

Medias Role in consensual/non-consensual relationships

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ABSTRACT

Medias Role in consensual/non-consensual relationships looks at sexual consent the meaning of this and young peoples understanding of what it means. I have created and produced a video artifact that is called “Medias role in sexual consent” the group named this, as it was a clearer statement for the targeted audience. The artifact is a media resource for young men and women who want information around sexual consent. The video also explores the role of media and highlights the power of media and looks at how media can effect people’s way of thinking and also portray people in negative light. It also looks at the perception the media can give of young people with the show’s they produce such as the reality Tv shows. The video explores this and gets young peoples insights to these shows. This project also looks at the relevant literature available to people for informing them on sexual consent. I also look at the media and how it highlights this getting an insight to web sites that inform youths to videos that inform and educate. This artifact also highlights the many support organisations that are available for anyone who may be affected from some of the issues that are explored within the research. This project was created as an Action Reach project and involved 12 young people from the North West Inner City of Dublin aged 18-25 years old. The aim of the project is to inform young people of what is Sexual Consent and highlight medias role within this. The project will educate the participants in the video who took part in the sub groups and reflection sessions, and the viewers who will be target audience anyone from the age of 17 and over.



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1.0- CHAPTER 1 - Introduction

1.1- Introduction

My name is Darren O'Connor and I am a youth worker for Bradog youth service based in the North West inner city of Dublin. Our service provides a service for young people aged 10 to 25 years of age who are from marginalized backgrounds and who are at risk of social deprivation, economical hardship and lack of equal opportunity. Our service identifies the most common needs for young people and design programmes and activities that best suit the targeted young people we engage with. For my project I have produced a video for young people highlighting "media's role in sexual consent. This project focuses on consensual relationships *"Consensual Relationship"* shall mean and refer to any **relationship**, either past or present, which is romantic, intimate, or sexual in nature and to which both parties consent or consented (Colorado State University 2013) There has been a great deal of focus around this issue for our, and many other youth services now for many years, but with the recent events in Northern Ireland with the Paddy Jackson and Stuart Olding rape trial. This is where two Irish rugby players have been accused and charged with rape, this has captured the minds of most of Ireland and particularly young women and men. The case was followed and with the men then been found not guilty this generated uproar around the country.

ULSTER RAPE TRIAL

‘I believe her. I wish I could tell her that. I believe you’

My phone lights up, not once, but twice, and then again and again and again.

“Found not guilty,” a friend texts into one WhatsApp group. “Not guilty,” a different group goes up. “All defendants not guilty.”

No, in my reply. No, No, No. My friends don’t need to explain any further. They don’t need to tell me what trial they are

Louise O’Neill



But I am not shocked and I can believe it, I can believe it with devastating ease.

For I know this would happen. I am a woman living in Ireland and I have seen not guilty verdict after not guilty verdict, sure women are liars, aren’t they? They regret having sex the morning afterwards so they decide to ruin some poor young man’s life by crying rape.

And now, on March 28, 2018, they have been found not guilty which is not the same as innocent. I believe her. I wish I could tell her that. I wish I could tell her how brave she was, and how grateful I am to her for that courage.

I hope she has good people around her, and a support system to take care of her. I believe you. I believe you. I believe you.

It’s been difficult watching this case play out across national media. Listening to people discuss the case, dismissing it with a casual, “well, none of us were there, were we?” How do we know what went on?

And every victim of sexual violence in hearing distance, one in five, watching and thinking — And what would you say if you heard my story? What would you

do if I told you of a night that I was broken in two? Would you say, “I wasn’t there, was I? How am I to know the truth?” Would you call me a liar too?

People used to tell me that (my book) *Asking For It* started a “national conversation” about rape culture, and I would mouth rather we have those conversations as a result of a fictional novel than on the back of a young

woman’s lived experience.

Nevertheless, this is where we are now and whether or not you believe that a rape took place, it cannot be denied that this case has raised issues that urgently need to be addressed.

