) defines the type of behaviour of the abuse. For this thesis, domestic violence, IPV, and intimate abuse will be considered to mean the same thing, Therefore, for this thesis, IPV is defined as incidents or patterns of incidents that occur when an abused person over the age of eighteen, within a dyadic intimate or intergenerational relationship, is intimidated, controlled or experiences violence (physical and emotional) by their abusing partner, regardless of gender or sexuality.

1.4.2 Emotional Abuse

Emotional abuse is one aspect of IPV. Often also referred to as mental abuse or psychological abuse, emotional abuse is the most prevalent form of domestic violence and can be considered the glue that holds the pattern of violence together (Jackson, 2007). This refers to the abuser's intention to supplement other forms of abuse with emotional abuse to continue the manipulation and ability to enact abuse towards their intimate partner. Emotional abuse occurs when the victim is manipulated, humiliated, or controlled (Jackson, 2007; O'Brien et al., 2013). Examples of emotional abuse include extreme jealousy, coercive control, and gaslighting, defined

as a cluster of manipulations to undermine the victim's mental stability and sense of reality (Jackson, 2007; Hightower, 2017). This thesis sees emotional abuse as the intentional manipulation, humiliation, and management of an intimate partner.

1.4.3 Sexual Abuse

Sexual abuse is defined as sexually aggressive behaviour towards a partner or spouse (Jackson, 2007). Sexual abuse includes the public grabbing or shaming of their partner, forced engagement in sexual acts (rape/sodomy/fellatio) and can also include the forcing of the victim into prostitution, then keeping any economic gain (Jackson, 2007; O'Brien et al., 2013). In some cultural contexts, marriage is often considered open consent, and in some cases, victims use sex to calm the abusive perpetrator, creating an environment where sexual abuse is highly contextual, and often argued (Jackson, 2007). Despite the increasing awareness of male sexual victimisation, several factors influence societal stigma and the underreporting of male victims (Romano & De Luca, 2001). Similar to the other categories of domestic violence, an environment has been created where male victims are reluctant to disclose sexual abuse (Romano & De Luca, 2001).

Sexual abuse includes rape. Historically, the legal term 'rape' was restricted to penile penetration of the vagina, further excluding male rape (King, 1992; Bullock & Beckson, 2011). Although gender-neutral terms now exist to define rape in a legal sense, the notion of male sexual abuse remains highly contested in a general, health, research, and legal sense. The reason for this argument lies in the societal norm that women are sexually passive and men being sexual initiators (Davies & Rogers, 2006). Another perspective lies in believing that an erection is a signal of consent (Coxell & King, 1996; Bullock & Beckson, 2011). Although it has been proven that an erection can often occur as a physiological reaction to anger, fear, pain, and anxiety, society's perceptions of male victims and current literature exploring male victimhood remains limited and narrow in scope (Romano & De Luca 2001; King, 1992).

Like the other categories of domestic violence, some commentators struggle with the idea of a female perpetrator and often associate male rape with homosexual relationships, or the regretted promiscuity of the victim acting on homosexual desires, or male dominated

environments, like prisons (Watkins & Bentovim, 1992). However, like women, men are assaulted by acquaintances, intimate partners, friends, family members, and total strangers (Bullock & Beckson, 2011). Even in situations involving minor sexual violations, like non-consensual kissing, it is deemed more acceptable for a woman to violate a man's consent than if it was a male perpetrator and female victim (Davies & Rogers, 2006). The stigma related to sexual abuse and society's lack of attention to male victims has created an environment where virtually no research into the perception of sexual abuse on adult males exists (Coxell & King, 1996; Bullock & Beckson, 2011). Through this thesis, sexual abuse in the context of IPV is defined as the unwanted sexual advances or demand by an intimate partner as a method of controlling the victim or sustaining a pattern of abuse.

1.4.4 Financial Abuse

Financial abuse, often referred to as economic abuse, is defined as behaviours that control an individual's ability to acquire, use, and maintain personal economic resources (O'Brien et al., 2013; Adams & Beeble, 2019). These behaviours threaten the victim's financial security and potential for self-sufficiency and further influences their ability to leave their abusive relationship (Adams & Beeble, 2019; Branigan, 2007; Eriksson & Ulmestig, 2017; Sharp-Jeffs, 2015). Some scholars believe that financial abuse is as prevalent as physical abuse and psychological abuse, but most agree that it often occurs in conjunction with other forms of abuse (Adams & Beeble, 2019; Branigan, 2007).

Financial abuse may involve being denied access to bank accounts, financial information and decision-making rights regarding finances (Branigan, 2007; Anitha, 2019). Another common form of financial abuse is ensuring the victim is financially dependent or does not have enough money to buy basic needs or pay bills (Branigan, 2007; Anitha, 2019). Further, the victim may be forced to account for every cent they spend (Branigan, 2007). Financial abuse can also include the active stealing of money from the victim (Anitha, 2019) or the economic exploitation of the victim, meaning that the perpetrator incurs debt through the victim's credit sources either fraudulently or through deceiving the victim into disadvantageous financial arrangements (Anitha, 2019). Finally, financial abuse also relates to the perpetrator's intentional sabotage of the victim's ability to work or study, hindering their financial independence ability and limiting their ability to leave

the abusive relationship (Anitha, 2019; Eriksson & Ulmestig, 2017). If the relationship does end, the financial abuse may continue through withholding or manipulating legal, financial entitlements like child support (Branigan, 2007). The potential economic hardship that follows the break-up can potentially influence the victim back into the abusive relationship (Eriksson & Ulmestig, 2017). Above all, financial abuse is seen as a method for controlling the victim (Sharp-Jeffs, 2015; Anitha, 2019; Brannigan, 2007).

1.4.5 Elder Abuse

Elder abuse is included in this thesis due to the IPV of older men often being categorised under this theme. Before the late 20th Century, elder abuse was often excluded from considerations of domestic violence or family violence (Malley-Morrison & Hines, 2004). Elder abuse can often signify abuse perpetrated by someone who shares a home or residence with a person over sixty-five. Other times, it can refer to the abuse of the elderly in institutions such as rest and retirement villages (Jackson, 2007; Daly & Jogerst, 2008). A key difference of elder abuse to any other form of domestic violence is that the victim's age, psychological condition, and perspective can cause this abuse to be much harsher and more life-threatening than if the victim was younger (Jackson, 2007; Allen et al., 2008). Across the literature, multiple forms of elder abuse are used depending on the article's context in education, practice, or research (Daly & Jogerst, 2008). Meaning, the definition is used to meet a specific service or organisation regardless of the rate of recorded types of elder abuse (McKie, 2005).

The focus of this thesis includes elder abuse by intimate partners, specifically, male victims. Within the area of elder abuse, abuse by intimate partners is controversial yet contains many similar themes to that of the abuse of younger intimate partners, i.e., physical abuse, sexual abuse, emotional abuse, and financial abuse (Jackson, 2007; McKie, 2005; Malley-Morrison & Hines, 2004). Like other forms of domestic violence, women dominate the narrative of elder abuse (McKie, 2005). Consequently, elder abuse by intimate partners has earned less attention than institutional elder abuse yet deserves much more attention because the elderly are more likely to live with a spouse (McKie, 2005; Malley-Morrison & Hines, 2004). However, elder abuse is differentiated from other forms of domestic violence by including the notion of neglect. Neglect is defined as the negligent treatment of an elder by a caretaker that may cause harm or

refuse life necessities such as shelter, food, water and personal hygiene (Jackson, 2007; Malley-Morrison & Hines, 2004). Such neglect often puts the victim at risk for health complications or limits their ability for medical intervention (Jackson, 2007).

In some cases, elderly individuals who are not of sound mind may participate in self-neglect. They put themselves in harm's way or refuse food or medicine, but this is not perpetrated against them by an intimate partner (Jackson, 2007). For this thesis, elder abuse is defined as the physical, sexual, emotional, or financial abuse or negligent treatment of persons over sixty-five by an intimate partner.

1.5 Thesis Outline

This thesis is divided into five chapters. This chapter introduced the purpose of this research with a brief discussion of the intended impact. This first chapter aims to introduce critical objectives to the reader with a controversy surrounding why this research is needed and how it contributes to further marketing research. Key definitions surrounding domestic violence were identified and explained, further relating to the notion of male victims of domestic violence. This discussion provided further insight into the complexity of male victimhood and domestic violence.

Chapter two, the literature review, formally discusses the history of male victims and male mental health issues to identify the already established understanding of social interventions directed towards men's help-seeking. This chapter provides background information to the current understanding and established research within this area. The literature review then explores the history and complexity of domestic violence against men and narrows the focus to interventions directly targeting male help-seeking for domestic violence. This exploration highlights a gap in current research and further justifies the chosen area of interest for the systematic review.

Chapter three, methodology, describes the process followed to create the systematic review protocol and the design of eligibility criteria to draw significant conclusions from a range of research exploring male victims of IPV. The PRISMA-P framework was engaged as a process for conducting the review and reporting the findings. This chapter explores the difficulties that arose during the review process and comprehensively outlines the process and practice transparently.

Chapter four, the results and discussion, present the findings of this review. The articles were systematically analysed, with critical characteristics explored and discussed thematically. Conclusions were then drawn into the current understanding of male help-seeking for domestic violence, with a discussion of potential directions to further increase the effectiveness of social marketing campaigns targeting this vulnerable group.

Chapter five, the conclusion, reiterates the research purpose, discussion, and limitations and suggests potential future research directions. This thesis is concluded with a summary of findings.

1.6 Chapter Summary and Conclusion

This chapter first introduced domestic violence with a brief description of the current research available to understand male victims of domestic violence. After context was provided, the research objectives of this thesis were explained. The research objectives were supplemented with a project justification, further exploring the need for this thesis and the gap in the research intending to be filled.

A comprehensive discussion of the definitional nuances through the subcategories of domestic violence was then completed, exploring the interconnectedness and relationships between these categories and their impact on the victim. The context of each subcategory of domestic violence was then provided, with key definitions highlighted to be implemented throughout this thesis. The chapter concludes by outlining the ensuing chapters of this thesis. The next chapter will provide a review of the relevant literature on men's help seeking in a general sense relating to mental health and within the context of intimate partner violence.

Chapter 2 Literature Review

This literature review focuses on four main subjects: sex and gender, masculinity and its impact on male mental health and well-being, communicating with men concerning mental health and well-being and exploring the current climate around male domestic violence and current interventions. The intention is to explore and understand the nuances of gender and the challenge of marketing help services to a community where dominant social norms actively inhibit the awareness of need and uptake of professional help-services (Drioli-Philips et al., 2020; Emslie, 2006; Huntley et al., 2019), and move to explore male domestic violence interventions and the current understanding of domestic violence in a male context. This chapter further explores the literature surround the current climate of male domestic violence victims and outlines the similarities to other mental health issues and social marketing interventions. This chapter provides the reader with the relevant context of male victims of domestic violence and highlights a critical gap in the current research this thesis intends to fill.

2.1. Sex and gender

Sex determination is chromosomal in humans, meaning there is a heritable genetic element attached to a chromosome which drives development down typically two pathways, male or female (Fausto-Sterling, 2012). However, gender is socially constructed, and the roles and identities expressed vary with social changes relevant at the time (Phillips, 2005). Gender tends to fall on a spectrum with multiple points of variability, where gender identity is personal and open to interpretation and subject to different environmental pressures, acculturation and social pressure (Fausto-Sterling, 2012; Fagot et al., 1986; Fallows, 1996; Fagot, 1984; Connell, 2005; Martin-Storey & August, 2016). This variability in gender identity and its potential impact on male mental health is an important issue to discuss in order to better understand the help-seeking environment and social pressures male victims face. The next two sections will explore these variations of gender identity and the dominant expectations of Western society.

2.1.1 Sex-Typed Behaviours

Social learning theory states that children will learn to distinguish the sexes, then acquire information about socially accepted behaviours (Fagot et al., 1986; Perry & Bussey, 1979). Such

an approach moves beyond identification based on genitalia or physical differences and towards gender expression through behavioural differences or individual roles (Fausto-Sterling, 2012; Martin-Storey & August, 2016). However, there is disagreement as to exactly how the individual is impacted by external environmental pressures and roles. For example, Perry and Bussey (1979) highlight active imitation by young children as the catalyst for gender expression. The child sees how the adults in their lives are behaving, then imitates that role. Those adults in the child's environment then positively or negatively reinforce that behaviour (Perry & Bussey, 1979). More recent studies, Carnaghi et al. (2018), Kollmayer et al. (2018), and Du et al. (2021) all note how the child's environment directly influences their understanding and portrayal of sex-typed behaviours.

Fausto-Sterling (2012) agrees with the influence of the family members on sex-typed behaviours. However, in lieu of imitation, she argues that the child's family structure, most notably siblings, have a strong influence over the child and actively elicits certain behaviours from younger siblings, although this does not highlight where the older sibling initially learnt that behaviour. The external world perceives different behaviours to be masculine and feminine, which are then socially reinforced (Fallows, 1996; Du et al., 2021). Reinforcement is extended into the child learning to conform with the social pressures. Fallows (1996) proposes that it is not an active aspect of development and that through the years, the individual learns and practices these different expectations without realising they are conforming to specific gender roles, eventually turning into habitual action.

Fallows (1996) indicates that although different understandings of gender equality may have changed over time, specific gender roles are still very much imposed. Through social reinforcement and environmental pressures, masculinity and femininity can be defined as socially constructed configurations of gender practise with social sanctions for those who do not conform to the dominant gender roles (Connell, 2005; Fausto-Sterling et al., 2012; Yarnell et al., 2019; Carnaghi et al., 2018; Parmenter et al., 2019; Fagot, 1984).

2.1.2 Gender Non-Conformity

Gender non-conformity, when an individual expresses behaviours perceived to match behaviours of the opposite sex, can challenge the traditional ideals of what “makes” a man or woman and are often visibly expressed by transgender individuals or homosexuals, thereby stressing the importance of an individual perspective on “normal” gender expression in later development, these ideals may change through different cultures and identify specific norms (Martin et al., 2002; Fausto-Sterling, 2012; Martin-Storey & August, 2016). In a Western society, the notion of men and women having fixed roles accompanied by heteronormative behaviours is strongly prevalent, with those who do not adhere to these social expectations experiencing a range of negative reactions, such as social, religious and employment prejudice (Marin-Storey & August, 2016; Duncan et al., 2019; Cook et al., 2013; Li et al., 2016; Freidman & Downey, 1999). Deikman et al. (2004) extend this observation and highlight that, since the 1970s, there has been greater social acceptance of women adopting male-dominated roles, but the reverse has not been met. Due to traditional ideals, men have less flexibility over their gender expression as their position in the gender hierarchy is one of public power (Deikman et al., 2004).

2.2 Traditional Male Gender Expression and Male Mental Health and Wellbeing

2.2.1 Traditional Male Gender Expression

The women’s liberation movement of the 1960s brought awareness of the negative restrictions of traditional femininity, over-time allowing women to redefine some of society’s-imposed gender restrictions and self-imposed ideals associated with femininity in a Western world (Sharpe & Heppner, 1991). Although feminine identity has adapted to fit a variety of expressions (Lee & Lee, 2018; Roberts-Douglas & Curtis-Boles 2013), the traditional male ideal remains strong in modern society and focuses on dominance and power (Mahalik, 1999; Moss-Racusin et al., 2010; Cohen & Zeichner, 2006). The 1970s did see an increase in critiques of traditional sex roles as the source of male behaviour, but questions of masculinity’s variation within Western society did not emerge until the 1980s (Connell & Messerschmidt, 2005). In the mid-1980s, a new sociology of masculinity proposed that multiple masculinities existed and that there was a hierarchy among them (Connell, 2016). Traditional (hegemonic) masculinity was at the top, followed by the subordination of marginalised groups of men and women (Connell, 2016). This

acceptance of multiple masculinities and its relation to identity problems highlighted a plethora of issues because of the negative impacts of traditional masculinity on well-being and mental health (Drioli-Philips et al., 2020; Connell, 2005, Connell, 2014, Roy et al., 2014).

In Western society, the traditional masculine ideal encompasses a range of personality traits and behaviours acted as social norms or expectations (Lee & Lee, 2018; Roberts-Douglas & Curtis-Boles, 2013). Most of these ideals encompass pride, dominance, self-reliance, strength, and control (Roberts-Douglas & Curtis-Boles, 2013; Edwards et al., 2017; Sharpe & Heppner, 1991) positioning men as a figure of strength in society. Roy et al. (2014, p.462) suggest “Masculinities as configurations of social practices enacted by men in alignment with, or in resistance to, a dominant set of ideals”. The subtle use of a plural ‘masculinities’ alludes to the idea that there are varieties of masculine gender expression across society, reflecting the emergence of individual gender perspectives (Martin et al., 2002; Fausto-Sterling, 2012). Masculinity is therefore learnt from the individual’s environment and reflects those norms in order to avoid prejudice for not conforming with societal restrictions (Addis & Mihalik, 2003; Anderson, 2009).

There is a range of perspectives on traditional masculinity. Moss-Racusin et al. (2010) describes traditional masculinity as a tool or key element for obtaining social, economic, and political power, and therefore is at risk for public devaluation. Others highlight the notion of traditional masculinity to be a thing of the past, which has paved the way for shifts within the cultural environment of men expressing different notions of masculinity (Anderson, 2009, Lee & Lee, 2018; Demetriou, 2001). Countering negative notions of masculinity is the suggestion that traditional masculinity encompasses positive attributes to aide male development, like the male ideal as protective, loyal, hard-working, and reliable (Roy et al., 2014). When traditional masculinity is framed positively, it highlights the singularity of many descriptions. Roberts-Douglas and Curtis-Boles (2013) explore how traditional masculinity created an attitude of acceptance in a group of African American men who were being prejudiced against based on their race, socially alienating them from the dominant group in society. They did not have access to the social power associated with being a white man, yet took the positive notions of pride, strength and control found in traditional masculinity and redefined these themes to fit their

feelings of alienation and built a masculine ideal in their community (Robert-Douglas & Curtis-Boles, 2013). Roberts-Douglas and Curtis-Boles (2013) frame this as the emergence of a new type of masculinity but fail to highlight that the same message of toughness, protector and self-control are prevalent regardless of race. Mahalik (1999) expands on the emergence of new masculinities believing that the messages are inter-related, focusing on success and power, but the landscape in which they are being expressed changes over time, opening acceptance to a variety of different forms of masculinity.

Although the masculine ideal does change over time within and between cultures, social sanctions exist for those who choose to disregard the dominant culture and the value placed on being a member of that group (Roy et al., 2014; Lee & Lee, 2018; Moss-Racusin et al., 2010). Further, men not engaging in societal norms not only face public scrutiny but an internal dilemma on how to cope in an environment where the male ideal remains consistent with traditional ideals as normative in society (Seidler et al., 2017; Connell & Messerschmidt, 2005). A greater understanding of the interplay of these different masculine expressions could help shed light on the complex relationship males face with themselves and the wider society (Moss-Racusin et al., 2010).

2.2.2 Masculinities Impact on Wellbeing & Help-Seeking Behaviours

Although the fluidity of gender expression is becoming more accepted, the literature highlights how traditional masculinity has been incorporated into formal systems for helping and communicating with men and is the dominant notion of what makes a man in Western society (Roberts-Douglas & Curtis-Boles, 2013). These same notions have been highlighted to impact a male's mental health and well-being, yet also act as a barrier to seeking professional help (Roy et al., 2014; Berger et al., 2013).

The notion of gender role strain is used to describe the feelings of inadequacy a man may feel when not adhering to the traditional gender norms (Cohen & Zeichner, 2006; Good et al., 1996). This feeling of inadequacy leads through to multiple negative impacts on male well-being, yet the traditional masculine ideal pushes men to deny vulnerability and exhibit behaviours that hide their perceived weakness (Addis & Mahalik, 2003). For example, it has been widely reported that

men perceive feelings of depression or anxiety as a lack of self-control and a threat to their self-esteem and in-turn treat their mental health issues as a weakness over being a sickness (Drioli-Phillips et al., 2020; Mahalik, 1999; Emslie et al., 2006).

Levant (2011) denotes the gender role strain paradigm to three specific categories. The first being Discrepancy Strain, when a male fails to live up their internalised manhood ideal. The second as Dysfunction Strain, when a man fulfils the masculine norms, as many are considered desirable in men, but at the same time produce negative impacts to his mental health, reluctance to seek professional help seems to fall into this category. The last being Trauma Strain, where certain groups, like victims of domestic violence and homosexual men, experience particularly harsh environments that threaten their masculinity (Levant, 2011). This has ultimately created an environment where men seeking help face their own internal dilemma and a society where their experiences are not easily accepted (Addis & Mahalik, 2003; Sharpe & Heppner, 1991; Mahalik, 1999). This perception of mental health and well-being has led to a low rate of help-seeking amongst men (Roy et al., 2014) and normalises the notion that seeking professional help is only a viable option in times of extreme life crisis (Bennett & Jones, 2009).

Alongside the idea that masculinity is a barrier to the individual seeking help is the suggestion that traditional masculine ideals have been ingrained into professional help-services. A historically singular focus on the mental health of women has unintentionally created a poor understanding of men's experiences (Drioli-Phillips et al., 2020; Broverman et al., 1970). Men are not typically identified as a high risk or vulnerable population even though they are three to four times more likely to commit suicide than women (Roy et al., 2014; Bennett & Jones 2009). Sharpe and Hepper (1991) identify a reliance on gender-bias by help services to denote issues of well-being. This gender-bias is exacerbated by traditional gender roles not capturing the complexity of male emotion and reducing emotional responses down to female behaviour, as women are more likely to be able to denote these feelings as mental health and well-being issues like depression and anxiety, where the stoicism and self-reliance some men exhibit leaves these issues unidentified and untreated (Emslie, 2006; Roy et al., 2014, Bennett & Jones, 2009).

