

MEDIA EXPOSURE OF MARRIED FEMALES AND ITS ASSOCIATION WITH THEIR PERCEPTION ABOUT DOMESTIC VIOLENCE

Adnan Ahmed¹, Wasif Ali¹, Sohail Haider², Muhammad Ali³

¹Institute of Social and Cultural Studies, University of the Punjab, Lahore.

²Sociologist, National Engineering Services of Pakistan (NESPAK), Lahore.

³School of Management, National College of Business Administration & Economics, Lahore.

Corresponding author's email: mali.great72@gmail.com

0321-7703756

This study aims to determine any relationship between media exposure and perception of married females about domestic violence. We analyzed data from Pakistan Demographic and Health Survey 2012-2013, of ever-married females between the ages 15-49 years to analyze their level of media exposure and their perception of domestic violence. Women between ages 15-49 years who are used to visit any type of media whether it is print or electronic, regularly or weekly are grouped as "females having media exposure". Females did not have access to any type of media are grouped as "females having no media exposure". Association between female's media exposure and their perception of domestic violence were assessed by calculating the adjusted odds ratio (OR) using a logistic regression model, by controlling social equity characteristics (wealth, education, residence area) ethnicity. 72.3% of ever-married women have exposure to media and 27.7% are having no exposure. A large proportion of females (56.2%) have no education and the majority (53.2%) is living in rural areas. A strong media exposure was significantly associated to decrease females' justification about domestic violence (adjusted OR 0.996, 95% confidence interval [CL] 0.903-1.097). There is a strong need to make females aware about their rights through media and educational institutions. This will lead to minimizing their exploitation by their life partners.

Key Words: Media exposure, Married females, Domestic violence, Pakistan

INTRODUCTION

Domestic violence throughout the globe a serious human rights issue and it is also related to public health, especially its victims are females around the world [1]. Which left serious health related issues with females and There is a strong association between domestic violence, mental health, depression, stress, medicine dependency, substance use, and suicide are the consequence observed in the context of violence in a woman's life [2]. Millions of women throughout the world, irrespective of their demographic background and social class are being a victim of this problem, religious and cultural constraints suppressing the female potential of playing an important role in the construction of society [3]. In many societies, domestic violence due to cultural patterns it is considered as acceptable behavior [4] in Pakistan it is also a serious issue, unfortunately due to some cultural barriers this issue is considered as a private matter and also usually considered as normal or justifiable by females. This acceptance of domestic violence as normal behavior by females is a main causing factor for its prevalence .this issue needs immediate attention of health professionals and policymakers [5].

Around 40% of ever-married females aged 15-49 years have suffered some type of violence in Pakistan during their lifetime and every third woman in Pakistan has suffered physical violence [6]. Around 90% of women in Pakistan face domestic violence but societal constraints and unawareness of women rights let the male enjoy this exploitation (aware girls,17 Feb 2014).This exploitation can be minimized through mass media ,as it is a very useful source for creating awareness and sensitizing an issue which leads to eradication of that particular problem, as planned media campaign, intensive community, and social mobilization and increasing knowledge help in eradication of polio and overcoming gender barriers in Pakistan and India [7]. It also a very effective tool to normalize an issue, media reports and

programs affect psychological and behavioral processes of human especially related to domestic violence [8]. along with other socio-demographic influences like gender norms .access to education for girls and the boy may enhance the awareness level which may helpful in prevention domestic violence [9].

It is not yet clear whether this socio-demographic indicator may contribute or not in making female perception about domestic violence, our study aims to explain the association if any between the female level of media exposure and their perception of domestic violence along with women economic, educational and place of residence and the level of their education.

METHODOLOGY

Sample of participants

We selected Pakistan demographic and health survey, has been conducted by national institute of population studies, Islamabad. Pakistan and ICF international, Calverton, Maryland between October 2012 and March 2013 [6]. It (PDHS) is the third time in Pakistan that such a national level survey carried out, under the supervision of global program of demographic and health survey. This survey was conducted by trained interviewers. Nationally Representative household-based was obtained through a two-stage stratified, random sample design. Federal administered tribal areas and Azad Jammu and Kashmir and restricted military and protected areas were excluded. On first phase all urban and rural areas of four provinces and Gilgit-Baltistan, all towns and cities are divided into smaller blocks named as enumeration blocks which comprise 200-250 households, they are further categorized into low-middles and high-income groups. In second stage household was selected by simple random sampling technique. from 12,943 households interviewed, a total of 14569 ever-married women aged 15-

49 were identified and 13,558 were successfully interviewed, with a response rate of 93%.detailed methodology of design collection and methodology has been described in survey report [6]. For this study we took women between aged 15-49 years (n=13552), to assess the association between media exposure of ever-married women and their perception of domestic violence.