■ Louise O’Neill is an award-winning journalist and an Irish Examiner columnist. Read her full article on Page 5

‘Rugby star status reason for trial’



Inside

Paddy Jackson was the first to give his reaction after his acquittal. After nine weeks in court, his statement after the ordeal was very short.

Page 2

Stuart Olding has already overcome serious injuries to fight his way back to fitness. Now he faces yet another major battle — to return to the pinnacle of his sport.

News: 4

Judge Patricia Smyth described the woman who walked in on two of the accused and the complainant as a “key witness”.

News: 6

There were no winners but losers aplenty in the Belfast rape trial, as the repercussions for all concerned will reverberate for a long time to come.

(The Irish Times March 2018)

This artifact will explore young peoples views and opinions on sexual consent, giving others information on where to go for support and looks at other media platforms that provide information and support around this topic. This video will inform not only the participant's but also the viewers as it can be used as a supportive tool for all aged 17 plus. We look at the different literature that exists practically here in Ireland where it gives the definition of sexual consent and explains the repercussions if this is broken not only on the person who breaks this but the impact on the victim. I will explore some media tools that relate to our topic from web sites to videos that try and educate youths around sexual consent. The report looks at other issues in other countries such as common accusations around sexual consent in US colleges and demand for law change in Spain as a result of sexual consent not been clear within the justice system.

1.2 - Background

This video looks at the role of media around consensual relationships it looks at what young peoples views are relating to media and its role. Does the media have a role? What are the advantages and disadvantages that present themselves through the media in relation to sexual consent? We explore the different information outlets and other videos that are of the same intent and look at what young people find useful or perhaps what is not appealing to them. Within this project I intend to find the literature that is out there around sexual consent and sexual awareness for young people. This can be an area where young people struggle particularly around there understanding of what is consensual, where the video will focus on the messages media gives people around consent in both a positive and negative light. The video will explore consent from verbal consent to body language and other methods of consent. Digital media was the tool used to create this video as digital media really appeals to the target age group I worked with for this project. The use of digital media allows scope for this piece of work as it can be viewed and shared through social media and can be used on a local, national and international level. We used different equipment that was available to us such as a camera, boom microphone, radio microphone and computer for editing purposes. This was done within the youth service and carried out by myself along with young people from the service we had three sub groups of eight males and four females totaling 12 participants. Out of the

12 that participated in the groups 10 consented to be interviewed for the media, as they will be key to what it is we think medias role is within consensual relationships.

1.3 - Research Question

What is Media's Role in consensual/non-consensual relationships?

1.4 - Objective

The objective of this artifact is to create a source for young people to go to that challenges their views and thoughts around consent. This will also look at relationships as it allows males and females get an insight from the opposites sex and also same sex opinions. The objective is when you see this video it will open your mind to what is young peoples understanding of sexual consent. It allows you see media and how media promotes relationships and particular types of relationships. The Video highlights the role media should have regarding consent and the role it plays at present. It identifies a message and how young people view and portrays this using reality TV, education TV, traditional family drama, MTV (music television), and advertisements. The video highlights the positives and negatives of media and its role within consent in relationships. The video will be a tool that can be used in informing young people around consent and what it means in terms of relationships. This video target audience is all young people from 17 years of age and over. It looks to inform the participants within the video, the young people who made it but mainly the to be used as a tool to inform others. This project will benefit young people, as it can be a tool that allows young people youth groups, educators or parents watch and gain knowledge around consent and how the media plays a role in this. This can generate a space for discussion among the groups who watch the video and hopefully change some views if needed. This is a global issue not only has it been a recent key topic for Irish people with the Irish rugby rape trail, but in USA this has been an ongoing problem and particularly within college institutes where rape charges and accusations are commonly made. This can contribute to the already existing literature and media artifacts that already exist and perhaps using social media can generate discussion and change.