Alcohol and drug consumption were highlighted to be a self-directed coping mechanism amongst men struggling with mental health and well-being as well as drug use (Roy et al., 2014; Edwards et al., 2017). Men may also participate in others-directed coping mechanisms, such as through crime and violence, as a mechanism to regain some level of the control they feel they have lost (Cohen & Zeichner, 2013; Jang, 2007). It is important to note that these strategies are often used to avoid seeking professional help (Emslie, 2006). Wong and Moon-Ho (2016) suggest that hypermasculine behaviours are measures of regaining control and are positive for individuals with lesser-extreme problems. Yet, men exhibiting more masculine ideals will take much greater risks and pose a larger threat to their safety and the safety of others. Wong and Moon-Ho (2016) also conclude that conformity to masculine norms was positively associated with negative mental health and inversely related to positive mental health and help-seeking behaviour.

Something that is widely debated is the extent to which men rely on their immediate support networks such as family and friends. Addis and Mahalik (2013) suggest that men do not tend to discuss negative feelings with their friends. Men who associate with other men exhibiting traditional masculine norms believe their friends to be unsympathetic to their situation and less likely to relate to or accept these differences (Addis & Mahalik, 2013; Emslie et al., 2006; Berger et al., 2013).

In contrast, Roy et al. (2014) argue that with the variations in masculine identity being more widely accepted, men are increasingly encouraged to discuss their emotions with their friends, with this being viewed in a positive light and associating the expression of emotion as masculine in itself, i.e., they are more of man for speaking up than staying stoic. In Australia and New Zealand, for example, this is often associated with notions of 'mateship' (Masters, 2018; Harding & Fox, 2015). Also, once a man has experienced depression, they may become more open to discussing emotions and distance themselves from traditional masculinities, making it easier for others in their network to reach out (Emslie et al., 2006).

Drioli-Philips et al. (2020) highlight the use of online forums for help-seeking amongst men. They found these forums to be an important tool for men to authenticate their feelings alongside men experiencing the same or similar situations. They were able to connect with others and establish

their feelings as 'ok', and not a threat to their masculinity (Drioli-Philips et al., 2020). This supports the notion that those experiencing identity devaluation can connect with other devalued individuals, making it easier for them to empathise with others and relate to their situation (Moss-Racusin et al., 2010). However, men can privately confide in their spouse or partner, if it was done in a way that did not directly threaten their masculine identity (Berger et al., 2013; Roy et al., 2014; Addis & Mahalik, 2013). Although not all negative, these behaviours are experienced in lieu or adjacent to seeking professional help and may provide some barriers to men reaching out to professionals for early intervention. Knowledge of the different gender expressions and help-seeking behaviours may be integral to communicating with struggling men and encouraging the uptake of professional services. It is important to note that the majority of the literature focuses on depression and anxiety as expressions of mental health and well-being issues. There is room for expansion into the knowledge of how male victims of other adverse environments and mental states, like domestic violence, seek help and may provide valuable insight to help-service professionals on how to effectively communicate with these men.

2.3 Social Marketing and Communicating Mental Health and Wellbeing Help-Services

2.3.1 Brief History of Social Marketing

The term 'social marketing' first emerged in 1971 by Phillip Kotler and Gerald Zaltman (Kotler & Zaltman, 1971). Through their work, Kotler and Zaltman (1971) created a framework for encouraging positive behavioural change through the adaption of traditional marketing techniques to highlight the needs of the consumer as the initial starting point. The effectiveness of these campaigns revolutionised the communication efforts of sectors, like public health, and widened the scope of the marketing profession to include societal activities (Andreasen, 2003). Social marketing sought to highlight the darker side of commerce, like customer exploitation, and ultimately positioned influence on behaviour as the bottom-line of social marketing efforts (Andreasen, 2003). With increased global economic and social pressures, alongside individuals facing issues of mental and physical health, public health organisations, governments and local agencies are implementing social marketing techniques to influence change for social good (French et al., 2010). Although social marketing continues to face unique challenges from

individuals unwilling to change, and sceptics claiming it to be another capitalist tool (Donovan, 2011), it has proven to encourage collaboration and cooperation with the common goal of positive social change (French et al., 2010; Lee & Kotler, 2016).

2.3.2 Social Marketing and Interventions in Health

Social marketing works to influence people to voluntarily change their behaviours to become healthier, or to improve society in some way (Aras, 2011; Da Silva & Mazzon, 2016). Underpinning social marketing is the notion of voluntary exchange- convincing the customer to adopt products, ideas and behaviours from which they will benefit (Daniel et al., 2009). Social marketing develops and integrates traditional marketing concepts, like awareness and customer satisfaction with approaches that benefit the community, not for a monetary exchange (Mehmet et al., 2020). Significant problems in public health call for individuals to change their behaviour as part of the solution, or interact with health services (Daniel et al., 2006). Therefore, social marketing principles allow for the communication to reach the largest possible group of people, while maintaining a community-based approach- incorporating the recipient as a partner in communication (Aras, 2011; Lefebvre & Flora, 1988). Mobilising the community through social marketing techniques has proven success in the health field (Aras, 2011; Gordon et al., 2006; Mehmet et al., 2020).

Social marketing interventions make the behaviour change appealing, while creating a supportive environment where the change is easy to make (Baptista et al., 2020). Gordon et al. (2006) noted intervention success for nutrition, alcohol, illicit drug use, and physical activity. Aras (2011) also noted success in interventions targeting alcohol, drugs and physical activity, but extended awareness of effectiveness to dental health, home health care, violence, cancer screening, sexually transmitted diseases and occupational health. More recently, Mehmet et al. (2020) highlighted the effectiveness of social marketing intervention in physical and mental health, specifically the effectiveness of telehealth promotion through social media. This literature is just a snapshot of the effectiveness of social marketing and intervention in health.

However, social marketing faced initial resistance from the public health field and is not without comments disagreeing with its overall effectiveness (Grier & Bryant, 2005; Hoek & Jones, 2011;

Lefebvre & Flora; 1988; Cates et al., 2014). Grier and Bryant (2005) note the long-standing complaint that social marketing implements manipulative marketing techniques and adopts a colonial world view. Hoek and Jones (2011) discuss the lack of policy implementation in social marketing interventions and suggest social marketers must first integrate policy into their approach. Cates et al. (2014) highlight how health interventions often take years to be adopted, and effective evaluation of social marketing campaigns are complex to review with intervention effect being challenged by other influences. The notion of campaign effectiveness will be a key topic reviewed in this thesis. Finally, academics often discuss the importance of effective market research prior to implementing a social marketing intervention (Lefebvre & Flora, 1988; Aras, 2011; Grier & Bryant, 2005).

2.3.3 Social Marketing in the Context of Male Mental Health

Help services face a negative demand, with some men actively avoiding undertaking professional help (Rochlen & Hoyer, 2005). Lancaster (1989) discusses how the traditional approach to marketing help services was to focus on the servicescape of the treatment centres to attract potential patients. More recently, Rochlen and Hoyer (2005) and Hopkins and Voaden (2018) highlight that to get men to seek help, practitioners must first work to change the behaviours and attitudes that are acting as barriers. Rochlen and Hoyer (2005, p.676) state:

Cited benefits of implementing marketing principles included generating more precise definitions of various clients' needs, an increased ability to identify opportunities for servicing specific population segments, and the allocation of resources toward programs that are known to be relevant to the concerns of a community

Applying social marketing frameworks can help achieve specific behavioural goals relevant to struggling men and professional help services (Rochlen & Hoyer, 2005; Hopkins & Voaden, 2018). By putting the needs, barriers and attitudes men face when thinking of professional help services first, health services can highlight relevant behavioural interventions that effectively encourage seeking professional help (Sato et al., 2017, Rochlen & Hoyer, 2005).

2.3.4 Problem Recognition

The impact of gender norms may reduce the rate at which men can effectively identify their negative emotions and the need to seek help (Sato et al., 2017; Casey et al., 2018). The stages of change model highlight how individuals will undergo five stages on their way to successful behaviour changes: Precontemplation, Contemplation, Preparation, Action and Maintenance (Rochlen & Hoyer, 2005; Sato et al., 2017). In males, this is increasingly difficult as not only is the individual on their journey of realisation, but they are facing pressures from gender norms to counteract the help-service marketing (Casey et al., 2018). This suggests the importance of sustainable behaviour interventions and adapting messages as the individual moves through their help-seeking journey (Witty & White, 2011; Hopkins & Voaden, 2018; Kirkwood & Stamm, 2006).

2.3.5 The Marketing Mix

Marketing professional help-services to men provides some unique measures and changes to the traditional marketing mix. Through the literature, price is defined in multiple ways. The first being more aligned with the traditional sense of price – the monetary cost for undertaking the services (Lancaster, 1989). Another is the time or energy cost the ‘consumer’ faces when undertaking these services. As they have a greater struggle to see the benefits, the price may be perceived to be too high (Rochlen & Hoyer, 2005). In the case of traditional masculine norms, there is a perceived price to masculinity, with fears around being soft for seeking professional help (Hopkins & Voaden, 2018; Burchell et al., 2012).

In the social marketing of help services the product is either the intended attitude change or encouraging behaviour change, hence, clear definitions need to be available to potential ‘consumers’ (Hopkins & Voaden, 2018). Therefore, in the context of male mental health and well-being, the product is the reduction of the stigma associated with male help-seeking in society. The product could also be the change in attitude around the individuals’ perception of their mental state, as well as the encouragement of seeking professional help-services instead of alternate coping mechanisms.

Place depicts accessibility (Burchell et al., 2012). In male help-seeking interventions, three clear themes emerged for place. Using community-based interventions in order to target the individual and educate their network (Robinson et al., 2014; Burchell et al., 2014; Casey et al., 2018). The use of social clubs, like pubs and sports teams was identified as an effective place measure for male help seeking campaign communications (Witty & White, 2011; O'Brien & Forrest, 2008). From reviewing this literature it became clear that for the intervention to be effective, it needs to be displayed in multiple locations where the most at-risk men frequent. These may be especially effective as they are placed in locations where men have been highlighted to escape to and partake in alternative measures of help-seeking (i.e., drinking) (O'Brien & Forest, 2008; Anderson, 2009).

Male-tailored promotion is more effective. When promoting behaviour change in male help-seeking, the literature suggests that men and notions of masculinity must be at the centre in order to engage in effective discussion (Hopkins & Voaden, 2018; Evans-Lacko et al., 2013; Hammer & Vogel, 2009).

2.3.6 Contemporary Messaging Recommendations

Masculine gender expression can dictate how the individual perceives the relevance of the message (Casey et al., 2018). Different recommendations surrounding messaging have emerged from the literature. Avoidance of emotive language was recommended throughout, highlighting that men do not react well to a high level of emotion in marketing material, instead preferring terminology that alluded to the feelings but was more compatible with traditional masculine roles (Hammer & Vogel, 2009; Rochlen & Hoyer, 2005). Hammer and Vogel (2009, p.308) suggest:

Instead of describing counseling as a time for sharing vulnerabilities and feelings, counselors may want to use language more compatible with traditional masculine gender roles (e.g., “tackle the problem,” “defeat depression,” “team up”) to create an environment in which men will feel more comfortable to explore their problems.

Rochlen and Hoyer (2005) expand on this notion when describing the use of sports terminology in the North American campaign ‘Real Men. Real Depression’. Terminology such as “coach’s corner”, “game plan” and “playbook” as reference to key health links through the campaign,

made the message easy to comprehend and not a direct threat to their masculinity (Rochlen & Hoyer, 2005). However, hard-hitting messages are more effective with a male target audience when discussing suicide (O'Brien & Forrest, 2008). Some state statistical messaging to be more effective when targeting men facing issues of mental health and well-being, highlighting both a covert and overt approach to messaging (Rochlen et al., 2006). Some recommend highlighting the information about the processes that produce negative mental health and well-being, and the likelihood of the individual getting this (Burchell et al., 2012). Others recommended highlighting the biological base to mental health disorders, like depression in order to remove the misconception that depression is the result of weak personal willpower (Hammer & Vogel, 2009).

It has also been suggested that communication around practical activity with a focus on solutions has proved attractive to men facing issues of mental health and well-being (Hammer & Vogel, 2009; Robinson et al., 2014; Casey et al., 2018; Rochlen & Hoyer., 2005). It allows men who struggle to discuss mental health issues to mobilise their journey and over time build support of combining the practical action with communication and traditional help-services (Casey et al., 2018; Robinson et al., 2014).

The importance of source credibility is a common issue in the communication literature (Rochlen & Hoyer, 2005; Kirkwood & Stamm, 2006). As the notion of seeking professional help is stigmatised amongst men who exhibit traditional masculine ideals, one major barrier is breaking through that attitude in a way that reduces stigma and encourages action. Some believe that collaboration with psychologists is perfect for highlighting expert opinion (Kirkwood & Stamm, 2006). Others suggest that using men from the target audiences reference group provides authenticity to the message of the normality of feeling negative emotions (Rochlen & Hoyer, 2005; O'Brien & Forrest, 2008). The use of members from the appropriate reference group, for example of traditionally masculine men, highlights the change in norms and helps break the stigma associated with men seeking help (Burchell et al., 2012; Rochlen et al., 2006).

The above sections identified the role of sex and gender, masculinity and male mental health concerning marketing professional help services to men exhibiting traditional masculine norms.

Taking the perspective that although masculinity is not the driver of negative mental health, it creates new challenges when marketing help-services, could provide insights as to how to communicate with men whose environment has marginalised them, like in cases of domestic violence.

2.4 Male Domestic Violence

The impact of masculinity on mental health and wellbeing followed by interventions to encourage male help-seeking is highlighted above. However, most of this literature focuses on depression and anxiety as the major mental health issues. Domestic violence is an example of trauma strain, highlighted under Levant's (2011) gender strain paradigm. Domestic violence is described as a pattern of abusive behaviours by one or both partners in an intimate relationship, including marriage, dating, family, friends and cohabitation (Drijber et al., 2013). Domestic violence encompasses psychological (name calling and excessive controlling), physical (beating and weapon use), sexual (rape and sexual assault), stalking and financial restrictions (Cho et al., 2020; Cismaru & Lavack, 2010).

A second wave of feminism in 1974 pushed a women's refuge movement with the goal of assisting female victims, challenging male-perpetrated violence and changing women's position in society, including legal protection for females and adequate support services for women and children (Gillan & Samson, 2000). Although beneficial, it highlighted domestic violence as a strictly female problem (Coney & MacKey, 1999). However, the real rates of male domestic violence are hard to quantify as men are less likely to report instances of domestic violence (Drijber, 2013; Henning et al., 2004; Cho et al., 2020). In fact, women have been found just as likely, or slightly more likely to use physical aggression as men (Henning et al., 2004), as well as men being identified to be more likely to experience psychological abuse (Cho et al., 2020). Indicating that the rates of domestic violence may in fact be more equal than previously perceived (Migliaccio, 2002).

When discussing male victims of domestic violence, it is wrong to automatically assume the perpetrator as female. Domestic violence is an issue within the LGBTQIA+ community with men who have sex with other men (MSM) coming forward as victims of domestic violence. The real

rates of domestic violence between MSM are unknown, with some research stating that gay and bisexual men experience IPV at the same rate or higher than heterosexual couples (Goldenberga et al., 2016; Callan et al., 2020). Parry and O'Neal (2015) highlighted in their study that research exploring IPV between same-sex couples estimates the occurrence of IPV between 11-73% of couples, highlighting the clear lack of a definitive answer. However, across literature, researchers believe that IPV between MSM is under researched, and the environment victims face when disclosing abuse is unique (Javaid, 2017; Cruz, 2003; Callan et al., 2020; Goldenberga et al., 2016).

When disclosing IPV, MSM face multifaceted discrimination that can discourage victims from seeking help (Javaid, 2017). One aspect of this discrimination is caused by hegemonic masculinity discussed previously. Although the victim's sexuality goes against hegemonic practices, their gender still holds the masculine social norms of strength in silence (Javaid, 2017; Cruz, 2003). These norms can be imposed upon them or may be internalised, meaning domestic violence is viewed as a normal expression of anger and aggression as per proscribed gender-typical behaviours (Cruz, 2003). Further, as anger and aggression in men is socialised, gay male domestic violence may be perceived as mutual combat, meaning both individuals within the relationship must engage in the violence (Cruz, 2003). However, it is important to note that the notion of mutual combat in same-sex IPV does not equate for the emotional complexity and power dynamic within the relationship dyad.

Unfortunately, due to the history of discrimination against the LGBTQIA+ community, victims of IPV may face a homophobic external environment (Javaid, 2017). This can be displayed through formal services engaging in bias against individuals within the LGBTQIA+ community or in a lack of an informal support system as the individual's family and friends do not agree with, or have knowledge of, the victim's sexual identity (Cruz, 2003; Parry & O'Neal, 2015; Javaid, 2017). Disclosing IPV is difficult regardless of gender and sexuality, but victims in the LGBTQIA+ community face extra obstacles to help-seeking in an environment where more attention is given to heterosexual couples (Goldenberga et al., 2016; Callan et al., 2020).

2.4.1 Emotional Abuse and Men

Emotional abuse, often called psychological abuse, includes but is not limited to intimidation, threats, insults, and humiliation of an intimate partner (Brown, 2019). Emotional abuse is extremely complex and hard to identify (Capezza et al., 2019). Some experiences of emotional abuse include those listed above and can expand toward threats of the perpetrator committing suicide to evoke the victim to stay in the relationship, subjecting the victim to humiliation in front of children, restricting access to children, encouraging suicide or depressive behaviours in the victim and gaslighting, manipulating the victim to feel crazy or question their sense of reality (Brown, 2019; Agbulos, 2017). Adding to the complexity, emotional abuse is hard to identify. Capezza et al. (2017, p.4) compare emotional abuse's visibility to that of physical abuse by stating: "Physical abuse is more blatant and visible; thus, individuals observing a relationship conflict may more easily understand that slapping or kicking is physical abuse, whereas individuals may have more trouble identifying that a perpetrator belittling or threatening their partner is also a form of abuse". This lack of visibility creates a highly complex help-seeking environment.

Although more equivalent rates of emotional abuse exist between men and women, male victims of emotional abuse face similar dilemmas to male victims of the different categories of IPV (Capezza et al., 2017). Emotional abuse in men is often minimized or denied (Brown, 2019; Capezza et al., 2017). This denial can be attributed to the gendered dynamics and roles within an interpersonal relationship (Masci & Anderson, 2017). These roles and expectations create an environment where men are viewed as strong enough to sustain the abuse and conceal their emotions (Agbulos, 2017; Morgan et al., 2014; Capezza et al., 2017; Masci & Anderson, 2017). Capezza et al. (2017) noted in their study of emotional abuse, although perpetrators engaged in the same psychologically abusive act regardless of gender, participants perceived the males' actions more negatively than the females, highlighting a society that does evoke gender bias in their identification of actions of IPV. Hence, male victims are reluctant to disclose their experiences of abuse, with some victims even experiencing anger not only towards the perpetrator of the abuse, but towards formal interventions not acknowledging the impact emotional abuse had on them (Brown, 2019; Agbulos, 2017; Morgan et al., 2014). Further, not only does society minimize the experience of male victims, but the victim may not be able to

identify the abusive behaviour. Masci and Anderson (2017) found that men were more likely to view psychological abuse as more acceptable in interpersonal relationships than women. Although emotional abuse has detrimental effects to the victim's mental health, it does not attract as much attention as physical abuse (Brown, 2019). Current interventions focus on physical abuse, with the majority of literature calling for interventions to remove stigma, and create more awareness to emotional abuse, regardless of gender or sexuality (Agbulos, 2017; Capezza et al., 2017; Masci & Sanderson, 2017).

2.4.2 Sexual Abuse and Men

Global estimates place the prevalence of male rape and sexual violence to lie between 3% and 17% before the age of 18, and 32% and 50% for adult males (Emezue & Udmuangpia, 2020). Despite a strong prevalence, male victims of rape and sexual violence remain a highly stigmatised group (Emezue & Udmuangpia, 2020; Walfield, 2018; Young et al., 2016; Watkins & Bentovim, 1992). The source of said stigma is highly debated across the literature, yet most articles agree on two main influences of male victim stigma; hegemonic masculinity and the historical influence of sexual violence definitions (Emezue & Udmuangpia, 2020; Mulder & Bohner, 2020; Walfield, 2018).

Male victims of sexual violence occupy Connell's (2005) notion of subordinated masculinity- a lesser form of hegemonic masculinity (Connell, 2005; Emezue & Udmuangpia, 2020). Meaning, male rape victims do not fall under the heteronormative view of victimhood and are consequently framed as weak, unmanly, or deviant (Emezue & Udmuangpia, 2020; Watkins & Bentovim, 1992). Hence, it is not uncommon for one to hear: "men cannot be raped", "real men can resist an offender", and "if you are raped you are gay" (Emezue & Udmuangpia, 2020). This theme is consistent with the discourse highlighted through any type of intimate partner violence, or further related to male mental health, discussed in section 2.2. Although current literature agrees that individuals can degrade and blame victims of sexual violence, there is substantial argument as to the extent gender influences these reactions (Mulder & Bohner, 2020; Emezue & Udmuangpia, 2020; Walfield, 2018).

Mulder and Bohner (2020) suggested that victim gender did not influence reactions by bystanders, yet Walfield (2018) and Emezue and Udmuangpia (2020) stated that victim gender perpetuates a specific category of thinking, cemented by rape myths, normalising sexual violence, and slowing the recognition of male rape victims. This further supported Scurlock-Evans' (2019) finding that male victims of female perpetrated sexual violence encounter more stereotypic thinking and greater victim blame, as well as Davies and Rogers (2006) finding that minor sexual violations (like non-consensual kissing) are deemed more acceptable in a male victim and female perpetrator scenario. This manner of thought has created an environment where male victims are reluctant to disclose their experiences of sexual violence in fear of being socially excluded, or lack of belief by those responding (Romano & De Luca, 2001; Walfield, 2018; Emezue & Udmuangpia, 2020).