Instrumentation

Media exposure is defined as the exposure variable, females read newspaper has been categories in 1(not at all) to 4(daily) similarly the exposure to radio and television. The demographics of the participants were assessed through questions regarding age, level of education, the area of residence, and media exposure. We calculated a separate variable for female exposure to any kind of media by re-coding it into a different variable.

The level of perception about domestic violence was assessed by questions. Beating is justified if the wife goes out without telling husband. Beating justified if wife neglects the children? Beating justified if wife burns the food? Beating justified if wife argues with him? We also calculated a variable about beating is ever justified by calculating all of above reasons? [6].

Ethics Considerations

The demographic health surveys procedures include in the study were approved by ICF international institute review board and the ethics review board of the government of Pakistan. Because this manuscript involved secondary data analysis of a publicly available data, ethical approval from our respective institutions was not required. All study authors were granted access to these data for the purpose of research.

DATA ANALYSIS

A total number of ever-married females between the ages of ate.

15-49 participated in PDHS are our sample of research. Frequencies of all demographic characteristic (age, wealth, education, and residence) and frequencies and percentage of married female media exposure are calculated through commuting variables and frequencies of female reporting domestic violence also taken. Then female perception divided into two categories .0.justifying...1...not justifying. Then cross-tabulate the female perception and demographic characters using cross tabulation. Association between media exposure and female perception about domestic violence is assessed by the odd ratio (OR) and adjusted odd ratio (OR) with 95% confidential interval using logistic regression models. All the data were weighted and analyzed using SPSS (IBM SPSS statistics for windows, version 20.1) to account for selection probability, nonresponsive, and sampling differences between regions to produce a nationally representative estim15-49 age group has been divided into seven categories of different age groups of ever-married females. Among ever-married females age group of 25-29 has a largest respondent category (2723) and the majority (56.2%) of them have no education. Females from Punjab province has a largest respondent category. Most (53.2%) of females belongs to rural background, also, the richest portion of the female is large in respondents (23.9%).In media exposure, most of the women watch television which is 6334 (46.7%) later on 72.3% of ever married female has exposure to any type of media. A large proportion (66.7%) of ever-married females are not justifying violence if they go out without telling their husband. Most of all categories females justify violence by their husbands if she argues with them which is 37.4%.over all 53.3%.of Females are not justify violence ever.

RESULTS

Table 1

level of media exposure, and level of perception about domestic violence, and social equity indicators among ever-married females aged 15-49 years N=13552		
variable	Frequency	Valid %
Age		
15-19	567	4.2
20-24	2048	15.1
25-29	2723	20.1
30-34	2438	18.0
35-39	2300	17.0
40-44	1808	13.3
45-49	1674	12.3
Highest educational level		
No education	7625	56.2
Primary	1831	13.5
Secondary	2415	17.8
Higher	1687	12.4
Region		
Punjab	3800	28.0
Sindh	2941	21.7
Khyber Pakhtunkhwa	2695	19.9
Balochistan	1953	14.4
Gilgit Baltistan	1216	9.0
Islamabad (ICT)	953	7.0

Type of place of residence		
Urban	6351	46.8
Rural	7207	53.2
Wealth index		
Poorest	2486	18.3
Poorer	2586	19.1
Middle	2589	19.1
Richer	2657	19.6
Richest	3240	23.9
Frequency of reading newspaper or magazine		
Not at all	10068	74.5
Occasionally	2731	20.2
At least once a week	268	2.0
Daily	448	3.3
Frequency of listening to radio		
Not at all	11172	82.4
Occasionally	1926	14.2
At least once a week	115	.8
Daily	339	2.5
Frequency of watching television		
Not at all	4309	31.8
Occasionally	2623	19.4
At least once a week	286	2.1
Daily	6334	46.7
Women ever have exposure to any kind of media		
no exposure	3740	27.7
exposure to media	9773	72.3
Beating justified if wife goes out without telling husband		
No	9025	66.7
Yes	4511	33.3
Beating justified if wife neglects the children		
No	8932	66.0
Yes	4602	34.0
Beating justified if wife argues with husband		
No	8472	62.6
Yes	5063	37.4
Beating justified if wife refuses to have sex with husband		
No	8984	66.4
Yes	4547	33.6
Beating justified if wife burns the food		
No	11026	81.5
Yes	2506	18.5
Beating justified ever		
No	7232	53.5
Yes	6295	46.5