1.5 - Context

There is a great deal of media and literature out there in relation to this topic. Reachout have a website which is reachout.com this looks at sexual consent and the factors such as verbal consent and body language. There is also support links provided if needed if you are someone who is researching this because you feel you did not give consent for a sexual activity that might have taken place. There is also a video on YouTube and it is Making a cup of tea this looks at and compares offering a cup of tea to consenting to sex and it is a good tool if working with young people as it is very clear and gets the message across which is if someone says no this should be respected. Consent as simple as tea is the name of the video. This project collaborates the above and other literature and media sources and provides a comprehensive report of consensual consent and what this means and how it affects us all when exploring relationships. This video is youth centered looking at what media exists and highlights the most effective. Its aim is to create a toolbox for young people and educators that can be used for a sexual awareness programme or any other health awareness programme that facilitators feel comfortable delivering.

1.6 - Construction

I started this project 10 weeks ago in this time I had a meeting with groups to see who is interested in this project. As it was a topic that the young people wanted to explore there was great interest. We had 20 participants turn up for the first meeting for this and then we established a core group of 12 young people who wanted to take part. Out of the 12 participants 10 would go on camera the others participated in the sub groups. The group was 4 female and 8 males all aged 18 – 25 years of age who attend our service. I carried out one to one and sub group research with the group to explore the topic of sexual consent and also to explore their view on media and its role in this. These sessions were recorded for those who consented in being recorded as I followed all ethical considerations of the college at all times throughout the programme.

2.0- CHAPTER 2 - Literature Review

2.1 - Introduction

Sexual consent is clear perhaps to most but there is still a need to inform and educate the youths of society around this and identify what it means and the correct steps taking for both parties involved in any sexual activities.

2.2 - Sexual Consent and Guidance

Should sexual consent be clearer for people is there a need for the definition to change? According to journalist Burgen who writes for the Guardian, in Spain the socialist government is to introduce a new sexual consent law as a result of the (Wolfe pack) case this case was five men who had sexual encounters with an 18 year old in Pamplona, Spain which later the girl has described this event to be against her will. The girl was filmed by one of the men and although she seems static and has her eyes closed a judge deemed this not to be rape but rather sexual assault. The socialist are looking for change to the current law as it states rape can only occur with violence and intimidation. The new proposed law looks at 'Yes means Yes' sexual consent law, which means "consent would have to be explicit. It states that "yes means yes" and anything else, including silence, means no. Sex without explicit consent would therefore be considered rape." The group has been found guilty but not of rape and it seems in Spain that definitions and laws are not as clear as they are in other countries. I have looked at Ireland and the clear description of this and where young people can find this starting with

Reachout.com is an Irish website, that looks at helping people get through a tough time and this ranges from loneliness, mental health issues and people effected by sexual abuse. This web site also informs and has a section on sexual consent that is very informative for young people to use. Under their sex and relationships there are many support headings such as sex, sexual health and relationships. Under sex they give a good insight to consent and sex. According to Reachout "Going out with someone can be amazing, but it also gets confusing sometimes, especially when it comes to intimacy and sex. It can be hard to know if the person you're with wants to get more intimate with you or not. But before you go any further, both of you have to consent. In Ireland the legal age of consent is 17-years-old for everyone. The person

you're with has to give consent. Non-consensual sexual activity (anything from kissing to penetration) is against the law. The penalties for rape and sexual assault are severe. The emotional trauma caused to victims of these crimes can last a lifetime.” (Reachout, 2018) This site looks at all levels of consent from verbal to body language and highlighting key signs for people to note when engaging in sexual activity. The signs to stop such as not responding to touching or pushing away these are perhaps very clear to most people but with so many cases of this within Ireland we can help inform young people better and this site provides the literature and the information tools of support for people also providing helplines and information services relating to rape. There is also information for getting out of situations that make you uncomfortable such as removing your self from a situation and informing a friend where possible. It also looks at drink and drugs and the effects on people in making a rational decision around sexual engagement. This site would be a very effective media tool for informing young people around sexual consent.

The web is the most common way of reaching and informing young people as with the use of smart phones Internet and information over load is only a few inches reach away. This is why web sites can be used as tools and practically in informing young people on sexual consent Spunout.ie is another site similar to reach out that offers information around sex and sexual consent. This site provides information around sex and relationships and after sex information to. It gives a clear breakdown of sexual consent and also looks at situations and actions one might assume to be consenting where in fact they are not

Some of the following situations are sometimes mistaken for consent:

- A partner staying over at your house.
- Someone kissing you at a nightclub, or flirting with you.
- Someone deciding to sleep in the same bed as you.
- Someone wearing a short skirt or clothing that you might think is sexually suggestive.