Definitions and laws surrounding sexual violence largely excluded male victims in the 20th century (Emezue & Udmuangpia, 2020; Young et al., 2016). It was not until the 1980s that men were included as rape victims in the USA (Young et al., 2016). In the 21st century, male sexual violence is still considered rare (Emezue & Udmuangpia, 2020). These definitions further influence the lack of research on male victims (Young et al., 2016; Coxell & King, 1996; Bullock & Beckson, 2011). Male victims of sexual violence remain understudied, with most research focusing of specific sub-sets of male populations like prisons, gay and bisexual men, and the sexual abuse of boys (Walfield, 2018). The research on noninstitutionalised men in the general community lacks (Walfield, 2018; Young et al., 2016). The definitional constructs of sexual violence further perpetuate an environment where male victims disagree with the accepted construct (Emezue & Udmuangpia, 2020; Walfield, 2018). As such, interventions largely focus on female victims, with calls to address male victimisation to solidify effective services and further reduce the stigma surrounding male victims and subsequent rape myths (Emezue & Udmuangpia, 2020; Walfield, 2018; Young et al., 2016; Watkins & Bentovim, 1992).

2.4.3 Financial Abuse and Men

Financial abuse, often called economic abuse, is defined as behaviours that control an individual's ability to acquire, use and maintain person economic resources (O'Brien et al., 2013; Adams &

Beeble, 2019; Sharp-Jeffs, 2015). Traditionally, financial abuse was defined under the construct of emotional abuse (Sharp-Jeffs, 2019). Although financial abuse now stands as its own construct, it is highly correlated with other forms of abuse, further cementing the complex and interconnected landscape IPV victims navigate (Sharp-Jeffs, 2015; Adams & Beeble, 2019; Brannigan, 2007). Across the literature, financial abuse is defined under three categories: financial control, financial exploitation, and financial sabotage. It is important to note that these categories do not stand alone but work in cohesion. Financial control includes restricting access to bank accounts, taking the victims income and financial resources, and providing an allowance to the victim to solely purchase household items and utilities (Sharp-Jeffs, 2015; Brannigan, 2007; Anitha 2019). Financial exploitation includes generating debt for which the victim is liable through fraud, force, or misinformation (Sharp-Jeffs, 2015; Anitha, 2019). Sharp-Jeffs (2015) also notes refusing the contribute to household expenses as a form of financial exploitation. Financial sabotage is when the abuser inhibits the victim from acquiring regular or increased income (Sharp-Jeffs, 2015). Financial sabotage includes sabotaging the victim from acquiring a job by inhibiting education or training, or by inflicting visible injuries so they do not attend interviews or job fairs (Sharp-Jeffs, 2015, Anitha, 2019). Financial sabotage also includes the abuser preventing the victim from maintaining a job through turning up at the place of employment and harassing them or their co-workers, or constantly calling throughout the workday (Sharp-Jeffs, 2015).

Like other forms of IPV, the consequences of financial abuse are long-term and damaging. Financial abuse is designed to create a dependence on the perpetrator, limiting access to vital resources for the victim and further influencing them to stay in the abusive relationship (Sharp-Jeffs, 2015; Eriksson & Ulmestig, 2017; Anitha, 2019; Postmus, 2018). If the victim does leave the relationship, they may lose their possessions, have no assets in their name and potentially face immediate homelessness (Sharp-Jeffs, 2015). Furthermore, their long-term financial stability has been destroyed by their ex-partner making it difficult to access credit and mainstream financial services (Sharp-Jeffs, 2015). Like the other forms of IPV, financial abuse impacts the victims psychological and physical health through the stress associated with potential poverty, a drastic change in environment and facing an uncertain financial future (Sharp-Jeffs, 2015). Although the

consequences of financial abuse are clear, the impact of gender has not been explored in any depth, with the topic of financial abuse itself taking a back seat to research on physical abuse (Postmus et al., 2018; Sharp-Jeffs, 2015). Of note is the rhetoric used through the studied literature and the implementation of the heteronormative view of the perpetrator being male and the victim being female. Sharp-Jeffs (2015) notes that this gendered rhetoric may be consistent with the normative view that men are expected to take charge of money, which is consistent with Postmus et al. (2018) highlighting the financial abuse is gendered due to the gendered nature of care within the household. As such, it may be assumed that potential male victims may struggle with disclosure and reporting of financial abuse as this is in direct opposition of the hegemonic reality, as previously discussed in other categories of IPV.

2.4.4 Elder Abuse and Men

IPV of older gentleman is often categorised under elder abuse. Prior to the 20th Century, elder abuse was excluded from considerations of domestic or family violence (Malley-Morrison & Hines, 2004). Elder abuse became more prevalent in the mid-1970s with the introduction of the term 'granny bashing' but is now internationally recognised as an extensive and serious problem that requires urgent exposure and attention from health, policy, social welfare agencies and the general public (Pillemer et al., 2016; Roberto, 2016). An estimated 10% of the elderly U.S population experience some form of elder abuse (Pillemer et al., 2016; Roberto, 2016). Yet, research indicates that the issue of elder abuse is severely underreported (Dong, 2015; Roberto, 2015). Roberto (2015) noted the reasons victims of elder abuse are reluctant to disclose. These reasons include embarrassment, belief that they are responsible for the abuse, fear the perpetrator may harm them more, fear of being placed in a nursing home, not recognising their situation as abusive, a lack of understanding or knowledge of the services available to them after disclosing the abuse, and acceptance of the abuse (Roberto, 2015). The fear of disclosure is a common theme throughout the literature surrounding IPV, with most victims fearing some form of social sanctions, exclusion, or lack of knowledge of the services available to help them.

Elder abuse is similar to other forms of IPV through it encompassing physical, emotional, sexual and financial abuse of an elder (Dong, 2015; Pillemer et al., 2016; Han & Mosqueda, 2020). Elder

abuse differentiates itself from the other forms of IPV through the inclusion of neglect. Neglect encompasses the failure by a caregiver (caregiver neglect) or by the individual (self-neglect) to provide the older adult with life necessities which can result in severe health consequences including, but not limited to; becoming underweight, being frail, an unclean appearance, or dangerous living conditions (Dong, 2015; Pillemer et al., 2016; Hans & Mosqueda, 2020; Jackson, 2007; Malley-Morrison & Hines, 2004). The consequence of elder abuse has a profound impact on the victims psychological and physical health, including long term health impacts like new or exacerbated health problems, hospitalisations, premature institutionalisations, and a hastened death (Roberto, 2016; Dong, 2015).

Regarding gender differences between the prevalence of elder abuse, Roberto (2016) highlights that woman are more often identified as victims of elder abuse, potentially due to a longer average lifespan, but older men cannot be excluded from research and intervention practice. Research into elder abuse and interventions is largely understudied (Dong, 2015). Yet recently to better understand elder abuse in the context of COVID-19, Hans and Mosqueda (2020) identified that multiple communication methods can be leveraged to minimise the prevalence of elder abuse and increase reporting through mobilising the medical community and telehealth approaches to reach the elderly in isolation. Further, Hans and Mosqueda (2020) suggest larger penalties for elder abuse at a societal level, with the creation of individualised safety plans that incorporate the wishes and preferences of the elderly, protection of their autonomy and a reduction of the reliance on other people. Although, in theory, these methods provide an insightful roadmap to potential outreach, little to no evidence into the effectiveness of interventions exist.

2.4.5 Male Help-Seeking for Domestic Violence

Although domestic violence has been proven to lead to both negative physical and mental health, men are less likely to report or seek professional help for issues of domestic violence until severe cases of victimisation (Cho et al., 2020; Drijber et al., 2013; Tsui et al., 2010). One barrier to help-seeking is the fear of disclosing that they are being abused (Huntley et al., 2019). This entails multiple facets of fear including fear of not being believed by practitioners; fear of being falsely

accused by the perpetrator as well as fear of having no-where to go (Huntley et al., 2019). Men also do not seek help as being victims of domestic violence directly challenges their masculinity (Huntley et al., 2019; Tsui et al., 2010). Domestic violence is often perceived as physical violence and men are viewed as being able to fight back (Tsui et al., 2010; Huntley et al., 2019). However, this does not encompass male on male domestic violence or account for the fact that men are more likely to experience psychological violence (Cho et al., 2020). This highlights how masculinity acts as a barrier to help-seeking in men outside of the areas of depression and anxiety highlighted in the former sections.

Commitment to the relationship has also been highlighted as a barrier to help-seeking. Men tend to be more concerned about the perpetrator, and fear losing contact or custody with children (Huntley et al., 2019). This leads to continued denial of the abuse, and diminished confidence when help-seeking (Huntley et al., 2019; Tsui et al., 2010).

2.4.6 Interventions of Domestic Violence in Men

In most domestic violence interventions, women are the victims and men the perpetrators (Cismaru & Lavack, 2010; Drijber et al., 2013). There are interventions that target men, but these tend to be involving them in stopping domestic violence against women (Gadd et al., 2014; Flood, 2011). As men are not likely to seek help until severe victimisation has occurred (Cho et al., 2020), there is a strong need for early intervention.

In the case of domestic violence, men perceive the help services to be designed for women and inappropriate for men to use, even if it was designed for all victims of domestic violence (Huntley et al., 2019; Drijber et al., 2013). Men remain unaware of what is available to them (Cho et al., 2020). This highlights the need for effective social marketing communications highlighting what is available, however, the environment surrounding male domestic violence creates unique challenges, indicating that society has not adapted services to fit men's needs (Drijber et al., 2013). Cho et al. (2020, p.715) highlights this issue:

Low help-seeking rates both for formal and informal help among male survivors have been explained by minimization of their IPV (intimate partner violence) experiences,

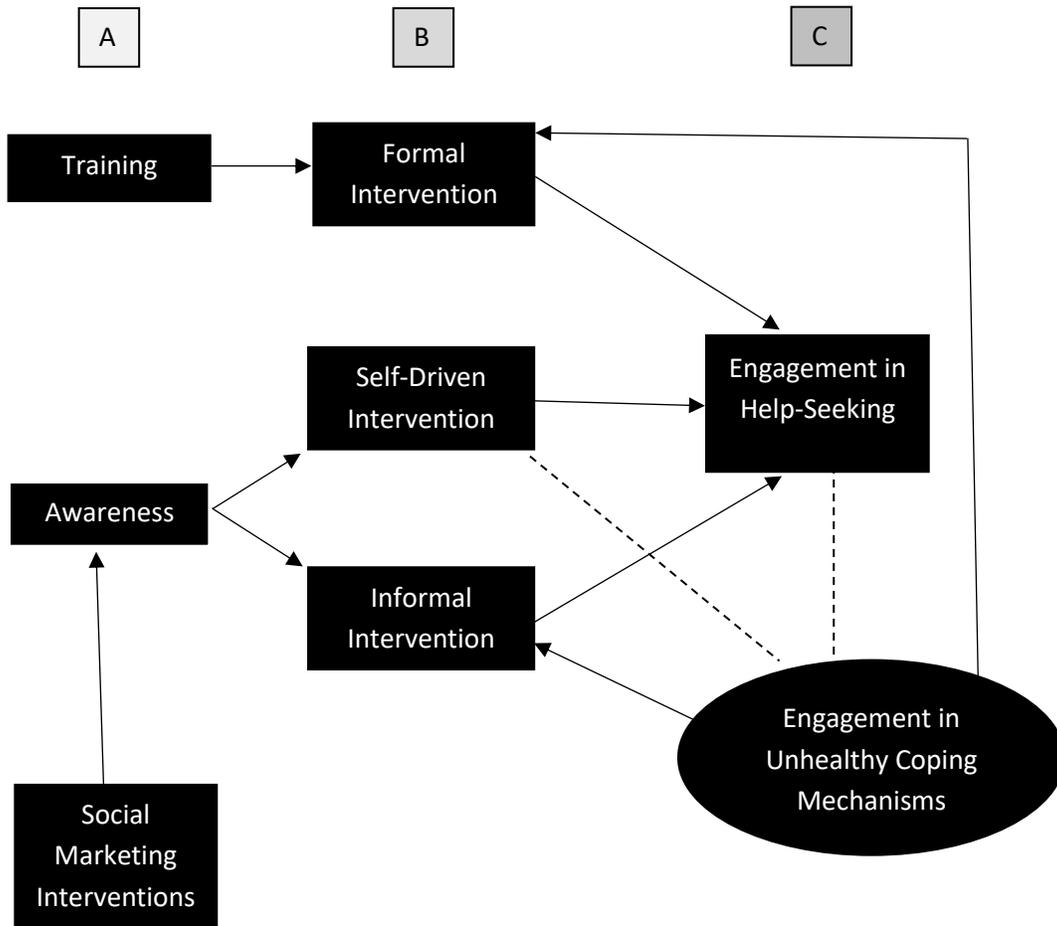
societal expectations of masculinity and male dominance, and a lack of receiving proper attention and services from help sources that might primarily be designed for women.

Tsui et al. (2010) conducted a survey measuring responses of male victims of domestic violence to help-services and provided recommendations of how to further encourage help-seeking for domestic violence in men. Regarding social marketing interventions, Tsui et al. (2010) highlighted the importance of breaking through the stigma associated with domestic violence and raise awareness that male abuse victims need assistance too. However, there are very few campaigns that do this. Cismaru and Lavack (2010) researched 20 domestic violence campaigns across five English speaking countries, Canada, the United States, the United Kingdom, Australia, and New Zealand, and found only one to have direct communication with male victims of domestic violence: The *Domestic Abuse Helpline for Men and Women* in the United States. This campaign spoke out against the social norms restricting men from seeking help and raised awareness of the methods of help-seeking (Cismaru & Lavack, 2010). Nevertheless, little is understood about effective interventions regarding male help-seeking or the effectiveness of existing campaigns, highlighting a clear need for research. Cho et al. (2020, p.725) recently stated:

Finally, more attention needs to be given to male survivors. While it is well established that IPV is predominantly violence against women, this does not mean that males are immune to it. Research is needed to explain the overall processes of help-seeking for male survivors and socio-cultural influences; practitioners need to be better prepared to address the existence of male survivors and their potentially unique needs.

Based on the above information, the help-seeking of male victims of domestic violence can be split into three directions: self-driven intervention influenced by actual knowledge of the issue or knowledge of destructive behaviours, formal intervention influenced by legal, police, and health intervention at the time of the domestic violence act or in response to self-destructive behaviours by the victim, and informal intervention by family, friends or acquaintances influenced by knowledge of the domestic violence act or self-destructive behaviours. Figure 2 highlights the unique environment of male victims help-seeking for domestic violence and further explores the relationship between each.

Figure 2 The Help-Seeking Environment for Male Victims of Domestic Violence



Within part C lies the gap for this research. There is little to no information surrounding the effectiveness of social marketing campaigns targeting male victims of domestic violence. These social marketing campaigns influence the knowledge of not only the victim, but the victims key support network. Through evaluating the effectiveness of social marketing campaigns, information surrounding the best ways to communicate with victims can be identified and employed in future campaigns. In creating effective social marketing campaigns, more light is brought to the issue of domestic violence and further creates an environment free from stigma, regardless of the victim, or perpetrators gender.

2.5 Chapter Summary

This chapter provided a foundation of the current knowledge surrounding male mental health and their help seeking process. To provide insight into how masculinity impacts male mental health, this chapter began with discussion of sex and gender determination and the development of gender role expression. After defining gender expression, masculinity and the nuanced environment was explored in relation to male mental health and their subsequent help seeking. Finally, the challenge of marketing help services to a community where dominant gender norms inhibit awareness of need and uptake of help services was explored (Drioli-Philips et al., 2020).

Finally, domestic violence and the sub-categories of domestic violence was defined and explored in relation to the current understandings and gender perceptions. The understanding of each sub-category of domestic violence was explored in relation to male victimhood and the current understanding of male victims within that context of domestic violence. This chapter provided the reader with the relevant context of male victims of IPV and highlighted the critical gap this thesis seeks to fill.

Chapter 3 Methodology

Using a definition adopted from the Cochrane Collaboration, an international network of professionals dedicated to producing quality systematic reviews of the effectiveness of healthcare (Shepherd, 2009), Moher et al. (2009, p.874) define a systematic literature review as ‘a review of a clearly formulated question that uses systematic and explicit methods to identify, select and critically appraise relevant research, and to collect and analyse data from the studies that are included in the review’. A systematic literature review synthesizes relevant research findings, as stated above, but also uncovers areas that require more research, informs policy and practice, provides an overview of a certain issue, and can help determine an agenda for potential future research (Snyder, 2019).

In social marketing and health interventions, systematic reviews identify and collate important evidence supporting the effectiveness of current and past interventions (Kubacki et al., 2017). Systematic reviews allow for a collation of up-to-date, broad scale findings related to social marketing interventions, whilst also minimising bias through the collection and review stages (Stead et al., 2007; Truong, 2014). The conduct of systematic reviews is well established in social marketing and health marketing. Such reviews include assessing the effectiveness of social marketing principles, theory and research (Stead et al., 2007; Truong et al., 2014; Raluca Luca et al., 2010; Flaherty et al. 2020). In health interventions and marketing, systematic reviews are established to measure the effectiveness of current campaigns. These campaigns range from well known issues and needs, such as increasing physical activity (Xia et al., 2016; Kubacki et al., 2017), to the analysis of more stigmatised issues like tobacco use and the spread of infectious and sexual diseases (Almestahiri et al., 2017; Olawepo et al., 2019; Pastrana et al., 2020).

Systematic reviews have a wide use in the context of domestic violence already. These systematic reviews target different areas and types of domestic violence. The current reviews are inclusive of researching the prevalence of IPV and the experiences of IPV victims and witnesses (Alhabib, 2010; Pingley, 2017). These reviews expand into the experiences of the health services available to victims, and even measure intervention programmes for perpetrators and victims of IPV (Robinson & Spilsbury, 2007; Akoensi et al., 2012; Warshaw et al., 2013). The reviews account for

different geographical locations, and specific circumstances, including the COVID-19 pandemic (Keser Ozcan et al., 2016; Hajnasiri et al., 2016; Abdo et al., 2020; Piquero et al., 2021; Javed & Mehmood, 2020).

Although the use of systematic reviews in IPV is well established, little analysis exists regarding male victims, highlighting the gendered issue of IPV research. When inputting the search string: “systematic review” AND “domestic violence” into Google Scholar, 80,300 results are identified. When segmenting those reviews to establish a connection to just male victims this result dramatically changes. When inputting the same search string but including “male victim” the results decrease to only 500 publications. The following chapter outlines the rationale for utilising a systematic review, and further identifies the process the researcher undertook to identify the literature to be screened and used.

3.1 Rationale

This research is seeking to identify evidence-based recommendations to inform future social marketing interventions. As far as can be ascertained, a systematic review is yet to be conducted on this specific issue and would appear to be an essential prerequisite for future research into male responses to domestic violence and the formation of interventions that will have a visible impact. Hence, this thesis aims to examine previous research to collate and examine the current understanding and effectiveness of the social marketing interventions targeting male victims of domestic violence.

3.2 Development of Review Protocol

Systematic reviews provide a protocol to effectively drive accurate results. The following section outlines the procedure the researcher followed to develop the final protocol for this thesis. The *preferred reporting items for systematic literature reviews and meta-analyses* (PRISMA-P) framework (Moher et al., 2015) was employed to develop the said protocol and is described in more detail in section 3.3.2.

3.2.1 Scoping Review

Jesson et al. (2011, p.15) define a scoping review as a review that:

...documents what is already known, and then, using a critical analysis of the gaps in knowledge, it helps to refine the research questions, concepts, and theories to point the way to future research. It is also used as the first step in refining the questions for a subsequent systematic literature review.

Hence, to better understand the background and issues of male help-seeking, masculinity, and domestic violence a scoping literature review was initially conducted by the researcher. The initial scoping review helped to define the scope of the current problem as well as any gaps within the knowledge. This knowledge was then used to assist in the development of the review protocol, search terms, and necessary databases to search.

3.2.2 Expert Panel

A key step in a systematic review is creating an expert panel, often referred to as an advisory group or steering group (Petticrew & Roberts, 2006). Expert panels are key to increase the depth of the search outside of electronic databases (Bambra, 2011) as well as better understand the subject area. The Cochrane Collaboration (2021) highlight the need for an advisory group to produce a high-quality review which may then become more relevant to the end reader or potential users. Expert panels include individuals with expertise in the topic area and provide a convenient way of incorporating potentially relevant stakeholders, specifically in topics where opinions can differ- such as domestic violence (Henderson et al., 2013; Lasserson et al., 2019). Advisory groups also allow key access for the researcher to the group members' knowledge of existing studies, their knowledge on the topic, including specific definitions and contexts, and identification of key locations to search for studies (Armstrong et al., 2011).

Alongside the supervisory team and their extensive personal networks, as well as outside research, three key people were identified to establish an advisory group for this review. These individuals represented three key areas associated with the issue of domestic violence. This includes an academic researcher, with expertise in the healthcare sector. A registered psychologist, with extensive experience in trauma and family-related violence, and a key

advocate and advisor to an external group associated with interventions in domestic violence. All participants were asked to work in association with the researcher to build key words and definitions, they were also asked to comment on the future applicability and need for this research.

In person and online meetings were arranged with the expert panel. During which, they were asked to provide insights into their experience in the field, and their feedback regarding the scope of the project, research questions and potential definitions. The research proposal was provided to the expert panel prior to this meeting. In one specific case, a panel member with extensive knowledge of systematic review protocol was met with multiple times to further discuss database use and potential search frameworks.

3.2.3 Incorporation of Grey Literature

During the initial scoping literature review, it became evident to the researcher that the incorporation of grey literature would be essential to increasing the potential reach of this research project. The term 'grey literature' often refers to literature published outside traditional, academic commercial publishing (Lefebvre et al., 2019; Haddaway et al., 2015). Due to the nature of domestic violence, and variety of opinion related to instances of male victimhood, including grey literature in this project was regarded as providing essential access to reports potentially not included in peer-reviewed journals. Further, since the development of systematic review protocol, the inclusion of grey literature has become increasingly imperative to the production of a sound research project.

As Haddaway et al. (2015, p.3) highlight: "The inclusion of grey literature is a central tenet of systematic review methodology, which aims to include all available documented evidence and reduce susceptibility to bias". Although grey literature is oftentimes unreliably categorised and calls for attention to detail during eligibility testing, its inclusion is a key tool in reducing publication bias in the systematic review (Haddaway et al., 2015; Hartling et al., 2017). Publication bias refers to the tendency for significant, positive research to be published over non-significant or negative research and can lead to the increased likelihood of overestimating potential effect sizes in research (Haddaway et al., 2015).