Table 2

Factors associated with female perception about domestic violence N=13552						
Characteristics	Not Justifying violence	Justifying violence	OR	CI		P value
Age	lower upper					
15-19	3.5%	5.0%	1			
20-24	14.5%	15.8%	.750	.622	.904	.003
25-29	20.5%	19.6%	.663	.552	.795	.000
30-34	18.6%	17.2%	.637	.530	.766	.000
35-39	17.1%	16.8%	.676	.562	.814	.000

40-44	13.6%	13.1%	.665	.550	.804	.000
45-49	12.2%	12.6%	.715	.590	.866	.001
Educational attainment						
No education	44.1%	70.3%	6.337	5.550	7.236	.000
Primary	14.1%	12.8%	3.606	3.088	4.210	.000
Secondary	22.8%	12.1%	2.110	1.814	2.454	.000
Higher	19.1%	4.8%	1			
Region						
Punjab	34.3%	20.9%	1.700	1.443	2.003	.000
Sindh	25.4%	17.5%	1.923	1.627	2.273	.000
Khyber Pakhtunkhwa	11.4%	29.6%	7.237	6.102	8.584	.000
Balochistan	13.8%	15.1%	3.073	2.583	3.658	.000
Gilgit Baltistan	5.2%	13.4%	7.196	5.934	8.727	.000
Islamabad (ICT)	10.0%	3.6%	1			
Type of place of residence						
Urban	55.4%	36.9%	1			
Rural	44.6%	63.1%	2.126	1.984	2.278	.000
Wealth index						
Poorest	11.9%	25.8%	6.281	5.591	7.056	.000
Poorer	13.8%	25.2%	5.297	4.727	5.937	.000
Middle	17.6%	20.9%	3.455	3.088	3.866	.000
Richer	22.4%	16.3%	2.116	1.889	2.369	.000
Richest	34.3%	11.8%	1			
Women media exposure						
no exposure	19.0%	37.7%	2.569	2.376	2.777	.000
exposure to media	81.0%	62.3%	1			

Females views about domestic violence differentiate with respect to their demographic and social equity indicators .females who were justifying violence as acceptable were uneducated and most of them belong to a rural area. Females from Khyber Pakhtunkhwa were the highest tendency in justifying violence as compared with other provinces, and females of poorest and poor background were more likely to justify domestic violence. Females having exposure to media are compared with females do not have exposure to any kind of media, women do not have exposure are more in justifying domestic violence

(OR=2.569; 95%CI, 2.376-2.77). Females from the richest background are compared with females with poorest wealth indexes. Females from poorest wealth background are more in justifying domestic violence (OR=6.281; 95%CI, 5.591-7.056).Females with urban residence are compared with rural residence. Females with rural residence are more justifying violence (OR=2.126; 95%CI, 1.984-2.278).Females with higher education are compared with females having no education, females with no education are more in justifying domestic violence (OR=6.337; 95%CI, 5.550-7.236).

Table 3

Association of the female exposure to media and their perception of domestic violence N=13552								
Characteristics	Not Justifying violence	Justifying violence	OR	CI	P value	AOR	CI	
							lower	upper
Ag lower -upper								
15-19	3.5%	5.0%	1			1.242	1.005	1.535
20-24	14.5%	15.8%	.750	.622	.904	.003	1.088	.940 1.259
25-29	20.5%	19.6%	.663	.552	.795	.000	1.039	.905 1.192
30-34	18.6%	17.2%	.637	.530	.766	.000	.983	.855 1.131
35-39	17.1%	16.8%	.676	.562	.814	.000	.981	.852 1.129
40-44	13.6%	13.1%	.665	.550	.804	.000	.947	.817 1.098
45-49	12.2%	12.6%	.715	.590	.866	.001		
Educational attainment								
No education	44.1%	70.3%	6.337	5.550	7.236	.000	3.580	3.049 4.203
Primary	14.1%	12.8%	3.606	3.088	4.210	.000	2.903	2.445 3.448
Secondary	22.8%	12.1%	2.110	1.814	2.454	.000	1.821	1.548 2.143
Higher	19.1%	4.8%	1					