(Spunout, 2018)

Again these situations might seem very clear to most people but if working with youths and they are regularly informed this will become clear for everyone. Sexual consent and the guides for this have come from Christian beliefs and values, and it is seen as an act of serious lack of human values. And according to “You are not your own: “Rape sexual assault”, and consent evangelical christian dating books “I investigated how one major power structure in U.S. society—Evangelical Christianity—addresses rape and sexual assault. I found that although Christian dating books do not overwhelmingly support rape myths, they reinforce sexist attitudes—such as benevolent sexism, animalization, and traditional gender role attitudes—that correlate with rape myth acceptance, while ignoring autonomy and consent, and blurring the lines between rape and consensual sex.” (Moon, 2014) This journal challenges the faith and looks at attitudes and behaviors towards women and also in respect of line off authority within the order. This is a behavior that perhaps is not only identified within the church but can be seen as society’s problem also. Sexual consent and respect go hand in hand and with all relationships weather they are intimate or social or work all good functional relationships last and flourish with respect.

There are many support avenues for victims online and particularly www.flac.ie as they provide information for people around all human rights and they are dedicated to the cause of equal access to justice for all. The rape crisis Centre is also their for victims of sexual assault and when exploring this topic there is a great importance to highlight the relevant agencies that provide information and support to anyone effected by this.

2.3 - Medias Role and Resource’s that look at sexual consent

There are many sites that look at sexual consent from the sites mentioned above such as Reachout and Spunout where these sights give a clear description of sexual consent and signs of consent. There are also videos on the Internet that can be tools for informing youth such as the Tea Consent by Blue seat studios, which is a video that breaks sex down to the simple notion of offering a cup of tea to someone. This video looks at asking someone for Tea and being prepared for them saying no so if you offer someone a cup of Tea and they say no you really shouldn’t keep asking them and you probably shouldn’t make them one. It looks at them having a cup of tea but

just because they had a cup of tea earlier that does not mean they want to have tea all the time or you should think that you have the right to make it for them. The animation is a simple American narrated stick man figure style movie that is very short and has two versions the explicit and clean so again depending on your age range you can play it to suit. This appeals to many different audiences and is very youth friendly and being an animation with the focus being on a universal past time Tea drinking it reaches and can reach a large audience. In my work with young people these types of videos engage the female audiences more than the male. Where young men have no problem mentioning sex in some cases females do particularly in the presence of other males. Media is a great tool for empowering young people and reaching them. “Digital youth work promotes the empowerment and equality of young people. Among young people, digital youth work facilitates new experiences of inclusion and ways of having an impact. Regardless of age, gender, background and other factors, the young have equal opportunities to participate and make a difference.” According to guidelines for digital youth work that’s why when reaching young people digital media is a source that allows the young people that only create and develop their own sources of speech and message but to explore others and gain knowledge and express their own views on many issues but mainly sexual consent in this instance. Digital media allows others and us to not just watch the news but to join in and air our own views and discussions through many different platforms such as social media with Facebook, twitter.

It also allows us be our own news station and produce media around many topics. This needs to be managed and supported as youth workers we can manage this for young people as strategic planning supports long term development. Another important piece of information when using digital media as a platform to inform young people and others is protecting yourself within this platform and practically on social media so if you are facilitating a social media page discussion on sexual consent or and other issue through your organisation it is important that you separate it from your own personal social media you should have an organisation page where you can facilitate this and remove any your own personal attachments as stated in *Confronting the Challenges in Using Social Network Sites for Cyber Youth Work*, Johnson Chun-Sing Cheung “Professionals are reminded that some of their personal

information is disseminated and examined online beyond their control; therefore, one should be mindful of his or her online persona to avoid bringing the profession into disrepute. Because social workers need to work with young people in cyberspace and provide online counseling through social network sites, it is not uncommon for social workers to create personal accounts on them. Through these platforms, some social workers not only connect to their relatives and “real” friends but also engage with the young people whom they serve in daily practice. I would like to emphasize the importance of separating one’s personal network from one’s professional practice. Creating an independent login account (which is typically free of charge) can immediately resolve this issue.” This allows you as a worker and facilitator to separate your personal life and professional life that is important when working with media in youth work particular social media.