The international bibliometric database 'Google Scholar' was included in this researcher's review process in order to assist in the identification of potentially relevant sources of grey literature. As Google Scholar is free to use, and collates results from across the Internet, it has received considerable attention towards its efficacy in the systematic reviews (Haddaway et al., 2015; Hartling, 2017). Although, it has been found to be highly effective to identify grey literature, it must be used in conjunction with academic databases when completing a systematic review (Haddaway et al., 2015; Hartling, 2017). Section 3.3.2.2 below outlines the information sources used in this research, alongside Google Scholar.

3.3 Conducting the Review

Although there is no standard definition for a systematic review and meta-analysis protocol, researchers tend to agree on the core principles and guiding beliefs that drive a thorough and effective systematic review (Kneale et al., 2019; Liberati et al., 2009; Moher et al., 2015). Hence, this research seeks to adhere to the following set of guiding principles.

- The research shall follow a transparent process and research protocols.
- The research objectives and questions that the review seeks to answer is clearly framed.
- The search is systematically carried out, in a reproducible manner, to identify all studies in the field of research that meet outlined eligibility criteria.
- Evaluation of the validity of identified documents will adhere to outlined inclusion criteria.
- The report will include a clear and systematic presentation of what was planned, completed, and found.

3.3.1 Research Objectives

Tranfield et al. (2003, p.208) describe a literature review as a tool to "enable the researcher both to map and to assess the existing intellectual territory, and to specify a research question to develop the existing body of knowledge further". Regarding this research, the objective is to systematically review social marketing communications with respect to men's help-seeking behaviours and domestic violence. This research is undertaken to better understand the available

information about male help-seeking for domestic violence and provide a base for future research into the effectiveness of social marketing interventions targeting male victims of domestic violence. To meet these objectives, systematic identification and evaluation into available information sources was undertaken to identify successful methods of communication and behavioural interventions that may be used to improve the quality of social marketing communications and domestic violence campaigns targeting male victims, and the uptake of help-services. The research questions include:

1. How do identified article characteristics, including authorship, publishing year and journal describe the issue of male victims of domestic violence?
2. What type of communication or behavioural intervention is positively correlated to the uptake of help services for male victims of domestic violence?
3. In what ways can the understandings of objective one and two influence future social marketing interventions targeting male victims of domestic violence?

3.3.2 Search Framework and Strategy

3.3.2.1 Framework- PRISMA (Include checklist)

A systematic literature review synthesizes relevant research findings, as noted above, but also uncovers areas that require more research, informs policy and practice, provides an overview of a certain issue, and acts as an agenda for potential future research (Snyder, 2019). Systematic reviews have long been used as a research tool in the health and social sciences and are increasingly used in social marketing (Kubacki & Szablewska, 2019). This systematic literature review follows the *preferred reporting items for systematic literature reviews and meta-analyses* (PRISMA). Updated from the 1996 QUOROM statement in 2005, PRISMA provides a 27-item checklist outlining how to produce a sound systematic literature review from the title through to funding (Moher et al., 2009; Liberati et al., 2009). PRISMA was further developed to the PRISMA-P guidelines in Moher et al. (2015) *preferred reporting items for systematic literature reviews and meta-analyses (PRISMA-P) 2015 statement*. This research will use the PRISMA-P Checklist to form the protocol for the review (table 1). As recommended in Moher et al. (2015), this checklist was

used in conjunction with Shamseer et al. (2015) *Preferred reporting items for systematic review and meta-analysis protocols (PRISMA-P) 2015: elaboration and explanation* for further direction of protocol development.

3.3.2.2 Information sources

This research implemented the use of multiple electronic databases for the search process. The chosen sources were selected due to their wide use in the health sector as well as access to a variety of multi-disciplinary sources in the psychology, help-service field. The databases specific to health and psychology include PubMed and CINAHL. SCOPUS was chosen due to its wide access to a variety of journals across multiple disciplines. Google Scholar was specifically chosen due to the wide variety of ‘grey literature’ available through said database. ‘Grey literature’ is especially important due to the nature of domestic violence and the wide variety of stakeholders potentially included within intervention, outside of academia. The databases were systematically search through the advanced search function available on all databases. Table 2 depicts the databases searched for this thesis, and their primary field of research. A variety of these databases were identified in conjunction with the supervisory team and expert panel.

Table 1 Databases Implemented

Database	Field
Google Scholar	Multi-disciplinary
Cumulative Index to Nursing and Allied Health Literature (CINAHL)	Nursing
National Library of Medicine (PubMed) & (MEDLINE)	Biomedical
SCOPUS	Science, Engineering, Medicine, Social Sciences & Arts

Table 2 PRISMA-P 2015 Checklist

<u>Section/Topic</u>	<u>Item #</u>	<u>Checklist item</u>
ADMINISTRATIVE INFORMATION		
Title		
Identification	1a	Identify the report as a protocol systematic review
Update	1b	If the protocol is for an update of a previous systematic review, identify as such
Registration	2	If registered, provide the name of the registry (e.g., PROSPERO) and registration number
Authors		
Contact	3a	Provide the name, institutional affiliation, and email address of all protocol authors; provide physical mailing address of corresponding author.
Contributions	3b	Describe contributions of protocol authors and identify the guarantor of the review
Amendments	4	If the protocol represents an amendment of a previously completed or published protocol, identify as such and list changes; otherwise, state plan for documenting important protocol amendments.
Support		
Sources	5a	Indicate sources of financial or other support for the review
Sponsor	5b	Provide name for the review funder and/or sponsor
Role of sponsor/funder	5c	Describe the roles of funder(s), sponsor(s), and/or institution(s), if any, in developing the protocol
INTRODUCTION		
Rationale	6	Describe the rationale for the review in the context of what is already known
Objectives	7	Provide an explicit statement of the question(s) the review will address with reference to participants, interventions, comparators, and outcomes (PICO).
METHODS		
Eligibility criteria	8	Specify the study characteristics (e.g., PICO, study design, setting, time frame) and report characteristics (e.g., years considered, language, publication status) to be used as criteria for eligibility for the review
Information sources	9	Describe all intended information sources (e.g., electronic databases, contact with study authors, trial registers, or other grey literature sources) with planned dates of coverage

Search strategy	10	Present draft of search strategy to be used for at least one electronic database, including planned limits, such that it could be repeated
Study records		
Data Management	11a	Describe the mechanism(s) that will be used to manage records and data throughout the review
Selection process	11b	State the process that will be used for selecting studies (e.g., two independent reviewers) through each phase of the review (i.e., screening, eligibility, and inclusion in meta-analysis)
Data collection process	11c	Describe planned method of extracting data from reports (e.g., piloting forms, done independently, in duplicate), any processes for obtaining and confirming data from investigators
Data items	12	List and define all variables for which data will be sought (e.g., PICO items, funding sources), any pre-planned data assumptions and simplifications
Outcomes and prioritization	13	List and define all outcomes for which data will be sought, including prioritization of main and additional outcomes, with rationale
Risk of bias in individual studies	14	Describe anticipated methods for assessing risk of bias of individual studies, including whether this will be done at the outcome of study level, or both; state how this information will be used in data synthesis
Data Synthesis		
	15a	Describe criteria under study data will be quantitatively synthesized
	15b	If data are appropriate for quantitative synthesis, describe planned summary measures, methods of handling data, and methods of combining data from studies, including any planned exploration of consistency (e.g., I^2 , Kendall's tau)
	15c	Describe any proposed additional analyses (e.g., sensitivity or subgroup analyses, meta-regression)
	15d	If quantitative synthesis is not appropriate, describe the type of summary planned
Meta-bias(es)	16	Specify any planned assessment of meta-bias(es) (e.g., publication bias across studies, selective reporting within studies)
Confidence in cumulative evidence	17	Describe how the strength of the body of evidence will be assessed (e.g., GRADE)

Source: Moher et al., 2015

3.3.2.3 Key Search Words

Through the initial scoping literature review (Section 2), information surrounding the rhetoric associated with domestic violence and help-seeking was established. The scoping review made the complexity surrounding male victimhood and help-seeking apparent and with this knowledge, drove the formation of keywords. In conjunction with the supervisory team and expert panel, appropriate search words were formed for this research. A combination of the words detailed below were used to develop search strings for databases. Which were then implemented into identified databases to measure the responses gathered from each one.

Note: "" is used to search for the extended forms of specific words. i.e., "intervention*", interventions.*

"Violence", "abuse", "domestic violence", "intimate partner violence"

OR

"intimate abuse", "emotional abuse", "coercive control", "mental abuse", "psychological abuse"

OR

"financial abuse", "economic control"

OR

"gay-male domestic violence", "male on male violence", "husband battering", "female on male violence", "female to male violence"

AND

"male", "men", "man", "adult-male victim", "male victim*"

AND

"help seeking", "help seeking behaviour*", "treatment seeking", "treatment seeking intention*"

AND

“intervention*”, “social marketing intervention*”, “social marketing communication*”, “campaign*”, “help service communication*”, “health marketing”

AND NOT

“male perpetrator”, “male on female”

During the initial testing phase, the term “domestic violence” identified results regarding male perpetrators and female victims. Paired with “help-seeking” turned results of male perpetrators seeking help. Due to this research focusing on male victims of domestic violence, these results would not prove pertinent to the study. Hence, the “AND NOT” phrase was included to filter out articles focusing on male on female violence. This search also returned results focusing on male perpetrators seeking help to stop their violent actions against their domestic partner. Further the use of “violence” and “abuse” returned results that would not be relevant to this research and provided upwards of 1,000,000 different results. Hence, these keywords were ultimately excluded to narrow the search down.

The terms “male”, “men”, and “man” were excluded for the same reasoning as “abuse” and “violence”. These terms were too broad to narrow results down to the specific issue this research is facing. The term “adult-male victim*” and “male victim*” were still included to capture the idea of male victimhood. After the pilot search, more options for keyword “male victim*” were identified and added to the final search string to capture more articles.

After the pilot searching, with various search strings implemented, an example of the search string used in SCOPUS is highlighted below.

```
( TITLE-ABS-KEY ( ( "domestic violence" OR "intimate partner violence" OR "intimate abuse" OR "emotional abuse" OR "coercive control" OR "mental abuse" OR "psychological abuse" ) ) AND TITLE-ABS-KEY ( ( "gay-male domestic violence" OR "male on male violence" OR "husband battering" OR "female on male violence" OR "female to male violence" ) ) AND TITLE-ABS-KEY ( ( "male victim*" OR "against men" OR "against males" OR "battered men" ) ) AND TITLE-ABS-KEY ( ( "help seeking" OR "help seeking behaviour*" OR "treatment seeking" OR "treatment seeking intention*" ) ) AND TITLE-ABS-
```

KEY (("intervention*" OR "social marketing intervention*" OR "social marketing communication*" OR "campaign*" OR "help service communication*" OR "health marketing")) AND NOT TITLE-ABS-KEY (("male perpetrator" OR "male on female violence"))

This search string identified a variety of results that were not indicative of the issue of male victims of domestic violence. After consultation with the supervisory team, it was decided to create multiple searches relevant to the different categories of IPV. The intention was to streamline results relevant to social marketing and male victimhood. An example of the final domestic violence search inputted into SCOPUS below:

TITLE-ABS-KEY ("domestic violence" OR "intimate abuse" OR "intimate partner violence") AND TITLE-ABS-KEY (intervention* OR campaign* OR marketing) AND TITLE-ABS-KEY ("male victim*") AND NOT ("female victim")

The final searches per each category of IPV and adjusted to fit the search functions of each database is found in the appendices.

3.3.3 Eligibility Criteria

Articles identified in the databases listed in table 2 will be subject to a process of screening and review. Initially, articles will be assessed based on the selection criteria outlined below in section 3.3.3.1. After initial examination, articles will be included for further screening or excluded based on their failure to meet specified criteria. Selection criteria was identified in conjunction with the supervisory team.

3.3.3.1 Study Characteristics

Articles will be eligible for inclusion if they:

- Use a population or participants that have been involved in, or are still involved in, the help-seeking of male victims for domestic violence.
- Use an adult-male population who have experienced domestic violence or sought help via specific interventions.

- Present findings on the effectiveness of social marketing interventions for the help-seeking of male victims of domestic violence.
- Present findings on applying social marketing theory to interventions focused on male help-seeking for domestic violence.
- The article shows no signs of researcher bias that has altered results. Other forms of bias may be less significant, such as individual opinion, but shall be accounted for. However, this may not lead to exclusion.
- Are written in English (unless translation to either language is possible)

No restrictions were placed on time-period. This decision was made by the researcher, in conjunction with the supervisory team, as the change in available information and rhetoric would like to be research to view a change over time, in conjunction with the change of available information.

No restrictions were placed on the study setting as domestic violence is a world-wide issue. However, the notion and acceptance of male victimhood in domestic violence changes in different cultural settings, the researcher viewed this information as pertinent to understanding how and why specific interventions were effective, or not.

No restrictions were placed on publication status or type of research as the inclusion of grey literature is significant to this research. As discussed earlier, although grey literature is oftentimes unreliably categorised and calls for attention to detail during eligibility testing, its inclusion is a key tool in reducing publication bias in the systematic review (Haddaway et al., 2015; Hartling et al., 2017). Further, some external organisations, like government agencies or independent advocacy organisations may publish relevant articles that limiting the search by publication status would immediately exclude.

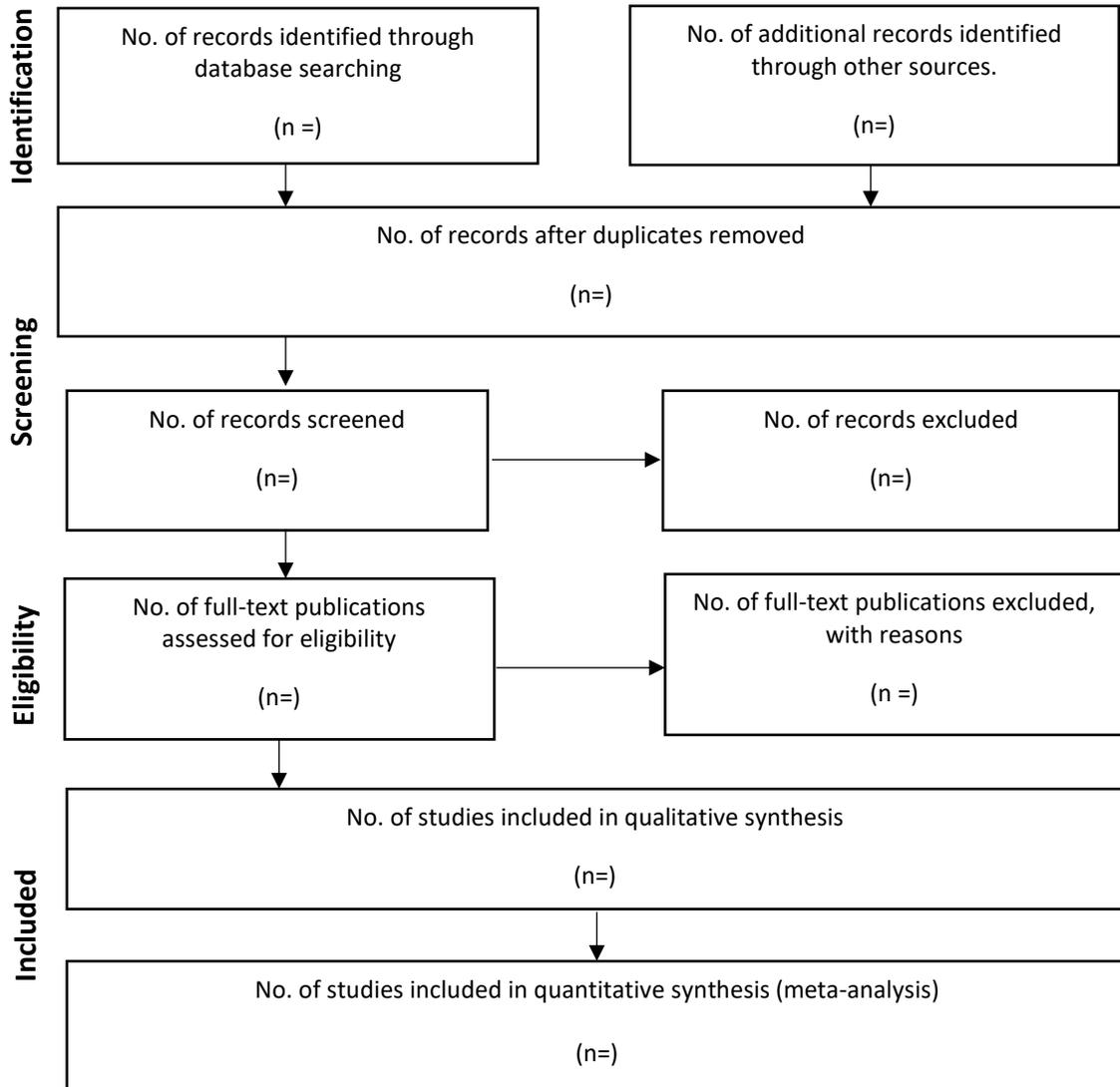
No restrictions were place on the methods implemented in the article studies as the goal of this research is the synthesise current knowledge to create a more accurate snapshot of specific interventions, including the method followed by identified interventions.

3.3.3.2 Selection Process

During keyword searching, citations of articles were downloaded to the citation tool, Endnote, for ease of data storage. Once identified, all duplicate citations will be removed. This will be completed for all articles identified through forward and backward searching too. For this research, the selection process will follow the PRISMA-P flowchart as the framework for reporting (figure 3).

- **Title and abstract screening:** The titles and abstracts of identified articles will undergo initial screening of the titles and abstracts. These titles and abstracts will be reviewed against outlined inclusion criteria. If the articles relevance to the research is undetermined during this initial screening, it will be included for further screening until its eligibility is clearly determined.
- **Retrieval and screening of full text articles:** After titles and abstracts have been screened, and ineligible articles excluded, each included article's full text will be obtained. The full text copies will be further screened against the selection criteria.
- **Data extraction:** After full text screening, the remaining articles data will be extracted. Data that pertains to the population studied, issue in question, study characteristics, and findings will be extracted. Further, application of social marketing theory will be judged, as well as overall intervention effectiveness.
- **Study appraisal:** Articles will be appraised based upon their overall quality and readability. This is especially important for articles included that fall under grey literature as they may not have been peer reviewed. During this process, potential researcher bias will also be identified. Overall, each study will be appraised on how much it meets selection criteria.
- **Data analysis:** During this staged, information identified during the data extraction stage will be summarised. Available statistics will be averaged across studies to provide a snapshot of the current knowledge surrounding the effectiveness of social marketing interventions targeting male-victims of domestic violence.

Figure 3 PRISMA Screening Process Flowchart



Source: Moher et al. (2009, p.339)

3.4 Document Identification

Using the predefined criteria, CINAHL, SCOPUS, PubMed, and Google Scholar were searched using different combinations of the final search strings to identify the literature that has potential use in this research. The number of documents found per sub-category of search can be found under section 3.4.2 in their Individual Prisma Flow Diagrams. Table 3 highlights how many articles were identified and imported into an excel spreadsheet for further screening.

Table 3 Identified Articles

Category	Domestic	Financial	Sexual	Emotional	Elder	Total
No. Imported	58	9	61	14	14	156

3.4.1: Document Eligibility

Following the search, 156 articles were downloaded into excel spreadsheets dependent on the category of abuse. Duplicate articles were then identified and removed. Following the removal of duplicates, remaining articles were subjected to an analysis of three key factors; title, abstracts and keywords, to determine its suitability for inclusion in the final review. It was deemed that articles would be included if it was apparent, they identified, described and evaluated the social marketing practices and processes involved in the social marketing interventions or campaigns targeting male victims of domestic violence. If this remained unclear, the article was further included for full text screening. Section 3.4.2 highlights the screening process and subsequent inclusions or exclusions per category of abuse.

As Google Scholar is a platform for grey literature, the number of results was dramatically higher than academic resources. Further, due to the nature of the platform, it proved difficult to download the titles and abstracts to a CSV file to remove duplicates to undergo initial screening.

Hence, the searches were saved, and title and abstract screening was undertaken on the platform to remain consistent with the accessibility to academic resources. As stated previously, Google Scholar produced a large number of results, strikingly different to the results found on the academic databases. Therefore, a saturation point of 10 pages (200 publications) was chosen as the results were far from the topic of male domestic violence and help seeking pass this point. At result on page 10 of the Google Scholar search, screening was halted.