Region									
Punjab	34.3%	20.9%	1.700	1.443	2.003	.000	.876	.733	1.046
Sindh	25.4%	17.5%	1.923	1.627	2.273	.000	.969	.807	1.163
Khyber Pakhtunkhwa	11.4%	29.6%	7.237	6.102	8.584	.000	3.517	2.923	4.232
Balochistan	13.8%	15.1%	3.073	2.583	3.658	.000	1.162	.958	1.409
Gilgit Baltistan	5.2%	13.4%	7.196	5.934	8.727	.000	3.065	2.472	3.800
Islamabad (ICT)	10.0%	3.6%	1						
Type of place of residence									
Urban	55.4%	36.9%	1						
Rural	44.6%	63.1%	2.126	1.984	2.278	.000	1.087	.990	1.193
Wealth index									
Poorest	11.9%	25.8%	6.281	5.591	7.056	.000	2.773	2.340	3.287
Poorer	13.8%	25.2%	5.297	4.727	5.937	.000	2.254	1.936	2.626
Middle	17.6%	20.9%	3.455	3.088	3.866	.000	1.765	1.538	2.026
Richer	22.4%	16.3%	2.116	1.889	2.369	.000	1.378	1.213	1.565
Richest	34.3%	11.8%	1						
Women media exposure									
no exposure	19.0%	37.7%	2.569	2.376	2.777	.000	.996	.903	1.097
exposure to media	81.0%	62.3%	1						

After adjustment for age, wealth, ethnicity, type of place of residence, education status of participants, media exposure is strongly associated with females’ perception of domestic violence (adjusted OR 0.996, 95%CI 0.903-1.097).

DISCUSSION

Domestic violence is a global issue which affects women mental and physical health all over the world. One of the major cause for its prevalence is as it is considered as a domestic issue, and most of the time women consider it as normal acceptable behavior, as in Nigeria 66.4% of ever-married women justify domestic violence [10].

According to our study, 46.5% of ever-married women aged 15-49 in Pakistan are justifying domestic violence, which resembles study done in Nigeria about women perception about domestic violence [10] also a majority of women in Jordan justify violence as acceptable [11]. Our study explored that women belong to the low social background and fewer media exposure are more in justifying domestic violence, in contrast to women belongs to affluent socio-demographic background and frequent media exposure are more in not justifying violence. Our finding also supported by many previous studies, as a study suggested that media make a positive change in female perception about domestic violence over a period of time in India [12] media exposure brings significant change in gender role and increased women’s perception in India [13].

In our study the perception of women about domestic violence along with socio-demographic characteristics (age, education, urban or rural, wealth index) are measured, we found that women with less education and rural background and also who belongs to poor wealth index are more in justifying domestic violence, which is self-evident that acceptance of domestic violence differs according to the personal attributes. As females belong to the urban residence are more in not justifying violence in comparison to women from the rural residential area. These findings represent the effect of cultural patterns and the role of male dominance

towards making female perception about violence [14].

Our study is first to measure the women perception about domestic violence with regards to media exposure in Pakistan, furthermore our study explored that female with significant media exposure are less justifying violence in contrast to females having low or nil media exposure. Media exposure is playing a significant role in enhancing female awareness level which further leads to change their perception of domestic violence [15].

Here are some limitations regarding our study, due to the cross-sectional design of our study we are unable to explain the level of media manipulation in the construction of women’s perception of domestic violence. Our study is limited to media exposure of women aged 15-49, our study could not be generalized beyond this age group and the male portion of society. As our data is taken from PDHS, so it’s finding are limited to Pakistan. Our data consist of married females so it cannot be generalized to unmarried females.

In conclusion, 81% women between ages 15-49 with media exposure are not justifying domestic violence. Media exposure is significantly associated with the perception of women’s about domestic violence. There is a need for effective intervention, not only education but effective media campaign, political will, the strict legal action is needed to overcome this issue especially our religious and social leaders should come forward and educate people regarding female rights.

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