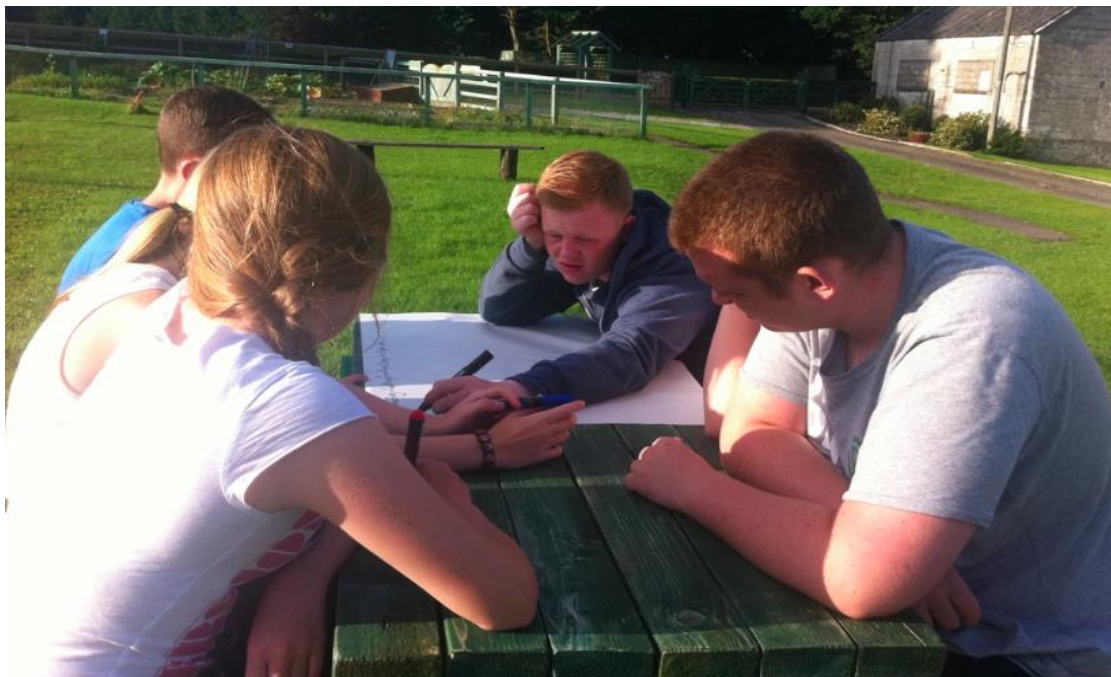
Media is key for informing youth people and according to a survey by screenagers 68 percent of youth workers interviewed use the social and digital media to provide information/advice to young people. This was for the republic of Ireland so it is clear we are using these platforms to inform young people but perhaps we can improve and look at introducing issues such as sexual consent and sharing media resources that we have.

3.0- CHAPTER 3 - Methodologies

3.1 - How was this made?

The video was a result of consultation with a group that was formed after a call out. The group was 20 participants for the base line meeting resulting in 12 interested participants who wanted to take part in the project. These are young people I actively engage with and for the past year had taking a great interest in sexual consent based on the Irish Rugby rape trail that we mention above. The group felt that making a video would help young people make more rational decisions around sex and situations they get themselves into if they had knowledge about this issue. Many of the participants felt they would like to know more and we explored different media sources to find out more.

3.2 – Qualitative Research



I decided to break the group of 12 into three groups. I kept them in friend groups as they request working with people they know, as they would contribute more this way. I used qualitative research approach setting up three sub groups. According to

Denscombe (2007). It is important to present the results and provide some basic analysis of the data.