3.4.2 Individual PRISMA Flow Diagrams

Figure 4 Domestic Violence PRISMA Flow Diagram

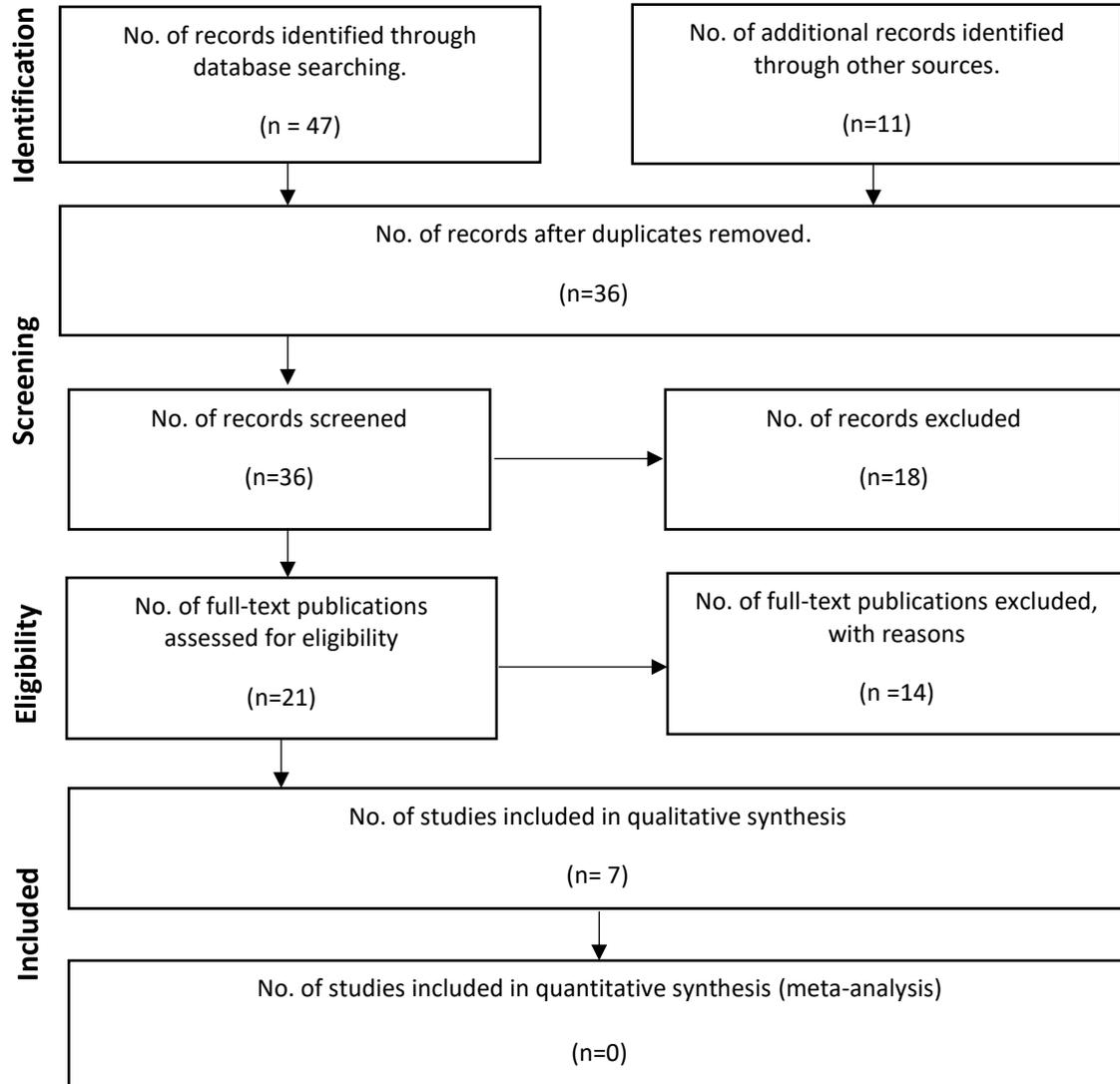


Figure 5 Sexual Abuse PRISMA Flow Diagram

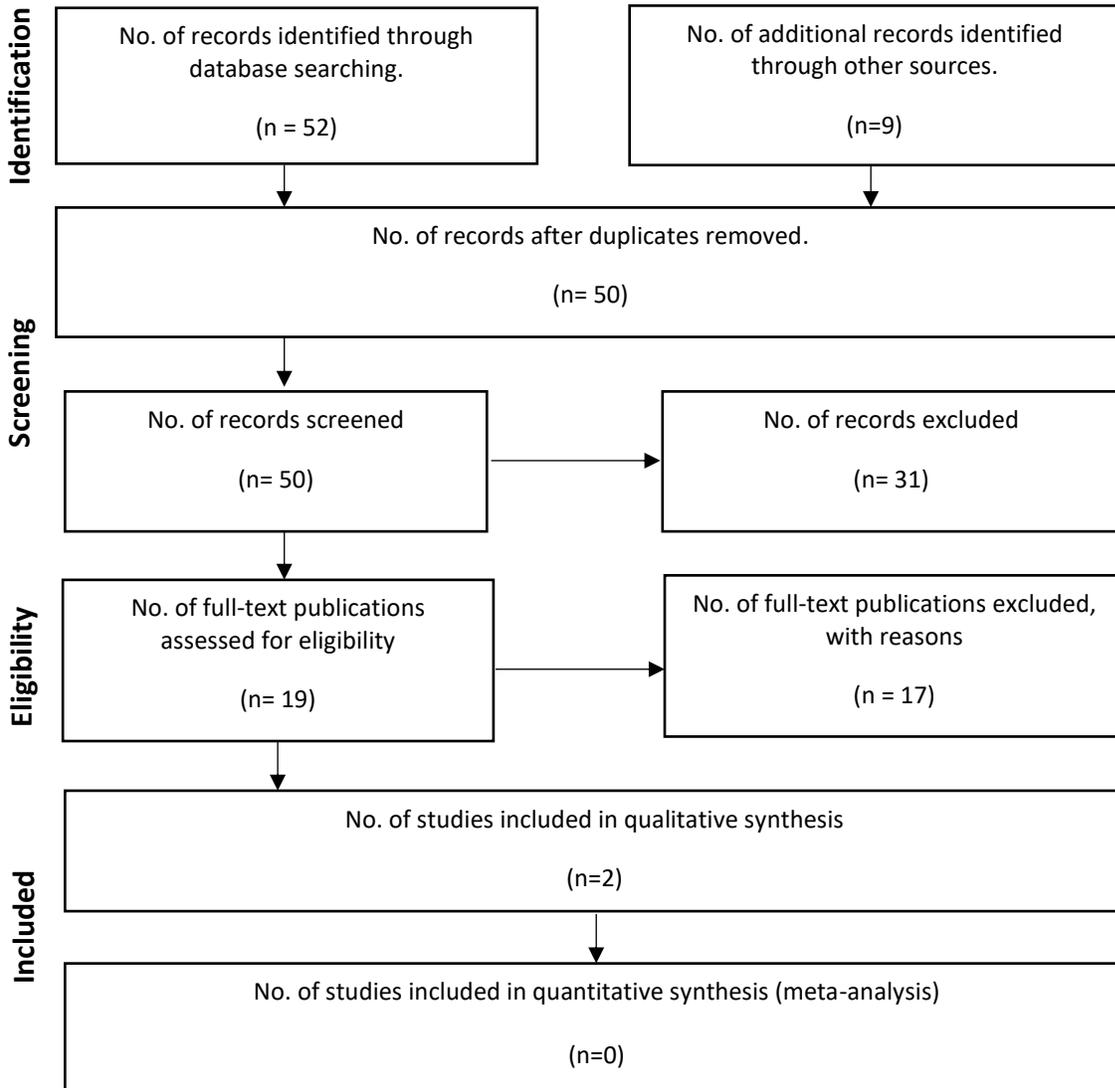


Figure 6 Emotional Abuse PRISMA Flow Diagram

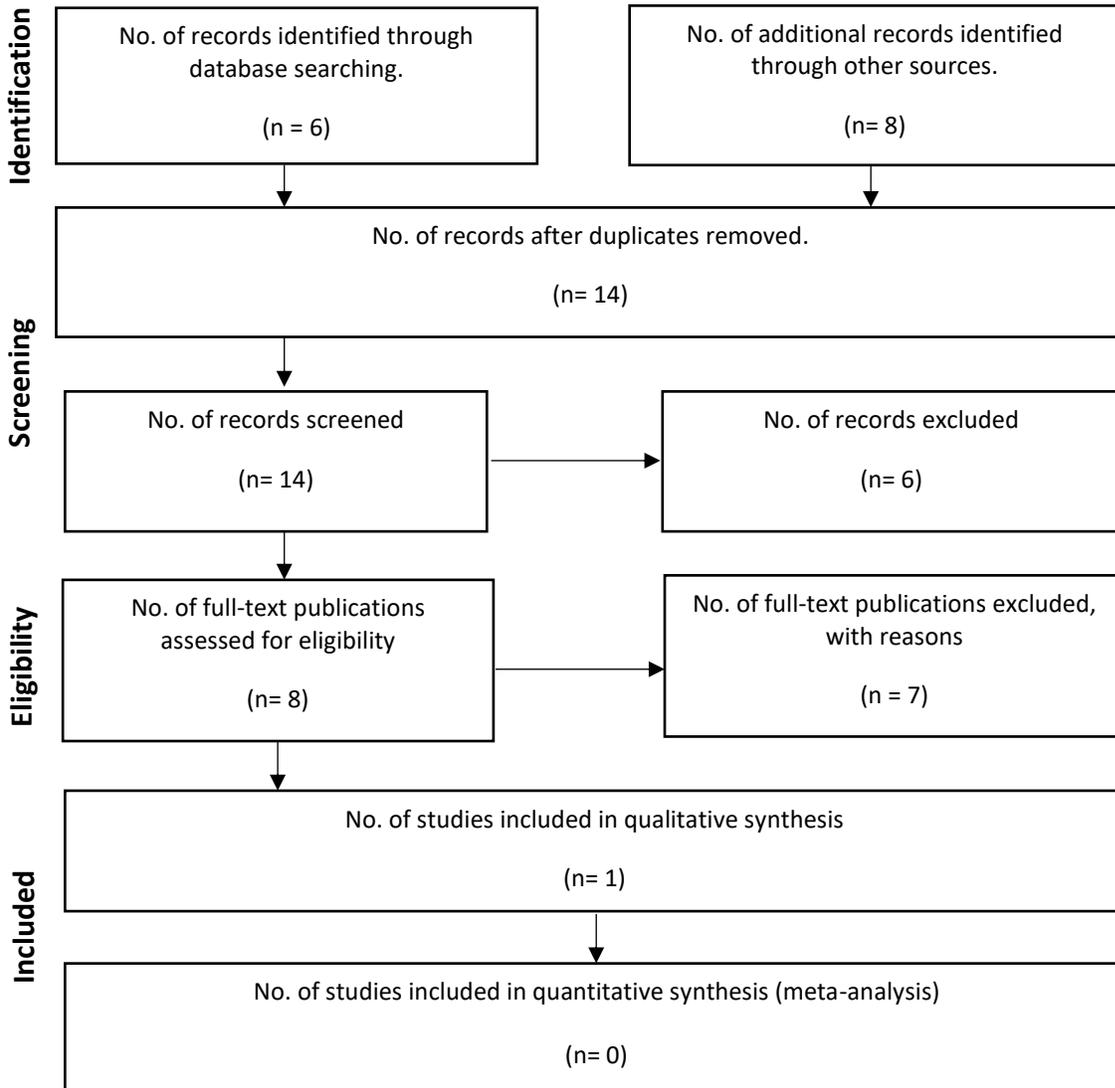


Figure 7 Financial Abuse PRISMA Flow Diagram

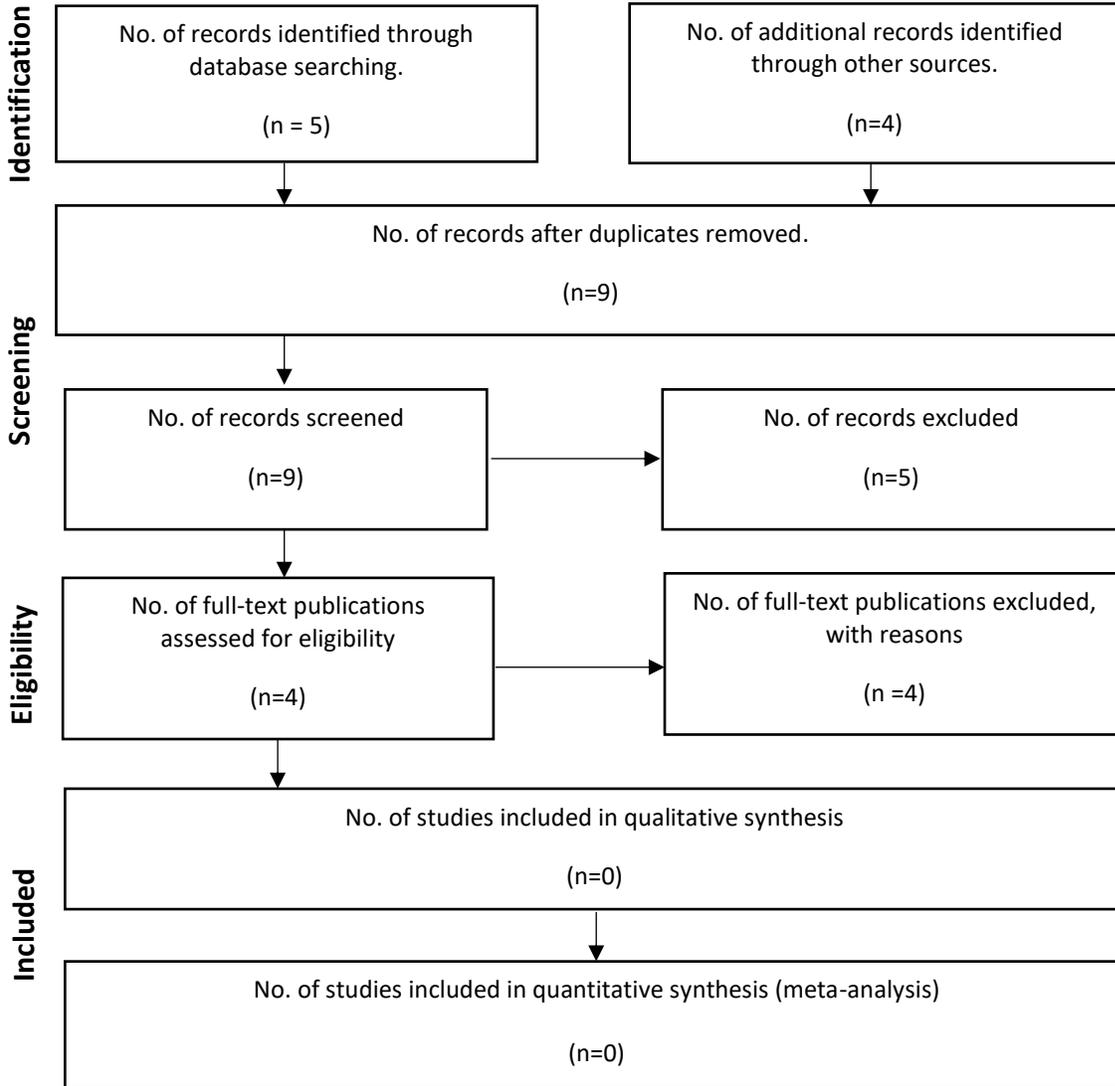
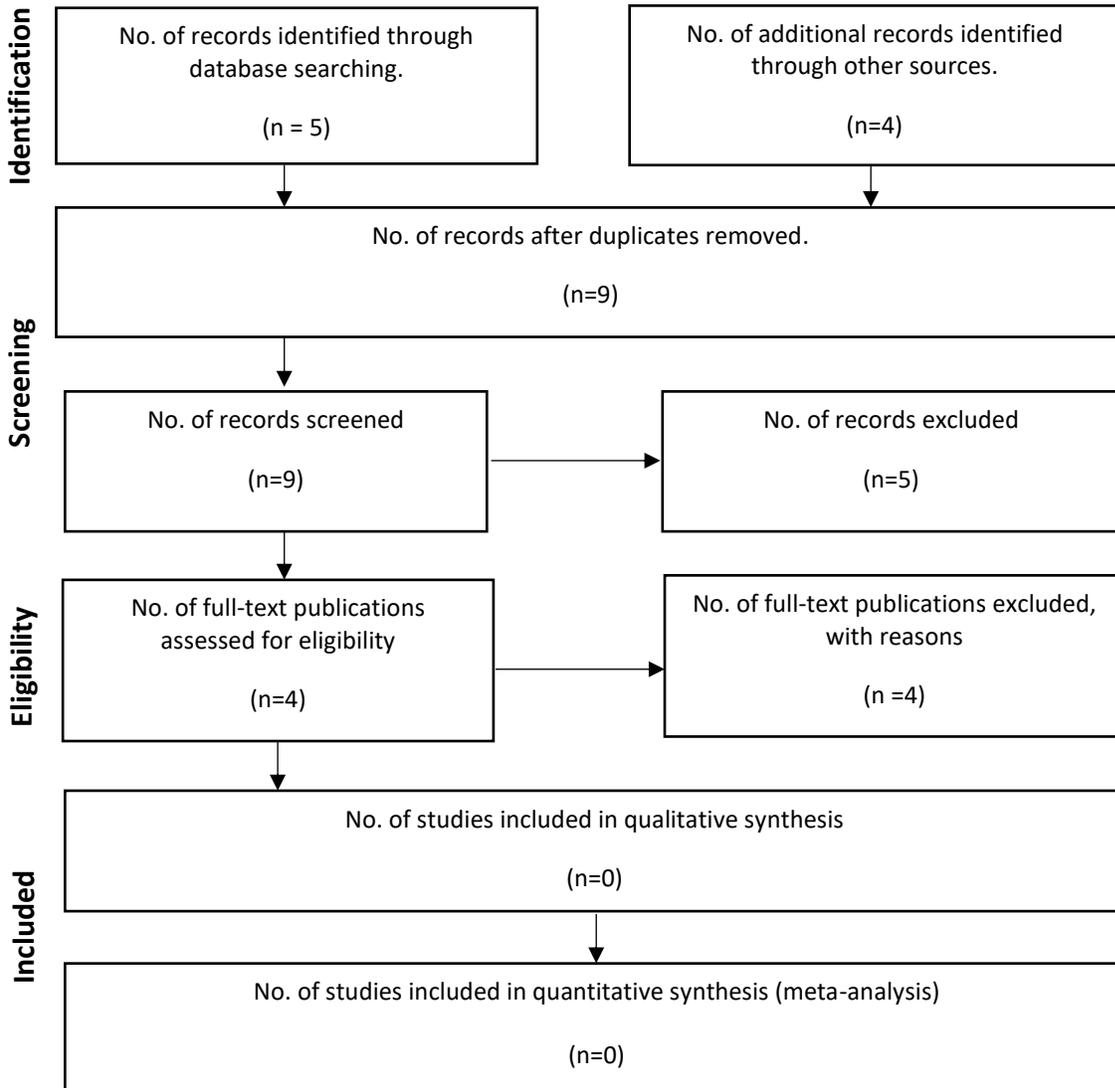


Figure 8 Elder Abuse PRISMA Flow Diagram



3.5 List of Articles Included in Review

Table 4 Included Articles

SEARCH TYPE:	IDENTIFIED ARTICLES:
DOMESTIC VIOLENCE SEARCH	<p>Huntley, A. L., Potter L., Williamson E., Malpass, A., Szilasy, E., & Feder, G. (2019). Help-seeking by male victims of domestic violence and abuse (DVA): a systematic review and qualitative evidence synthesis. <i>BMJ Open</i>, <i>9</i>(6), 1-13.</p> <p>Machado, A., Santos, A., Graham-Kevan, N., & Matos, N. (2017). Exploring help seeking experiences of male victims of female perpetrators of IPV. <i>Journal of Family Violence</i>, <i>32</i>(1), 513-523.</p> <p>Heine, P. N. (2020). <i>Role of Ambivalent Sexism on Approval of Violence and Intention to Intervene in Media Campaigns Designed to Prevent Intimate Partner Violence</i>. [Masters-Thesis], Victoria University of Wellington.</p> <p>Nordin, K. (2019). A bruise without a name: Investigating college student perceptions of intimate partner violence terminology. <i>Journal of Interpersonal Violence</i>, ahead-of-print.</p> <p>Chu, T. H., Su., Y., Kong, H., Shi, J., & Wang, X. (2020). Online social support for intimate partner violence victims in China: Quantitative and automatic content analysis. <i>Violence Against Women</i>, <i>27</i>(3-4), 339-358.</p> <p>Cismaru, M., & Lavack, A. (2010). "Don't suffer in silence" — applying the integrated model for social marketers to campaigns</p>

	<p>targeting victims of domestic violence. <i>Social Marketing Quarterly</i>, (16)1, 97-129.</p> <p>Reis, E., Arriaga, P., Moleiro, C., & Hospital, X. (2020). Pictorial campaigns on intimate partner violence focusing on victimized men: A systematic content analysis. <i>Frontiers in Psychology</i>, 11(1), 1-13.</p>
SEXUAL ABUSE SEARCH	<p>Emezue, C. N., & Udmuangpia, T. (2020). Authentic empathy and the role of victim service providers in (de)stigmatizing male sexual victimization. <i>Journal of Interpersonal Violence</i>. [ahead-of-print].</p> <p>Allen, A. (2018). Rape messaging. <i>Fordham Law Review</i>, 87(3), 1033-1084.</p>
EMOTIONAL ABUSE SEARCH	<p>Agbulos, M. V. (2017). <i>Will Heterosexual Male Victims of Intimate Partner Violence Please Stand Up? Examining Factors that Prevent Heterosexual Male Victims of Intimate Partner Violence from Reporting Their Cases and Proving Their Need for Nonprofit Services</i>. [Masters Thesis] Pace University NYC.</p>

3.6 Statement of Ethics

Due to no human intervention involved at any stage in the proposed project, this study is considered a low to zero risk project. A low-risk ethics application was submitted to the University of Canterbury Human Ethics Committee (HEC). After evaluation of the application the HEC Chair identified that this project is exempt from seeking ethics approval as it requires no direct human participants. However, the research team must take extra caution in not re-identifying people who may have been named within the secondary data utilised in this review.

3.7 Chapter Summary

This chapter initially outlined the rationale and purpose for choosing systematic literature review as the method for this research. This included a justification of including grey literature in the analysis. An explanation of the process included in a systematic review was established, followed by the introduction of the PRISMA-P model and subsequent framework for conducting the review. The inclusion and screening criteria that the identified articles were analysed against was then explained, followed by the individual PRISMA-P flow diagrams outlining the results of the screening process. Final numbers for this systematic review were included.

Chapter 4 Results and Discussion

This chapter discusses the findings of the systematic review across three sections. First the characteristics of the articles included in the study for the final assessment are outlined and discussed. Section two examines the primary aim of this research- to review social marketing interventions for the help-seeking of male victims of domestic violence. This is completed through the identification and outlining of key themes found throughout the systematic review. During the thematic analysis, marketing theory is explored to understand better the effectiveness of social marketing interventions for male victims of intimate partner violence and further identifies how male victims of domestic violence are described. Lastly, a framework is proposed highlighting the changed understanding of the landscape of social marketing to male victims of domestic violence for their positive help-seeking.

4.1 Article Characteristics

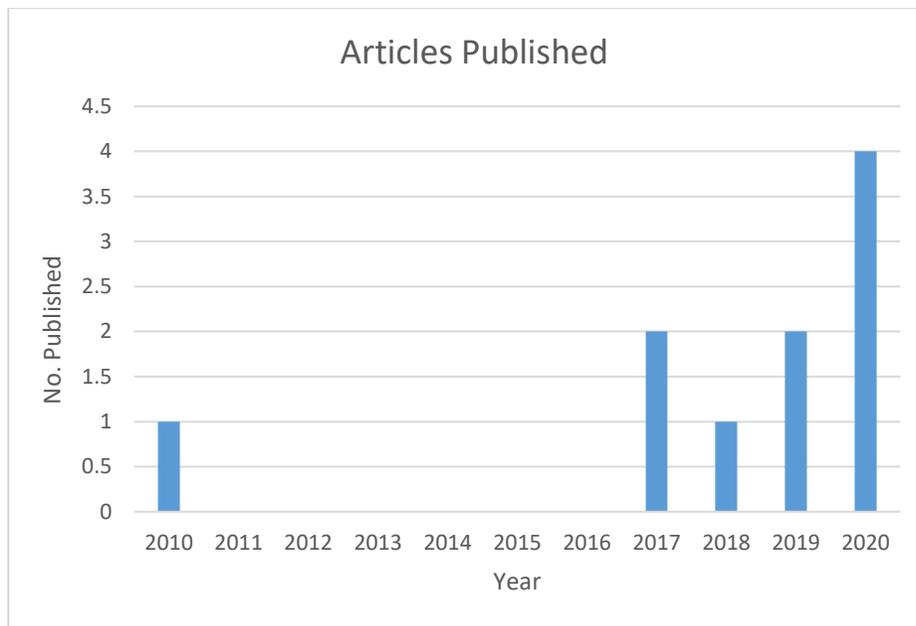
The characteristics summarised within this section fulfil research question one: How do identified article characteristics, including authorship, publishing year and journal, describe the issue of male victims of domestic violence? During the final review, information from all included articles was collected including year of publication, journal outlet, authorship, research location, university or research institute affiliation, subject of interest, research methodology, the type of definition of intimate partner violence implemented, and the overall goal of the research. These characteristics were found within the article and abstract.

Although these article characteristics provided insight into the current state of research of male victims of domestic violence, it was not sufficient to explore the effectiveness of social marketing interventions for the help seeking of male victims of domestic violence. To explore this and provide insight into what type of interventions or communication methods are most effective, the articles are analysed thematically to highlight current trends or potential gaps and limitations to the current state of literature exploring the social marketing interventions for male victims of intimate partner violence.

4.1.1 Published Year

In examining the ten articles included in the final review, it can be seen that there has been a significant increase in the number of articles published from 2017 onwards (figure 9). The oldest article in this review was Cismaru and Lavack, published in 2010, which is the only one published that year. From 2011 to 2016, no articles researching social marketing interventions targeting male victims of domestic violence were published. 2020 had the highest amount of literature issued exploring interventions for male victims of intimate partner violence with four articles published, followed by 2019 and 2017 respectively with two articles published that year.

Figure 9 Publishing Date Characteristics



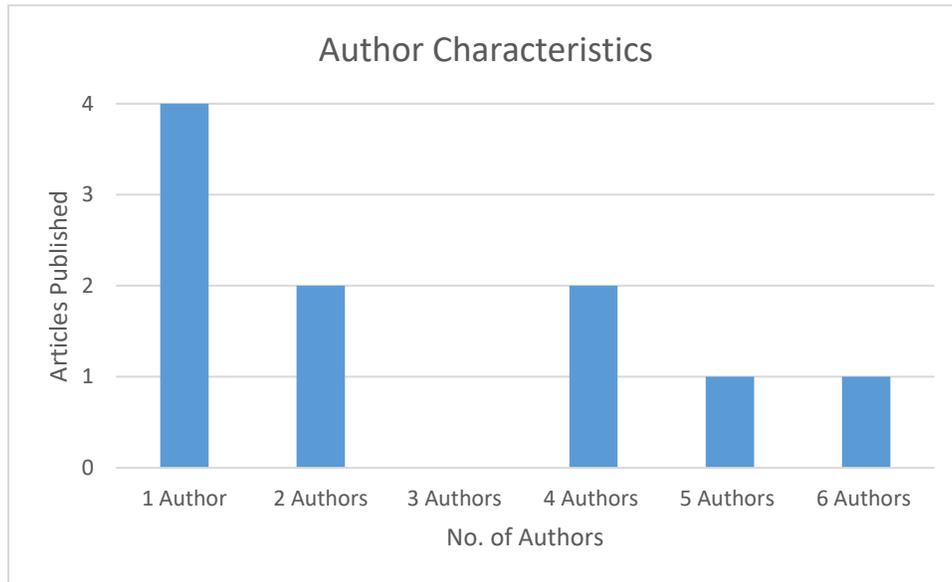
Cismaru and Lavack (2010) can be considered an outlier in this study as they published before male victims of intimate partner violence received more awareness. As elder abuse and financial abuse had no identifying articles in the final review, article characteristics are not included. Based on these findings, it is readily apparent that social marketing interventions and communications targeting male victims are only just beginning to be explored.

4.1.2 Authorship

The literature examined in this review was primarily written by individual authors, with 40% of publications being included in this category. Publications with two and four collaborators each

contributed to 20% of the publications researched in this category. The remaining 20% is comprised of papers with five or six collaborators (10% respectively). Figure 10 highlights authorship characteristics.

Figure 10 Authorship Characteristics



Co-authorship is a formal manifestation of intellectual collaboration in research (Acedo et al., 2006) and has established benefits across multiple research fields, including marketing (Acedo et al., 2006; Nel et al., 2011). Literature suggests that collaboration across disciplines produces a higher quality of work, improves productivity whilst reducing the workload of the author, and the article itself may have increased influence within the field (Fleischmann & Schuele, 2009; Acedo et al., 2006; Nel et al., 2011; Majstorovic, 2016).

As evident in the literature review, intimate partner violence is a multi-faceted global issue facing many individuals. Male victims of domestic violence offer a much more complicated perspective towards help seeking and services available to them whilst navigating societal expectations of men and internalised stigma. Hence, such a unique help seeking landscape requires many different professionals and strategies to combat the entrenched beliefs and perform effective treatment and intervention. However, only a limited number of these professionals collaborate on research about the effectiveness of social marketing interventions or current communication efforts with male victims of intimate partner violence. This could be due to the limited number

of people practising social marketing for male victims of domestic violence or simply a result of a lack of an established network within the field.

4.1.3 Research Location & Affiliations

The countries identified in table 5 summarise where the research was conducted, based on explicit mention within the article itself or on the author’s university affiliation. Based on this, five countries are represented across the ten publications included in this review. When segmented by the type of abuse, the United States (U.S.) is the only country identified in this research to have publications focusing on sexual and emotional abuse.

Table 5 Research Country

Research Location	No. of Publications	Authors
United Kingdom	2	Huntley et al. (2019) Cismaru & Lavack (2010)
United States of America	5	Machado et al. (2017) Nordin (2019) Emezue & Udmuangpia (2020) Allen (2018) Agbulos (2017)
New Zealand	1	Heine (2020)
China	1	Chu et al. (2020)
Portugal	1	Reis et al. (2020)

A key finding within this category includes the distribution of publications in developed versus undeveloped countries. Ninety per cent of the publications reviewed in this study were conducted in developed countries with many of the countries possessing a dominant Westernised culture that has fixed gender roles accompanied by heteronormative behaviours; additionally, individuals who do not adhere to these gender roles may experience social stigma and prejudice in many forms (Marin-Storey & August 2016; Duncan et al., 2019; Cook et al., 2013). In Western society, the masculine ideal also has a range of personality traits considered desirable- such as dominance, pride, self-reliance and control (Roberts-Douglas & Curtis-Boles, 2013; Edwards et al., 2017). As a result, many male victims of domestic violence do not disclose

their victimisation because of the dominant hegemonic categories of masculinity (Emezue & Udmuangpia, 2020).

4.1.4 Research Methods

Although only a small sample size exists for this research, a variety of research methods were used. Analysing research methods allows the researcher to identify any patterns in the use of methodologies. Identifying these methodologies was straightforward as the literature identified their process for gathering and evaluating the data.

From the ten identified publications in this review, five different methods were used (Table 6). The most used methods were interviews and content analysis, each being used in three papers. Systematic reviews were used in two papers. Most methods used in the identified publications had an emphasis on providing qualitative data and findings. Both the survey and experimental design measured perceptions or attitudes towards elements of campaigns against intimate partner violence of men.

Table 6 Research Methods Employed within Identified Literature

Research Method	No.	Authors
Systematic Review	2	Huntley et al. (2019) Reis et al. (2020)
Interview	3	Machado et al. (2017) Emezue & Udmuangpia (2020) Agbulos (2017)
Survey	1	Heine (2020)
Content Analysis	3	Chu et al. (2020) Cismaru & Lavack (2010) Allen (2018)
Experimental Design	1	Nordin (2019)

Interviews were one of the more prevalent methodologies and are generally used to gain insights into understandings, opinions, attitudes, experiences, or behaviours (Rowley, 2012). The value of interviews in qualitative research has already been well defined, especially in the mental health and social marketing industry, with multiple examples of studies implementing interviews

in order to gain practical insights. Farr et al. (2006), Willoughby (2015) and Pawluk and Zoelezi (2017) are some examples of research utilising interviews to gain an understanding of the effectiveness of social marketing campaigns targeting similarly stigmatised issues to IPV, such as sexually transmitted diseases and mental health.

Content analysis was also utilised in the identified literature. Content analysis is a widely used technique to derive qualitative data and provide objective and systematic information (Hsieh & Shannon, 2005; Kassarijan, 1977; Lacy et al., 2015). Content analysis interprets meaning in secondary information and has wide use in communication research (Hsieh & Shannon, 2005; Lacy et al., 2015). In social marketing, content analysis is often used to provide insight into critical issues and stigmatised subjects, as displayed by their use in IPV literature above, and in other studies like Guidry et al’s (2014) study of the use of Twitter to mobilise supporters and Zharekhina and Kubacki’s (2015) study into the effectiveness of social marketing messages to minimise alcohol harm. Therefore, the identified methodologies align with the method implemented by this research to study similarly stigmatised issues or within the social marketing field.

4.1.5 Journal Outlet

Of the ten publications included in this study, nine journal or publishing outlets were used. The *Journal of Interpersonal Violence* was the only outlet represented more than once across the identified literature. Of note are the different areas the journals operate in (Table 7).

Table 7 Journal Outlet Subject

Journal Subject	No.	Authors
Medicine and Psychology	2	Huntley et al. (2019) Reis et al. (2020)
Domestic Violence	4	Machado et al. (2017) Nordin (2019) Chu et al. (2020) Emezue & Udmuangpia (2020)
Legal	1	Allen (2018)
Marketing	1	Cismaru & Lavack (2010)
University graduate thesis	2	Heine (2020) Agbulos (2017)

Four of the ten identified publications were published in specific domestic violence journals. This indicates an increase in awareness about male victims of IPV has already begun within the community discussing and researching domestic violence. Medical and psychological journal outlets follow domestic violence centred journals in prevalence. IPV victims often navigate the medical and psychological environment through their help seeking journey, so it is not surprising to see articles published in such journals. University Master's theses were a crucial source in publishing research investigating the victimisation of men in intimate relationships. The theses in this category were published in 2017 and 2020 (Agbulos, 2017; Heine, 2020), potentially indicating an increase in studies investigating intimate partner violence and reflecting the emerging awareness of the subject.

4.1.6 Subject of Interest

It was common for identified publications to investigate a specific subject of interest. To categorise, publications were segmented by group, network, and industry. Identifying the subject of interest of the ten sample publications was straightforward, with most specifically stating who or what was the topic of interest. No publication identified within this research was interested in a specific industry; hence this potential categorisation is excluded from table 8.

'Group' classifications included publications presenting findings on a collection of individuals with no connection other than the situation or respective circumstance. These publications were primarily focused on understanding a specific group of individual circumstances compared to other individuals with no key connecting or defining factor. The 'network' classification included research that presented findings on a group of people with a specific interconnection between them, such as nationality, gender, or sexual orientation. Table 8 highlights these segments and further categorises the publications based on the category of intimate partner violence.

Table 8 Subject of Interest

Subject	Domestic Violence	Sexual Violence	Emotional Abuse	Total	Authors
Group	2	1	0	3	Heine (2020) Cismaru & Lavack (2010) Allen (2018)
Network	5	1	1	7	Huntley et al. (2019) Machado et al. (2017) Nordin (2019) Chu et al. (2020) Reis et al. (2020) Emezue & Udmuangpia (2020) Agbulos (2017)

The subject of interest in the publications reviewed in this study are primarily network-based, with a specific factor connecting the article's subjects. Seventy per cent of publications research a network of individuals with an interconnected element of location/ nationality, victim gender, perpetrator gender or sexual orientation. Other network classifications included job or occupation type, inclusive of college students. The remaining 30% of publications fell under a group classification and included participants or subjects where the only similar factor was that they were victims of intimate partner violence. Although a small sample size, we can conclude that most of the literature focusing on male victims of intimate partner violence has a network classification due to the interconnected factor of gender, and the consequent environmental, societal and internal challenges associated with male victimhood, help seeking and masculinity. However, due to the prevalence of network-based research, the likelihood of researchers being able to make generalised claims is reduced, and the specificity of results is increased, providing valuable feedback and insight to the help seeking an environment of male victims, or the effectiveness of identified social marketing campaigns targeting these male victims. In addition, network-based research allows readers to compare different sub-networks of victims and provide valuable insight and information to future campaigns targeting this specific demographic.

4.1.7 Subject Definition Used

As highlighted in chapter two, there are multiple definitions of intimate partner violence and the categories of abuse. As there is no universally accepted definition, it was essential to compare what type of definition was utilised by the identified authors through this research. Definitions were categorised based on where the author derived or cited their definition. These categories included: governmental, organisational, self-defined or an academic source. The majority of publications defined their key topic (domestic violence, emotional abuse or sexual violence) relatively early in the article. Table 9 identifies the prevalence of each type of definition used.

Table 9 Subject Definition Used

Definition Type	Domestic violence	Sexual Violence	Emotional Abuse	Total	Authors
Governmental	3	1	0	4	Huntley et al. (2019) Machado et al. (2017) Nordin (2019) Allen (2018)
Organisation	1	0	0	1	Chu et al. (2020)
Self-defined	1	0	0	1	Heine (2020)
Academic Source	1	0	1	2	Agbulos (2017) Cismaru & Lavack (2010)
No definition provided	1	1	0	2	Reis et al. (2020) Emezue & Udmuangpia (2020)

Government definitions have the highest prevalence. Publications also opted to use definitions with an academic source or not providing a definition of the subject matter at all. However, Emezue and Udmuangpia (2020) did provide a brief discussion of sexual violence definition history and the cultural changes to accept male victims into the legal rape and sexual violence terms.

The governmental definitions used were aligned with the country where the research took place—as using the governmental definitions allowed the author to locate and use a definition that has already met wide acceptance within their country and further removes arguments surrounding how the author defined the issue in question. The governmental definitions already have acceptance and remove some of the doubt associated with defining intimate partner

violence and categories of abuse. All governmental definitions were either from the U.S or U.K, research that was conducted in non-Western countries used the World Health Organisation (WHO) definition. Adopting the WHO definition highlights a global perspective on intimate partner violence but may not identify the specific country or non-Western perception of intimate partner violence.

4.2 Marketing Theory

The following section seeks to answer research questions two and three; what type of communication or behavioural intervention is positively correlated to the uptake of help services for male domestic violence victims? And in what ways can the understandings of objectives one and two influence future social marketing interventions targeting male victims of domestic violence? The researcher undertook thematic analysis of all identified publications and assigned codes to all identified components to identify potential positive intervention and campaign components. These codes were compiled into a master code, and individual code prevalence was compared against all identified publications to highlight key themes and components of effective social marketing campaigns. Although some of the researched publications were not specifically reviewing campaigns for the increase in help seeking or specific uptake of domestic violence services for male victims, some discussion points provided key insights into developing future campaigns and interventions to communicate with this target audience effectively.

To supplement the identified themes, relevant marketing theory related to each sub-theme was explored to provide further insight into potential effectiveness in future campaign use or to compare its effectiveness to other social marketing campaigns and interventions targeting a stigmatised and underrepresented group of individuals or in a subject or issue that holds a similarly complicated environment with multiple different definitions and opinions clouding potential action. Further, an updated framework exploring the complicated environment of male victim help seeking for domestic violence is proposed, a change from figure 2: The help seeking environment for male victims of domestic violence, in the literature review. Table 10 showcases the variety of themes discussed in the subsequent sections and the publications that discuss or highlight each key theme.

Table 10 Key Themes

Themes									
Bystander intervention	X	X	X	X		X	X		
Continuity of care	X		X	X		X			
Digital marketing								X	X
Target audience & message framing				X	X				X
Inclusivity in social marketing	X	X	X	X	X	X	X		X
Authors	Huntley et al. (2019)	Machado et al. (2017)	Nordin (2019)	Reis et al. (2020)	Cismaru & Lavack (2010)	Allen (2018)	Emezue & Udmuangpia (2020)	Chu et al. (2020)	Agbulos (2017)

4.2.1 Bystander Intervention

A key theme that emerged from full text screening of all identified publications was the positive impact of bystanders and the informal support network (Machado et al., 2017; Allen, 2018; Huntley et al., 2019; Nordin, 2019; Emezue & Udmuangpia, 2020). Bystander intervention refers to the actions of bystanders, also called upstanders, witnesses or defenders, who are present at the time of an event (Sundstrom et al., 2018). In the 1970s, the bystander intervention model was developed to predict how those present would respond in a crisis (Sundstrom et al., 2018). According to the bystander intervention model bystanders must a) notice the event, b) understand the emergency, c) understand their need or role in intervening, d) know what actions to take to help, and e) act (Sundstrom et al., 2018). Huntley et al. (2019) notes through the male victims help seeking process, they sought valuable support from friends, family, and colleagues at work. Machado et al. (2017) shared this perspective and reinforced how this informal support network is a key source of information about the formal help services available. Nordin (2019) further highlighted the efficacy of bystander intervention programmes in reducing IPV but did not specifically state what type of violence or the gender of the victim. Similar to Nordin (2019), Allen (2018) highlighted programmes engaging the community, like PSAs and bystander

intervention programmes, as useful tools when used effectively as they can broaden society's perception of who the victims are.

However, the subject of male help seeking cannot be adequately discussed without implicating the social structures that sustain male stigmatisation, indicating that help services must think more widely than targeting the victim, but also target those around him to extend the existence of help services, and remove the stigma associated with male help seeking (Emezue & Udmuangpia, 2020). Reis et al. (2020) share this sentiment and directly discusses the how campaigns focusing on bystanders play a crucial role in increasing the recognition of IPV against men, and the impact this recognition can have on the victim seeking help. Reis et al. (2020) explore how the use of the extended parallel processing model (EPPM), specifically the use of fear appeal in IPV can elicit a sufficient level of threat severity and consequently increase perceived efficacy of the recommended response, meaning the viewer pays attention to the message being relayed. However, Reis et al. (2020) argue that the EPPM is not being implemented effectively in IPV campaigns and social marketers are therefore missing the opportunity to communicate and elicit a formal response from bystanders.

Bystander intervention has proven successful in social marketing, and in various campaigns responding to equally stigmatised issues, with bystander intervention programs having caused an increase in intervention or intentions to intervene across a variety of programs (DeMaria et al., 2018; Brickman, 1975; Jouriles et al., 2018). Bystander intervention programs have been utilised in social marketing for many years. In 1975, Brickman (1975) conducted an experiment to see how an intervention campaign would affect student's efficacy in responding to shoplifting. The experiment noted that a positive increase on the student's information communication and intention to intervene, but did not directly impact their actual intervention behaviour, notably due to the understanding of group dynamics amongst students (Brickman, 1975). Fast forward many years, bystander intervention programmes and campaigns on college campuses have a shown a positive impact on student's understanding of sexual violence, their intention to intervene, and altered their intervention behaviour (Sundstrom et al., 2018; Reynolds-Tylus et al., 2020; Jouriles et al., 2018; DeMaria et al., 2018).

Many of these interventions against sexual violence on college campuses share some common themes and understandings with IPV campaigns responding to the victimisation of men. DeMaria et al. (2018) found the use of statistics and facts that shocked participants held their attention and impacted their intention to intervene regardless of gender. This is an example of effectively utilising the EPPM model, specific to implementing a fear appeal. Reis et al. (2020) noted how the potential use of this in IPV campaigns hold the potential for a positive behaviour change, when implemented effectively. The effective use highlighted by DeMaria et al. (2018) further reinforces its potential role in stigmatised issues and highlights its positive impact regardless of the gender of the message receiver, similar to Allen's (2018) emphasis on how society overall must be educated on the different types of victims of sexual violence.

DeMaria et al. (2018) also note that the use of testimonials and examples of role models intervening in cases of sexual violence has a positive impact on participants intention to intervene. However, of potential significance is the impact of message fatigue in sexual violence interventions, which could have the same impact on IPV campaigns and interventions. Reynolds-Tylus et al. (2020) noted that message fatigue, i.e., feelings of tiredness and burnout towards a general or specific type of message after repeated exposure, reduces the effectiveness of the campaign message. Message fatigue is therefore important to consider through the creation of IPV campaigns and interventions including male victims as the exposure to IPV campaigns including women is already cemented within society. Hence the use of messages against norms and the importance of channel use is imperative to effective communication. Sundstrom et al. (2018) also share this perspective and note how campaigns that normalise intervention regardless of victim gender should generate greater confidence in the receiver's ability to intervene.

4.2.2 Continuity of Care

Continuity of care relates to the ability for social marketers and campaign implementers to maintain communication through the victims help seeking process. The call for continuity of care in IPV campaigns and interventions targeting male victims was another key theme highlighted in identified literature (Allen, 2018; Huntley et al., 2019; Nordin, 2019; Chu et al., 2020; Reis et al.,

2020). In fact, a call for continuity of care or the use of a feedback loop was the most prevalent theme with 60% of identified publications arguing its potential effectiveness.