“The good research guide for small-scale research projects” gives you a look into organizing the data, summarizing the findings, Displaying the evidence, describing the profile of findings (how the data are distributed) and exploring connections between parts of the data (correlations and associations).

(Denscombe 2007).

The sessions were recorded and some footage has been used for the final video piece. The tools that we used to carry out this project where cameras, radio microphones, lights, tripods and mac computers for editing. The project started 10 weeks ago. I established a core group of 12 young people who wanted to take part. Out of the 12 participants 10 would go on camera the others participated in the sub groups. The group was 4 female and 8 males all aged 18 – 25 years of age who attend our service. I also carried out one to one sessions, along with the sub groups research with the participants to explore the topic of sexual consent and also to explore there view on media and its role in this. These sessions where recorded for those who consented in being recorded as I followed all ethical considerations of the college at all times through out the programme as mentioned above.



3.3 – Action Research

This project is an Action research Methodology as this video and process of production was exploring a progressive problem with a reflective approach taking throughout all stages of the research. In the sub groups we looked at the topic of sexual consent and generated discussion and thought that was feed back to each other and recorded in some cases. This promotes reflective practice and allows learning take place for all involved within the process and is measured by the recordings and the final artifact

4.0- CHAPTER 4 - FINDINGS

4.1 - Artifact and findings

This project was a result of conciliation with young people. I carried out a questionnaire with 20 young people aged 18-25 years of age. And then had three focus groups of eight males and four females with totaling 12 participants. Out of the ten that participated in the groups 10 consented to be interviewed for the media. The questionnaires looked to see what the young persons understanding of Sexual consent was and also their understanding of media and its role around this topic.

The young people identified media as a strong tool for explaining this to other youths and also highlighted the impact of the media around negative perceptions of young people around night outs and engaging in sexual relationships and some cases highlighted how this is not a fair assessment of all young people. The group felt that a media should take a more responsible role in informing and protecting young people around this issue. The purpose of this was a result of the case up in the North of Ireland involving Two Irish rugby players accused of rape as a result of a night out and an after party involving four men and one Women. This case caused some what of a divide amongst Irish young people as it had different of opinions around who was right the men or the lady. The case resulted in the men being found not guilty of the rape charges but again controversy was attached as many people felt the verdict was because the individuals involved had celebrity status. The whole of Ireland embraced this case and one of the main players in this case was the media. The media had leaked this story at a very early stage and put it in the public eye and perhaps impacting on it being dealt with in the appropriate manner with pressure on the authorizes to act fast. The media also released information surrounding the trail from the different accounts given by friends to character questioning. This showed the power of media and young people should be aware of the power of this and also how it can be used in positive and negative capacity.

Based on the findings from the questionnaires and sub groups, The artifact will focus on reaching out to other young people to inform them around this issue. The artifact looks at three key areas

4.2 - What's is sexual consent?

Young peoples understanding of this is not as straightforward as people might imagine as you will see in the video. The understanding from one participant before any information was provided was that sexual consent to him was protection. Others spoke about it been the age of a person engaging in sexual activities. Their was less confusion with the females I interviewed with them having a more clearer understanding. The video lets young people know others opinions on what it is and it gives a clear image at the end of what is the definition of this and coming from young people. They talk about different compromising situations people can get them selves in and also ways of dealing with this and understanding an other persons feelings or change of mind during a heated intimate moment. The group identify that people need to be aware that consent is not always verbal that body language and mood can tell if a person is consenting. One of the girls interviewed talks about how consent can change during an act and just because you started doesn't mean you cant change your mind.

4.3 - What is Medias role in sexual consent?

The youths talk about medias role having somewhat of a negative impact on this particularly when it involves a celebrity as they feel they are only writing what they think will sale papers. There was an understanding of perhaps with media releasing so much information that it can impact on the truth. One of the women interviewed felt that media should be used in a more positive light to be used to inform people support and help people. Two of the groups highlight reality tv shows and the negative perception of young people it gives "it only shows you how to party and have a good time" one man highlights. The reality tv show they were referring is MTVs Geordie Shore this is an English made reality tv show that was the English version of the American hit Jersey Shore. This show focuses on two groups of singletons male and female all of similar looks and build. The cast of the show would be attractive and fitness fanatics and the show is based around clubbing within Newcastle, England and ends in a lavish apartment where the group explore many different relationships after each night out. This show for some of the negative implications it has as mentioned

by the group also promotes health and fitness as some viewers inspire to the casts physiques.