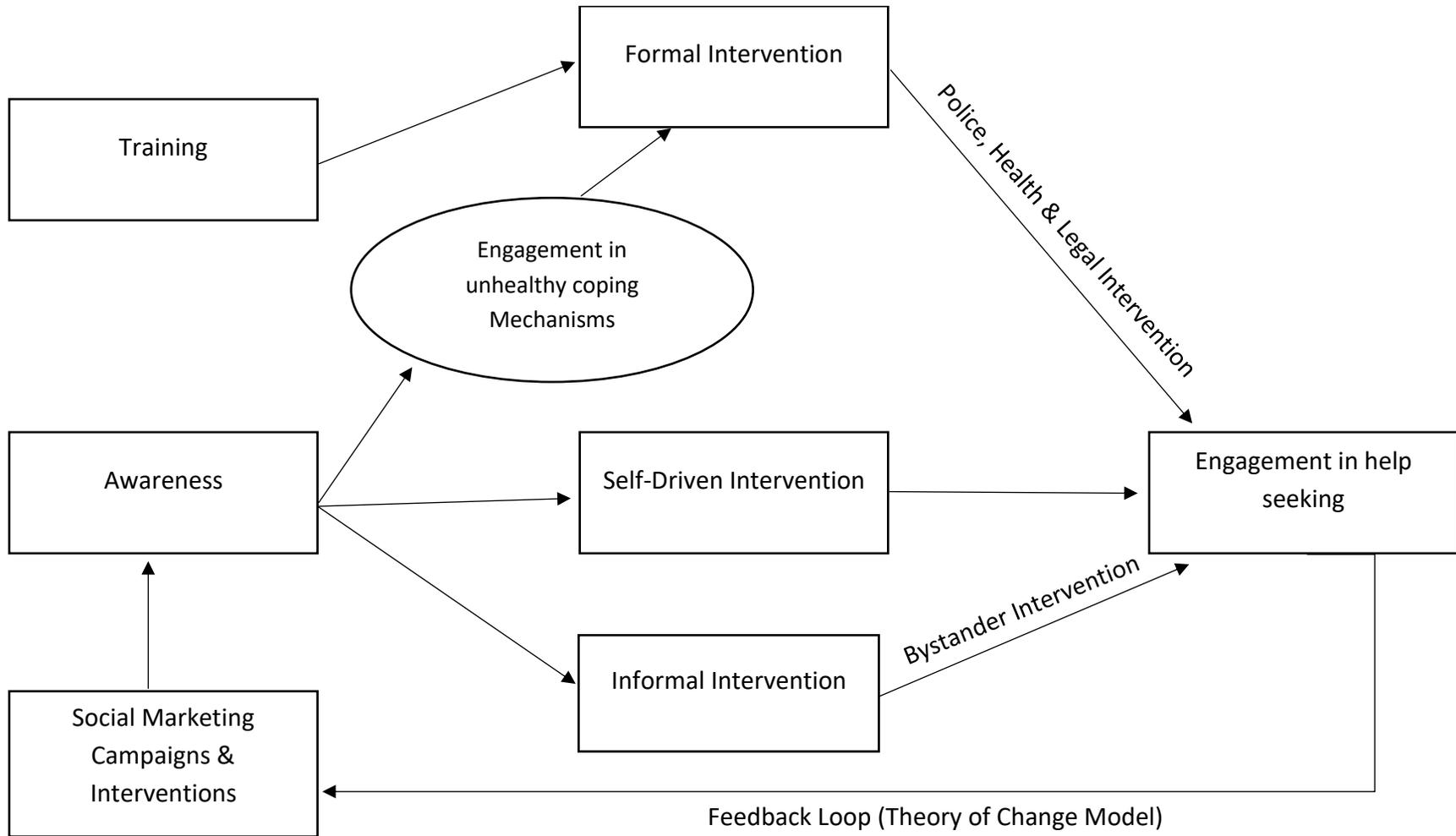
Feedback loops allow for the effectiveness of an intervention and campaign to be measured, and for specific changes or adaptations to be suggested by the key audience (Bryan et al., 2019). In regard to help seeking, Huntley et al. (2019) highlighted that male victims of IPV prefer continuity of contact, which could be beneficial for the victim's help seeking process and for the campaigns ability to adapt to changes and audience needs. Chu et al. (2020) also note that providing continued contact allows for a feeling of community to be created, thereby establishing a sense of belonging for the IPV victims. Reis et al. (2020) explored the efficacy of implementing a transtheoretical model in social marketing interventions for IPV, which suggests that behaviour change occurs through a series of stages; pre-contemplation, contemplation, preparation, action, and maintenance. In the case of IPV campaigns, implementing the transtheoretical model allows for campaign implementers to understand the process victims go through (Reis et al., 2020). Within the maintenance stage lies the ability to implement a feedback loop to effectively measure the effectiveness of said campaigns based on constructive feedback from campaign implementers and the target audience. Allen (2018) provided insights to why feedback loops and continued contact are not usually implemented in sexual violence campaigns, although they may provide valuable change. Allen (2018) also noted that organisations often lack sufficient resources, especially financial resources for implementing feedback loops, and far too little research is devoted to the long-term effects of sexual-violence prevention and intervention programs, in turn impacting the ability of the campaign to evoke a cultural change.

These findings are not dissimilar to findings of other social marketing campaigns and interventions targeting equally stigmatised issues or groups (Agha & Paullin, 2019; Bryan et al., 2019). For example, Agha and Paullin (2019) identified that feedback through a phone survey allowed an anti-tobacco intervention programme in Ghana to implement a different intervention to that which they would have otherwise implemented without the consumer insights. Hence, the intervention was able to be implemented in a way that better met their aim of changing knowledge, attitudes, and perceptions around tobacco use (Agha & Paullin, 2019). Bryan et al.

(2019) had a similar experience when utilising consumer feedback in the creation of their marketing materials that targeted military veterans help-seeking for military sexual trauma. Direct engagement with veterans allowed for the marketing materials to reach a more diverse range of veterans, and further maximised the likelihood that they would seek help (Bryan et al., 2019). Interestingly, engaging the veterans also allowed the campaign creators to become aware of certain content areas that may disengage veterans and negatively impact their help seeking intentions (Bryan et al., 2019).

The Theory of Change Model (ToC) seeks to identify pathways and markers of course correction, informing factors that influence the effectiveness of an intervention, and ensures that short to long term objectives are met (Viswanath et al., 2019). ToC includes Responsive Feedback Mechanisms (RFM) which are tools to support the practices of learning and adapting thinking (Viswanath et al., 2019). The ToC and RFMs allow for constant screening of effectiveness and puts tools in place to respond, adapt and refine the campaign or intervention to maximise potential effectiveness. Further, modifying the ToC process includes a greater emphasis on risk, as illustrated by the Agtha and Paullin (2019) study. ToC and RFMs use a collaborative and participatory process that encourage greater discussion and understanding of key barriers so that potential structural inconsistencies and contradictions can be addressed (Viswanatha et al., 2019). Utilising ToC in social marketing interventions also provides a key opportunity for feedback and change. However, funding often influences the level to which ToC can be implemented and inhibit the potential of ongoing adaption, a sentiment that is shared by Allen's (2018) research into the Rape, Abuse and Incest National Network (RAINN) (Viswanath et al., 2019). Figure 4 highlights this thesis newest understanding of the help seeking environment of male victims of IPV, and improved insight into how social marketing interventions and campaigns may impact this process.

Figure 11 Social Marketing and the Male IPV Victim Help Seeking Environment



4.2.3 Digital Marketing

Use of the Internet, digital marketing efforts and utilising digital channels emerged as a key theme across this thesis, specifically in the work of Agbulos (2017), Chu et al. (2020) and Emezue and Udmuangpia (2020). Three sub-themes emerged under digital marketing: digital channels as effective for social support, digital channels as effective for providing informational support, and online communities as effective.

Chu et al. (2020) explored the influence of online communities of IPV victims (gender regardless) on the help seeking of individuals for IPV. Chu et al. (2020) identified that online communities provide two types of support to victims of IPV, social support and informational support. The information support was specific to active help seeking through strategies and detailed discussion of their own experience which may increase the victim's self-efficacy in coping with IPV (Chu et al., 2020). Due to the type of online support, Chu et al. (2020) suggest that online communities are a key location for promoting anti-IPV campaigns and suggest policy makers, social workers and health professionals can build connections and provide tangible aide to these victims. Social networks and online communities have already been found to foster a sense of community and further cements a sense of belonging among individuals with similar interests or issues (Record et al., 2019). The Communications Process Model (CPM) represents the channel of communication present in social networks and reinforces the important influence of the message sender (content creator) and the message receiver (followers), which is strengthened by the feedback loop of constant communication between the two parties (Record et al., 2019). The CPM provides insight to how male IPV victims may utilise social networks and online communities for their help seeking as the CPM feedback being strengthen leads to a higher level of disclosure than in face-to-face interactions (Record et al., 2019). As IPV victims face a stigmatised landscape, the anonymity and sense of belonging in an online community may support their motivation to share information, as seen in the Record et al. (2019) study investigating self-harm on Instagram.

Agbulos (2017) highlighted in his research on IPV that participants valued in person interventions, but all agreed that online advertising was important and versatile. Agbulos (2017) also noted that if the media took on a more active role in sharing information it may help create an environment for male victims for feel safe (Agbulos, 2017). Utilising digital and media channels creates an omnichannel of IPV information, furthering the reach of information that may change perceptions of male victims of IPV or encourage help seeking.

Although a versatile and cost-effective method of communication, Chu et al. (2020) identified a potential risk of utilising digital methods. Some messages within online communities perpetrate a victim-blaming mentality towards IPV victims (Chu et al., 2020). The online sources and communities potentially expose victims to individuals who wish to further perpetuate the heteronormative views of masculinity and male help seeking. Further, victim to victim communication has the potential to encourage unhealthy help seeking behaviours. Record et al. (2019) noted that such unhealthy behaviours can be validated by others within the online communities, which have the potential to lead individuals to dangerous health situations. Hence, it is important for these online communities and digital posts to be evaluated and monitored to ensure the correct message is being received. The need for digital channel scanning further cements the need for a feedback loop and continued monitoring explored in section 4.2.3.

4.2.5 Target Audience & Message Framing

The importance of understanding the target audience and framing the message effectively to reach such a group was a key theme identified across the publications included in this systematic review by Cismaru and Lavack (2010), Agbulos (2017) and Reis et al. (2020).

Agbulos (2017) noted that the variety of organisations targeting victims of sexual violence did not specifically target male victims and often utilised female pronouns in their communications which serves to reinforce beliefs that IPV is a feminised issue that only effects women, and consequently underserves or silences male victims. Agbulos (2017) expands on the challenging landscape male victims must live in through their help seeking, which often includes breaking the norms of masculinity and femininity. Without understanding the needs of male victims, these individuals remain underserved and ignored in the non-profit anti-domestic violence sector (Agbulos, 2017). As Agbulos (2017) highlights it is imperative that campaign and intervention facilitators understand the challenges and stigmatised environment male victims face in order to better communicate and serve them.

The theory of planned behaviour states that the emergence of an intention is the result of the combination of attitudes toward the behaviour, subjective norms about the behaviour and the behavioural control and has been found to be an effective model to understanding the intentions of IPV victims (Reis et al., 2020). In applying the theory of planned behaviour in IPV campaigns and interventions, practitioners must understand and target all these components (Reis et al., 2020). Use of the theory of planned behaviour, or a similar model, allows practitioners to better understand the environment the target audience is facing and create communications and interventions to better serve them.

Once the target audience is understood, framing the message effectively to communicate with the identified targets is important. Reis et al. (2020) identified the need for developers of IPV campaigns to adequately frame the message and information when communicating with male victims. Inability to adequately frame the message may lead to the message not being processed or being denied and avoided (Reis et al., 2020). Specifically in the case of male victims, Reis et al. (2020) found that not framing the message effectively may reinforce undesired attitudes and behaviours, further harming male victims indirectly. Cismaru and Lavack (2010) also share the sentiment that not framing the message effectively may lead to unanticipated negative impacts on male victims of IPV.

Reis et al. (2020) and Cismaru and Lavack (2010) extended their research beyond simply stating that message framing is important and further explored potentially effective message considerations. Reis et al. (2020) identified that the majority of IPV campaigns lacked threat severity, and framed violence implicitly, meaning they did not visually display cuts and bruises on victimised men. Although showcasing violence explicitly may be harmful for victimised men, using an explicit approach may be useful for a given population where information about IPV is less frequent. Arguably, the efficacy of an implicit versus explicit approach comes back to Agbulos' (2017) finding that understanding the target audience is an imperative first step before creating the anti-IPV message.

Reis et al. (2020) suggested a more risk-adverse approach to help seeking campaigns by framing the messages to highlight how the available support systems work. It was found that support system information is an effective way to break male victims' negative expectations of how they will be treated when they seek help (Reis et al., 2020). Interestingly, this type of messaging was also found to increase the male victim's sense of self-efficacy in their help seeking (Reis et al., 2020). Cismaru and Lavack (2010) highlighted that increasing the victim's self-efficacy in help seeking emphasises that the change in behaviour is worth the effort of seeking help and they also identified that sharing success stories of individuals who have sought help successfully, accompanied by motivational phrases indicating the victim also has the ability to free themselves from the abusive relationship as an effective message. However, although messages increasing self-efficacy are effective, the perceived cost of the behaviour change must be decreased (Cismaru & Lavack, 2010), for example, through financial and emotional support by organisations and campaigns at the time of help seeking.

Although these messages may prove to be effective in anti-IPV campaigns, especially those targeting male victims, the wider audience must be analysed for potential negative and positive reactions. Reis et al. (2020) highlighted that an explicit approach to showcasing violence has potential benefits,

however the climate surrounding male victims help seeking is stigmatised and a threat to the heteronormative views of masculinity. For example, the use of colloquialism has a positive impact on IPV campaigns when used effectively, but may also lead to wrongful appropriations of the term (Reis et al., 2020). Hence, pretesting and formulating responses is imperative to effective social marketing campaign management and allows for the messages to be considered and potential effectiveness on the target audience to be measured (McCormack Brown et al., 2008; O'Keefe, 2019). The next section explores the framing of current IPV messages and analyses the multiple calls for wider inclusivity.

4.2.6 Inclusivity in Social Marketing

Ninety per cent of the publications included in this thesis discussed the lack of diversity in the social marketing campaigns and interventions targeting IPV. This highlights a clear need for future campaigns to be more inclusive of different genders, ethnicities, and sexual orientations. As previously discussed in chapter two, IPV is a highly stereotyped issue where men are viewed as the perpetrator, and women as the victims. However, publications included in this thesis ultimately concluded that IPV cannot conform to preconceived gender roles. Agbulos (2017) notes that this perception that men are the perpetrators of IPV creates an environment where male victims are underserved. Machado et al. (2017) shared this sentiment and further identified that professionals and society still offer stereotyped services that do not serve male victims. Reis et al. (2020) found that the current portrayal of help services being a space for women acts as a clear barrier to help seeking for male victims. Hence, there is a clear need for the communication and 'shop front' image surrounding these help services to be more gender inclusive (Reis et al., 2020; Machado et al., 2017).

Male victimhood remains a relatively new concept, with the help seeking of male victims acting in direct contrast to stereotypical representations of hegemonic masculinity (Reis et al., 2020; Emezue & Udmuangpia, 2020). As a result, such a situation may ultimately lead to a lack of visibility for male victims in the help seeking campaigns and interventions (Reis et al., 2020). However, the overall lack of specific male IPV campaigns continues to reinforce this lack of visibility (Reis et al., 2020). Non-gender inclusivity in IPV help seeking campaigns also reinforces stigmatised responses and further hinders male help seeking (Emezue & Udmuangpia, 2020). In fact, this stereotypical thinking has led to an environment where female-perpetrated violence is not accepted under IPV by certain audiences, indicating a clear need for wider inclusivity in social marketing campaigns for IPV (Nordin, 2019).

It is critical that other genders are included in IPV campaigns (Machado et al., 2017). Not diversifying these campaigns and interventions further cements the current heteronormative view of IPV. Further, not creating gender inclusive campaigns does not benefit female victims of IPV either (Heine, 2020;

Allen, 2018). For example, Allen (2018) discussed that the constant depiction of females as victims in campaigns against sexual violence only reinforced gender stereotypes and harmful rape myths. Similarly in the context of physical abuse, Heine's (2020) study of pictorial campaigns depicting IPV found that presenting a poster of a stereotypical IPV scenario (ie: male as the perpetrator and female as the victim) led to an increase in stereotypical thinking surrounding what gender can be a perpetrator. This agrees with Nordin's (2019) finding that some audiences do not view female-perpetrated violence as IPV.

The call for gender inclusivity is not new in the field of marketing. Gender transformative marketing addresses the causes of gender inequities and includes ways to transform these norms to better reflect the current gender identities (Stinson et al., 2020). More specifically, in social marketing and towards issues that are stigmatised based on gender norms, breaking down these stigmas are imperative to effective communication (Keene et al., 2020). In their study of how to prevent HIV transmission, Keene et al. (2020) identified that gender inclusion is central to effective prevention, coupled with displays of gender non-conforming views.

In addition to gender inclusivity, there are clear demands for wider inclusivity of the LGBTQ+ community. Huntley et al. (2019) found there is a lack of appropriate professional responses to LGBTQ+ victims, potentially caused by the lack of understanding of the needs of LGBTQ+ victims. The lack of understanding or clear professional approaches to the help seeking of LGBTQ+ victims may influence their visibility in IPV campaigns. Reis et al. (2020) notes heteronormativity as the primary cause of the lack of visibility for homosexual male victims. Further, very little information surrounding the type of relationship and sexual identity is offered in current IPV campaigns (Reis et al., 2020). Hence there is a clear need a higher level of information about the different types of relationships subjected to instances of IPV to break the heteronormative view of what constitutes IPV. Similar to IPV, HIV prevention campaigns have identified the need for the inclusion of LGBTQ+ individuals, specifically transgender women, to display gender non-conforming sexualities and break down the stigma surround HIV transmission (Keene et al., 2020). Further, including members of the LGBTQ+ community may increase cause relevance in message recipients as their personal experience or involvement with the cause may have a positive influence on their perception and behaviour towards the campaign (Hensley et al., 2019). This had a similar effect on consumer response to cause-related marketing in support of LGBTQ+ youth homelessness (Hensley et al., 2019). Hensley et al. (2019) identified that participants who associated with the LGBTQ+ community engaged in greater information processing of the campaign targeting LGBTQ+ youth homelessness than those who do

not. Hence the need for inclusivity in IPV campaigns may have a similar impact if message recipients identify with the LGBTQ+ community.

A lack of diversity in the ethnicities of victims depicted in IPV campaigns is another clear problem and potential barrier to help seeking for some victims, not just male victims (Reis et al., 2020; Allen, 2018). Allen (2018) explored this problem in his research and found that most victims of sexual violence are depicted as white females, further cementing gender stereotypes of sexual violence victimhood, and reinforcing existing views of sexual violence. Reis et al. (2020) also highlighted the uneven distribution of ethnicities in IPV campaigns targeting male victims. It was found that white men were the most prevalent victims in campaigns (Reis et al., 2020). In fact, white male victims account for 65% of IPV campaigns, with black men only accounting for 5% of victim portrayal (Reis et al., 2020). The uneven distribution of ethnicities has the potential to frame the issue as more severe or important in specific ethnic groups, hindering the potential help seeking of male victims who do not fall into the category being portrayed. The need for ethnic diversity expands past IPV and is apparent in the wider health marketing field (Myers et al., 2019). Health inequities exist between races and class, even geographical neighbourhood lines, indicating a clear need for an increase in the available services (Myers et al., 2019). Myers et al. (2019) found the visual representation of ethnicities in online health messaging largely excludes certain racial groups like African Americans and Hispanics. It was further highlighted that inclusive visual representation serves as a tangible means for demonstrating an organisations' cultural competency, and builds an understanding of the diverse groups being targeted, which ultimately leads to the establishment of a relationship (Dean et al., 2018; Myers et al., 2019).

The results also indicate a significant lack of inclusivity of the multiple categories of IPV, like sexual abuse, economic abuse, and emotional abuse (Reis et al., 2020). Huntley et al. (2019) highlights that the assumption that abuse is mainly physical acts as a barrier for male help seeking, potentially since men being physically assaulted acts in direct contradiction to the heteronormative view of men being strong. The lack of campaigns including other types of IPV are also reflected in this thesis where economic abuse and elder abuse yielded no results fitting the criteria of this systematic review. Cismaru and Lavack (2010) highlight that informing victims' and the general public about domestic abuse should constitute the first step in any anti-domestic violence campaigns, but campaigns need to include non-physical forms of violence in order to inform the public of the various categories of IPV and potential indicators of such abuse. To break the assumption that abuse is mainly physical, highlighted by Huntley et al. (2019), future campaigns must depict the multiple types of IPV, the indicators of such abuse and services available to the male victims of the violence. Creating campaigns

inclusive of the different categories of abuse may potentially change the social norms of abuse over the long term, but substantially more attention needs to be given to this area (Reis et al., 2020). Future campaign developers should consider the current norms and work to mitigate and change these perceptions so healthy help seeking behaviour may be encouraged, or at the very least, an increase in knowledge surrounding the complexity of IPV.

As indicated above, inclusivity is already being included in the social marketing of some health contexts. The messaging around HIV has established the importance of including a gender and sexual orientation inclusive approach to better represent their target audience (Hensley et al., 2019; Keene et al., 2020). For example, the *Tú No Me Conoces* (you don't know me) social marketing campaign for AIDS education and intervention actively identified the lack of inclusion and subsequent lack of targeting to gay Latino men and successfully adapted the campaign to effectively target gay Latino men, who were identified to not relate to the same messages as gay white men in the US (Olshefsky et al., 2007). Through identifying the lack of inclusion and changing the rhetoric to better communicate with their target audience, there was an increase in help seeking for and testing of AIDS with some participants actively mentioning the campaign as their influence for action (Olshefsky et al., 2007).