The young people in the video felt that these shows can be used as a more supportive educating manner and highlight this and that the show had done briefly in one episode in the past but there was not much emphasis brought to it. One of the girls highlights that they are young people who behave like this but no all-young people. The soaps can be used and have been to highlight this according to one girl as she speaks about Holy Oaks and an incident that happen. The soaps also provide help lines when exploring such issues like this and in many cases show the implications of false claims by people and also the after effects of a person who has been sexually assaulted. It was clear to see that media had a big role within sexual consent and that it is a powerful and impressionable source for youths and all media users.

4.4 - How can Media inform youths around sexual consent?

In this part we look at how media can support, help and inform people who will come face to face with this and look at how it can be used more effectively to reach the people who needs to be reached for this. The groups looked at social media been one of the key ways of reaching young people and spoke about different pieces of media that already exist. One of the things highlighted by one of the girls who participated in the groups was that a video by youths for youths exploring this issue could be used as a support tool.

The group mentioned and looked at the Cup of Tea this was the video we spoke about earlier in the review section It is a video that breaks sex down to the simple notion of offering a cup of team to someone. This video looks at asking someone for Tea and being prepared for them saying no so if you offer someone a cup of Tea and they say no you really shouldn't keep asking them and you probably shouldn't make them one. It looks at them having a cup of tea but just because they had a cup of tea earlier that does not mean they want to have tea all the time or you should think that you have the right to make it for them. The animation is a simple American narrated stick man figure style movie that is very short and has two versions the explicit and clean so again depending on your age range you can play it to suit. The young people who were not familiar with this thought it was very clear and was a good tool to use. One young lad felt that maybe we should not sugar coat it so much and talk about it for what it was Sex. This highlights that there a good tools out there that can be used for this topic and that we can also be creative and innovative and re make them that suit our audience better perhaps a Dublin version of a cup of tea would have got his attention better and could work more effectively.

Another show identified by the group was 13 reasons why which is an American drama series that airs on Netflix that looks at a girl who has just killed herself and released videos of each person in her life telling a story of the reasons she did this. This show looks at respect for women and practically young women and also the pressures that surround them in a high school environment. It looks at how lies and gossip can impact on a person and also the use of media within this show through cyber bullying on social media and even the video dairy's that were created by the lead actress within this. In this show there is a graphic rape scene where consent is not given. One of the girls participating within the video mentions that this show highlights the issue of sexual consent for youths.

The groups feel social media and Facebook are the best ways of reaching and informing young people as these are the most common used media outlets at present. YouTube can also be used, as most videos from here would be linked to Facebook. One of the groups identified a new video made in America for when you are been

harassed by some one you can use a key trigger word such as Angela the girl explained.



(Spunout 2018)

This can be a notification that you are uncomfortable and want to leave and the person behind the bar would be aware of your distress with this code name being used. One of the young men within the sub group session mentioned spotify and the fact that they ran advertising to free users that advertisements that promote respect and sexual consent could be used here to reach people and help inform them best.

4.5 – Merits for this Artifact

This video can be used as a tool to show to other youths and can be accessed on Facebook, YouTube and other media outlets to inform other youths around sexual consent. This video will be used in our service for sexual health programmes we provide for young people. This video can be played and not only taking the information and learning from this video but use it as a starting point of a group to generate debate and chats.

There was great discussion in relation to respect and based on the case with the rugby players and how they used group chats to slander the girl in question having very little respect for her and also women in general. This is something that is highlighted in football about racial abuse and been inclusive to all races we need to promote Respect for Men and Women some more. With the increasing advances of Internet and media and particularly easy porn access practically with young males these images and videos give them a wrong perception of women and feel that the behavior and attitudes within these videos are normal and that this is the way women should be treated. This is also the case with some women who feel that all men are like this and want the same thing and that this is the way they should be acting.