However, when considering who should be portrayed as a victim in future campaigns, pretesting must first occur to ensure the message being received matches the overall goal of the campaign and does not reinforce set norms or negative perceptions of male victims of IPV (Reis et al., 2020). More diversity is needed in future campaigns. These should be inclusive of a variety of categories, as discussed above, but does not have to be limited to age group and economic situation. In order to break the gender norms reinforcing the lack of help seeking by male victims, a wider portrayal may increase knowledge about IPV and create an environment where these victimised men face a less stigmatised landscape through their help seeking journey. Social marketing may play an integral role in the development of this environment, but must take caution and actively test, analyse and improve social marketing campaigns and interventions targeting male victims of IPV.

4.3 Chapter Summary

This chapter sought to answer the key research objects of this thesis and present a summary of the findings of the systematic review, in a manner that allows the reader to understand the application of marketing theory in the practical application of campaigns and interventions targeting male victims of IPV.

The first section of the chapter analysed the characteristics of the publications included in the systematic review, and addressed objective one of this thesis: How do identified article characteristics, including authorship, publishing year and journal describe the issue of male victims of domestic violence? Through collating the data, findings were presented and interpreted in a way that provides insight into the current state of knowledge of research investigating IPV campaigns targeting male victims and related it to broader marketing research trends and themes.

The second section discussed key themes identified throughout the screening process of the review and sought to answer objective two: What type of communication or behavioural interventions are positively correlated to the uptake of help services of male victims? And objective three: In what ways can the understanding of objective one and two influence future social marketing campaigns? Practical actions were highlighted throughout the summary of the thematic analysis as well as the level of congruency in opinion across the identified publications of this research.

Chapter 5 Conclusion

This thesis concludes by reiterating the research objectives and detailing how the research questions were successfully answered. The reiteration of objectives is followed by a discussion of the theoretical and practical contributions made by this research. The limitations of the present study are outlined before recommendations are made for future research. The chapter concludes with reference to the primary findings of the systematic review and the overall contribution of this thesis.

5.1 Summary of Research Purpose

This thesis aimed to contribute towards a better understanding of the help seeking environment of male victims of intimate partner violence and further explore the social marketing communications and interventions that positively correlate to these victims help seeking actions or intentions. The initial literature review (see chapter two) helped explain the stigmatised environment men who do not conform to the heteronormative gender norms and actions face and further explored the nuanced relationship between masculinity and male help seeking. This was also explored regarding the help seeking for mental health issues, notably depression, which is often contrasted against the stoic, emotionally repressive heteronormative views of how men should act. The analysis of heteronormative gender roles and their impact on male wellbeing was followed by a general review of the types of intimate partner violence and how they relate to men and their help seeking. After reviewing the initial literature, it was clear that male help seeking for IPV was met with the similar cynicism and stigma as male help seeking for depression and other mental illnesses. Although male victimhood for IPV has been shown to exist, the rate at which it occurs is undetermined, although some estimates suggest it occurs at an equal rate between males and females (Migliaccio, 2002; Drijber, 2013; Henning et al., 2004; Cho et al., 2020). In most countries, the current help seeking services often directly target female victims, consequently neglecting male victims and those who do not conform to traditional Western gender norms. The lack of knowledge surrounding effective help seeking interventions and campaigns justified the value of a systemised approach to collating and reviewing the available knowledge on social marketing interventions and campaigns targeting male victims of IPV, hence the value of using a systematic review in this research.

Therefore, through a systematic review, this thesis sought to explore the current effectiveness of social marketing communication or behavioural interventions that positively correlate to the uptake of help services for male victims of IPV. This was supplemented by another research objective relating to how the identified publications in this review describe male victims of IPV. The information gained from

these two primary objectives was then used to determine how marketing theory and practical impacts may influence future social marketing activities targeting male victims of IPV.

5.2 Research Contributions

The findings of this review provide theoretical implications, targeting contemporary marketing theory and practical implications that may impact the creation of future social marketing campaigns and interventions.

5.2.1 Marketing Implications

This thesis explores how marketing theories are influencing the uptake of help services for male victims of IPV. This exploration allows students of health and social marketing to better understand the strengths and weaknesses of such marketing concepts and their application to intimate partner violence. Although some identified literature has previously sought to explore specific marketing theories (Reis et al., 2020; Cismaru & Lavack, 2010), attempts at providing a comprehensive overview of specific marketing theory and male victim help seeking has been minimal. Although other systematic reviews exist to synthesise the understanding of male help seeking attitudes and actions for intimate partner violence, to the best of the author's knowledge, this is the first systematic review to directly explore the related effectiveness of social marketing communication and behavioural interventions. Hence, this research may be the first to provide practical marketing recommendations to the social marketing campaigns targeting male victims of IPV.

This thesis provided examples of contemporary theoretically informed social marketing concepts, such as bystander intervention, the theory of change model and responsive feedback mechanisms and how such ideas relate to the social marketing interventions currently targeting male victims of IPV. The evaluation of contemporary approaches was complemented by an effort to understand their potential effectiveness when implemented correctly. Additional examples were taken from the social marketing field in researching equally stigmatised issues such as depression and smoking. Although the use of marketing theory was synthesised and explored, key barriers were also identified which stand in the way of successful implementation. Obstacles included the environment, negative perceptions of and societal bias towards male victims of domestic violence, and how these set norms may inhibit the help seeking of male victims regardless of how well the theory is implemented. Further, while the use of marketing theory may be appropriate, the lack of resources and awareness of interventions have created an environment where the marketing theory may not be active long enough or evaluated sufficiently to highlight its effectiveness.

Finally, this systematic review addressed the current state of social marketing literature regarding male victims of IPV. With a sample of only ten publications being able to be included in this thesis, it is evident there is a lack of research on the effectiveness of social marketing communication and behavioural interventions targeting male victims of domestic violence that is out of kilter with the relative significance of the issue. The lack of financial resources relating to longevity issues of campaigns may be to blame for this lack of research due to the consequent lack of viable data. However, the nature of such an issue and the stigmatised landscape of male victimhood and IPV may also be blamed. Due to reporting and the number of available interventions, the data and exploration of interventions targeting female victims may be more easily attainable.

Further, the perception of male victims may be considered a new concept, resulting in the lack of visibility. Still, this lack of visibility may also be attributed to the perception of men being the perpetrator in cases of IPV. The lack of identified publications gives weight to the various biases impacting the amount of research being conducted. Therefore, herein lies an opportunity for researchers to further develop research targeting this important issue.

This thesis has highlighted how underrepresented male victims of IPV are in marketing, specifically social marketing. By exploring critical social marketing theories and concepts, the understanding of how such ideas relate to male victimhood of IPV was broadened. This research may provide a basis for developing a better understanding of the help seeking environment of male victims and the social marketing tools available to intervene effectively. This research thereby also contributes to creating a knowledge environment where future research into the male help seeking for intimate partner violence does not face a seeming lack of information and representation.

5.2.2 Practical Implications

This thesis identified the current marketing processes and practices in interventions targeting male victims of IPV and explored their effectiveness. The purpose of this was to compile information on practical tools to better communicate and intervene with male victims of IPV. It is hoped that the critique of marketing tools, such as digital marketing, message framing, audience targeting, and message inclusivity, may inform future campaigns and interventions targeting male victims of IPV and reduce the potential redundancies or weaknesses in such campaigns and interventions. However, if this does not occur, this thesis still works to broaden the conceptual understanding of available marketing tools in social marketing towards male victims of IPV.

A primary practical contribution of this thesis centres around the efficacy of implementing digital marketing channels in the distribution of social marketing campaigns and interventions targeting male victims of IPV. The findings ranged from the positive correlation of online communities and social networks on the sense of belonging and subsequent help seeking of IPV victims to the potential benefits of omnichannel communication through digital networks for the wide dispersion of information surrounding help seeking (Chu et al., 2020; Agbulos, 2017). Of note was the versatility and vast potential of utilising digital marketing efforts in interventions and campaigns targeting IPV victims and its proven effectiveness in other, equally stigmatised issues such as self-harm (Record et al., 2019). Ultimately, it was concluded that digital marketing has a strong potential in aiding the uptake of help services in male victims of IPV.

Another practical contribution of this thesis surrounded the message of the interventions and campaigns. It was concluded that previous IPV social marketing interventions and campaigns do not adequately understand their target audience before releasing the intervention or behavioural campaign, leading to increased dissonance, and negatively impacting the influence of the campaign and its impact on the help seeking intentions (Reis et al., 2020; Agbulos, 2017). It was concluded that utilising the theory of planned behaviour in the construction of messages could reduce the likelihood of the target audience not paying attention to the message (Reis et al., 2020).

However, although in some campaigns and interventions, the target audience's characteristics were understood, other interventions and campaigns failed to effectively frame their message (Reis et al., 2020). The use of framing IPV implicitly versus explicitly was explored, noting that although IPV is often a violent issue, highlighting how support systems work and what services are available can have a higher potential positive impact and encourage self-efficacy in help seeking (Reis et al., 2020; Cismaru & Lavack, 2010). Further, it was important for these messages to be pre-tested before release to ensure the stigma surrounding male help seeking for IPV was not reinforced.

Finally, and arguably the most significant practical finding of this thesis was the analysis of a call for greater inclusivity in social marketing interventions and behavioural campaigns targeting male victims of IPV. Ninety per cent of the publications included in this thesis discussed the lack of diversity in social marketing campaigns aimed at their target market. The current interventions and behavioural campaigns may not best serve the stigmatised groups seeking help for IPV and negatively impact female victims of IPV. However, they have more extensive awareness and a broader amount of help services available to them through reinforcing the victimisation of women in IPV campaigns and

interventions (Allen, 2018). Furthermore, the lack of ethnic and sexual orientation diversity was an issue in IPV campaigns targeting men (Reis et al., 2020).

5.3 Research Limitations

Like all research, this thesis was subject to some limiting factors that need to be considered when the findings are interpreted. These limitations arose during the screening process of the identified publications. Primarily, the sample size of this thesis is small, with ten publications being included in the final review, which is a key limitation of this research. Although this perspective may be countered by the lack of research available about social marketing behavioural campaigns and interventions targeting male victims of domestic violence. However, studies with such small sample sizes often face many problems. These problems include an increase in the possibility of interpreting a false premise that does not represent the broader population or field of research (Faber & Fonseca, 2014).

Another limitation of this study is the language bias of including only English or English translated publications. This was due to the author being predominantly fluent in English and time constraints restricting possible translation. However, it must also be noted that most studies identified and included in this thesis had affiliations with English-speaking countries like the United States and the United Kingdom. Had the study included a broader range of languages in the identification process, a wider spread of international publications may have been identified and included.

This thesis was also restricted by the keywords the author used to identify relevant publications. The identification was reliant on the keywords used appearing in the title, abstract and keywords of the publications. However, based on the initial scoping of publications identified in the initial search, it is safe to assume the study utilised occurring keywords within the study of IPV and male victimhood. This is a limitation of the systematic review methodology that screened publications in phases. The alternative option was screening all publications manually, which was deemed impractical.

Finally, the use of grey literature as a source material may be identified as another fundamental limitation of this thesis. As discussed in the methodology section of this thesis, the use of grey literature expands the potential of identifying relevant information related to the subject matter. Grey literature is often unreliably categorised and calls for attention to detail during eligibility testing, which increases the likelihood of human error throughout the screening process (Hartling et al., 2017). Nevertheless, grey literature is also a vital tool in reducing publication bias where only significant positive research is included (Haddaway et al., 2015).

5.4 Recommendations for Future Research

This section addresses the areas where future research may further influence the current understanding of male help seeking for IPV and the available social marketing behavioural and communication interventions. These recommendations for future research were identified during this thesis. Firstly, potential areas for future research lies in addressing the limitations of this study. Future research may be directed towards repeating this study in languages other than English, which would reduce the language bias of the present research and potentially provide insight into the different expressions of masculinity and male help seeking outside the heteronormative Western perspective. Repeating this systematic review would also test the strength of the review protocol and the means used in this thesis.

Another potential area lies in the evaluation of more grey literature. This thesis implemented a saturation point in the Google Scholar listings review for practicality and reasons of time restrictions. Future research may lie in evaluating pure grey literature past the saturation point of 10-pages (200 publications) of results. Within that section may lie more evaluations of campaigns and interventions targeting male victims of IPV.

5.5 Conclusion

This thesis explored the effectiveness of current social marketing behavioural and communication interventions targeting male victims of IPV. Key social marketing theories and practical tools were explored and critiqued with application to IPV or a more comprehensive range of issues that experience a similar rate of stigma. Applying marketing theory to IPV behavioural or communication interventions helped identify key pitfalls in the implementation of practices and further explore potential areas for improvement in the effective use of marketing theories, tools and strategies. This thesis also provided a critical lens on research investigating the help seeking of male victims of IPV and possible means of better communicating with this underserved population. This thesis also provided practical contributions by adding to the understanding of the means of communications and intentions behind these campaigns and interventions. This thesis thus contributes value to combatting the stigmatised landscape of male victims of IPV and increasing knowledge on the help seeking intentions of male victims of intimate partner violence.

6. References

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7. Appendices

Appendix A Final SCOPUS Search Strings

Domestic Violence

TITLE-ABS-KEY ("domestic violence" OR "intimate abuse" OR "intimate partner violence") AND TITLE-ABS-KEY (intervention* OR campaign* OR marketing) AND TITLE-ABS-KEY ("male victim*") AND NOT ("female victim"

Sexual Abuse

TITLE-ABS-KEY ("sexual violence" OR "sexual abuse" OR rape) AND TITLE-ABS-KEY (intervention* OR campaign* OR marketing) AND TITLE-ABS-KEY ("male victim*") AND NOT ("female victim")

Emotional Abuse

TITLE-ABS-KEY("emotional abuse" OR "psychological abuse" OR "coercive control" OR "mental abuse") AND TITLE-ABS-KEY(intervention* OR campaign* OR marketing) AND TITLE-ABS-KEY("male victim*") AND NOT ("male perpetr*" OR "female victim*")

Elder Abuse

TITLE-ABS-KEY ("elder abuse" OR "elderly abuse") AND TITLE-ABS-KEY (intervention* OR campaign* OR marketing) AND TITLE-ABS-KEY ("male victim*") AND NOT ("female victim")

Financial Abuse

TITLE-ABS-KEY ("financial abuse" OR "financial control") AND TITLE-ABS-KEY (intervention* OR campaign* OR marketing) AND TITLE-ABS-KEY ("male victim*") AND NOT ("female victim")

Appendix B Final PubMed Search Strings

Domestic Violence

("domestic violence"[Title/Abstract]) OR ("intimate abuse"[Title/Abstract]) OR ("intimate partner violence"[Title/Abstract]) AND (intervention*[Title/Abstract]) OR (campaign*[Title/Abstract]) OR (marketing[Title/Abstract]) AND ("male victim*" [Title/Abstract]) Not ("female victim*")

Sexual Abuse

("sexual violence"[Title/Abstract]) OR ("sexual abuse"[Title/Abstract]) OR (rape[Title/Abstract]) AND (intervention*[Title/Abstract]) OR (campaign*[Title/Abstract]) OR (marketing[Title/Abstract]) AND ("male victim*" [Title/Abstract]) NOT ("female victim*")

Emotional Abuse

("emotional abuse"[Title/Abstract]) OR ("psychological abuse"[Title/Abstract]) OR (coercive control[Title/Abstract]) OR ("mental abuse"[Title/Abstract]) AND (intervention*[Title/Abstract]) OR (campaign*[Title/Abstract]) OR (marketing[Title/Abstract]) AND ("male victim*" [Title/Abstract]) NOT ("female victim*")

Elder Abuse

("elder abuse"[Title/Abstract]) OR ("elderly abuse"[Title/Abstract]) AND (intervention*[Title/Abstract]) OR (campaign*[Title/Abstract]) OR (marketing[Title/Abstract]) AND ("male victim*" [Title/Abstract]) NOT ("female victim*")

Financial Abuse

("financial abuse"[Title/Abstract]) OR ("financial control"[Title/Abstract]) AND (intervention*[Title/Abstract]) OR (campaign*[Title/Abstract]) OR (marketing[Title/Abstract]) AND ("male victim*" [Title/Abstract]) NOT ("female victim*")

Appendix C CINAHL Final Search Strings

Domestic Violence

(domestic violence or intimate abuse or intimate partner violence) AND (intervention or interventions or campaign or campaigns or marketing) AND (male victim or male victims) NOT (female victim or female victims)

Sexual Abuse

(sexual violence or sexual abuse or rape) AND (intervention or interventions or campaign or campaigns or marketing) AND (male victim or male victims) NOT (female victim or female victims)

Emotional Abuse

(emotional abuse or psychological abuse or coercive control or mental abuse) AND (intervention or interventions or campaign or campaigns or marketing) AND (male victim or male victims) NOT (female victim or female victims)

Elder Abuse

("elder abuse" or "elderly abuse") AND ("male victim" OR "male victims") AND (intervention or interventions or campaign or campaigns or marketing) AND (male victim or male victims) NOT (female victim or female victims)

Financial Abuse

(financial abuse or financial control) AND (male victim) AND (intervention or interventions or campaign or campaigns or marketing) AND (male victim or male victims) NOT (female victim or female victims)

Appendix D Google Scholar Final Search Strings

Domestic violence

("domestic violence" OR "intimate partner violence" OR "intimate abuse") AND (intervention* OR campaign* OR marketing) AND ("male victim*") NOT ("female victim*")

Sexual Abuse

("sexual violence" OR "sexual abuse" OR rape) AND (intervention* OR campaign* OR marketing) AND ("male victim*") NOT ("female victim*")

Emotional Abuse

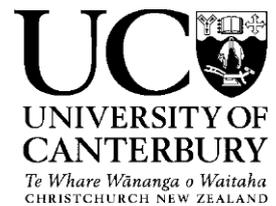
("emotional abuse" OR "psychological abuse" OR "coercive control" OR "mental abuse") AND (intervention* OR campaign* OR marketing) AND ("male victim*") NOT ("female victim*")

Elder Abuse

("elder abuse" OR "elderly abuse") AND (intervention* OR campaign* OR marketing) AND ("male victim*") NOT ("female victim*")

Financial Abuse

("financial abuse" OR "financial control") AND (intervention* OR campaign* OR marketing) AND ("male victim*") NOT ("female victim*")



Department of Management, Marketing and Entrepreneurship
Email: tessa.mckegg@pg.canterbury.ac.nz

A Systematic Review of Social Marketing Interventions of Men's Help-seeking for Domestic Violence

Information Sheet for [participant's name]

Hello, my name is Tessa McKegg. I am a postgraduate student at the University of Canterbury working towards the completion of a Master's degree in Marketing. My thesis examines and reviews social marketing interventions that have been developed to increase adult-male help-seeking for domestic violence. The aim of this study is to survey and synthesise current research surrounding the effectiveness of existing interventions. It is hoped that the results of the review will provide a base for future research into the area of social marketing interventions with respect to men's help-seeking in cases of domestic violence.

If you choose to take part in this study, your involvement in this project will be as a member of the reference group that assists in the formation of search criteria including potential keywords relevant to your chosen field and its involvement with male help-seeking or domestic violence. Another area of participation will be to provide feedback with respect to the appropriateness of potential terms and definitions in the development of the systematic review protocol. With your assistance, relevant and timely literature will be able to be identified and used throughout the study.

In the performance of the tasks and application of procedures exists the risk of potentially sensitive information pertaining to your work or personal experience being identified, or the nature of the topic becoming emotionally distressing. Due to this risk, please be aware that participation can be stopped at any time should this occur, and appropriate support services will be contacted if this is needed.

Participation is voluntary and you have the right to withdraw at any stage without penalty. If you withdraw, I will remove any information specific to you, however, once the analysis is complete, it will become increasingly difficult to remove your influence.

The results of the project may be published, but you may be assured of the complete confidentiality of data gathered in this investigation: your identity or information that may lead to your identification will not be made public without your prior consent. To ensure anonymity and confidentiality, all data will be stored on a secure, password protected drive at the University of Canterbury. Only I will have access to this data with the possible exception of my supervisors during the process of editing project chapters. The data used in this research will be destroyed five years after project completion. A thesis is a public document and will be available through the UC Library. **Please indicate to the researcher on the consent form if you would like to receive a copy of the summary of results of the project.**

The project is being carried out *as a requirement for a Master of Commerce degree* by Tessa Marie McKegg under the supervision of Professor C. Michael Hall, and Professor Ekant Veer, who can be contacted at michael.hall@canterbury.ac.nz and ekant.veer@canterbury.ac.nz respectively. They will be pleased to discuss any concerns you may have about participation in the project.

This project has been reviewed and approved by the University of Canterbury Human Ethics Committee, and participants should address any complaints to The Chair, Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

Department of Management, Marketing and Entrepreneurship

Email:

tessa.mckegg@pg.canterbury.ac.nz

A Systematic Review of Social Marketing Interventions of Men's Help-seeking for Domestic Violence

Consent Form for [participant's name] to participate as a member of the study's reference group

Include a statement regarding each of the following:

- I have been given a full explanation of this project and have had the opportunity to ask questions.
- I understand what is required of me if I agree to take part in the research.
- I understand that participation is voluntary and I may withdraw at any time without penalty. Withdrawal of participation will also include the withdrawal of any information I have provided should this remain practically achievable.
- I understand that any information or opinions I provide will be kept confidential to the researcher and her supervisors and that any published or reported results will not identify the participants should they wish to remain anonymous. I understand that a thesis is a public document and will be available through the University of Canterbury Library.
- I understand that all data collected for the study will be kept in locked and secure facilities and/or in password protected electronic form and will be destroyed after five years.
- I understand the risks associated with taking part and how they will be managed.
- I understand that I can contact the researcher, Tessa McKegg, or one of her supervisors, Michael Hall (michael.hall@canterbury.ac.nz) or Ekant Veer (ekant.veer@canterbury.ac.nz) for further information. If I have any complaints, I can contact the Chair of the University of Canterbury Human Ethics Committee, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz)
- I would like a summary of the results of the project.
- By signing below, I agree to participate in this research project.

Name: _____ Signed: _____ Date: _____

Email address *(for report of findings, if applicable)*:

Please print and sign a copy of this for the researcher to collect at the first meeting. If you are unable to do so, a copy will be provided to you to sign at the first meeting should you accept.