4.6 – Conclusion

Youth services are at a good starting point to work on a programme that focuses on respect, as the general consensus of this video the young people who participated in it felt that this was an area that good be worked on and improved. This video is a good starting point and can be used also in a programme that promotes Respect. The scope of this piece of media is very broad but it will be used to promote sexual awareness within our service and hopefully, nationally and internationally.

5.0- CHAPTER 5 - Conclusion

5.1 - SWOT analysis of the Artifact

| | |
|---|--|
| Strengths Informs a young person around sexual consent. It provides all information around support and knowledge on the topic. It gives young people's prospective and view of sexual consent. The video highlights the negative and positive role media has. Identifies different media tools that can be used for informing young people. | Weaknesses It could cover more if the video was longer. There could be more females within the video giving their thoughts around sexual consent and medias role. |
| Opportunities This can generate funding opportunities for the organisation around sexual health. Promote positive attitudes around relationships for young people. To explore other key issues around respect in relationships such as internets role in sex and sexual health. | Threats Losing focus of the topic and exploring other variable's such as internet porn and its negative role within relationships. Viewers watching and getting emotional as they might be affected by the topic personally. |

5.2 - Recommendations after SWOT analysis

We have spoke about the strength and opportunities above and the importance of media designed by youth for youth and the value to young people. I have looked at the weaknesses and threats and recommend that we highlight support agencies for people who might be effected by the topic provide links and numbers for the viewers

such as Reachout and others so if the content is impacting on them emotionally they are provided with the support they need. In this research the young people mentioned internet access and the easy access of pornography it is important this video is shown in a structured setting that is aware of different variable's that might arise and be prepared to deal with them. I would suggest this video be shown as part of a sexual health programme that has more than one session and a follow on session can explore other key factors for a positive relationship and sexual awareness. Overall I feel the positive over come the negatives and with these simple adjustments this can be a good educational tool that can be used for sexual awareness and health programmes for schools and youth services throughout the country.

5.3 – Conclusion

This project gives a starting point view and insight to young peoples perception of sexual consent. It looks at and identifies medias role within this topic and the media sources that explore this and best reach young people. We have explored the different information that is available for young people such as websites, books, journals and videos that inform and support youths around relationships and sexual consent. This artifact is a piece of media that informs about sexual consent and will be used as a tool within youth services and schools to promote positive choices around sexual consent. The young people who participated in this programme have given me positive feed back such as “I feel much more comfortable around consent” and “I would like to show this video to my sister.” The video the young man was talking about was Consent by tea as explained in detail above it looks at offering a cup of team like looking for sex. These media resources impacted on the young people who participated in the video and the aim is to have the same impact on the viewer. The video provides some information and mainly snippets and requires the viewer to do some more research after viewing like looking at the video examples. This can be achieved best according to the youths that were involved by “Doing it with a group in the youth club.” This video can enhance our work as youth workers in promoting positive Health choices and sexual awareness using the medium of media, which is a common source for information searching by young people. “Information technology and the Internet are rapidly transforming almost every aspect of our lives - some for better, some for worse.” John Landgraf

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Appendix 1



Bradóg RYS,
34 Dominick Place,
Granby lane,
Dublin 1.

To whom it Concerns,

I Pauline Brennan the project leader of Bradóg Regional Youth Service have given Darren O Connor permission to carry out a small scale research project on What is Media's Role in consensual/non-consensual relationships, within the premises of Bradóg RYS.

Darren has permission to hand out questionnaires and carry out focus groups within the youth service and working area remit once the participants involved have consented to taking part by completing consent forms and are over the age of 18.

If you have any queries please find my contact details below.

Kind Regards,

Pauline Brennan

(0871324591)

APPENDIX 2

LETTER FOR PARTICIPANTS

To whom it may concern,

My name is Darren O' Connor. I am 36 years of age and I am currently studying at Limerick Institute of Technology in my final year of my Masters programme in Youth Work with games and digital media. As part of my dissertation I am carrying out a small research project about, what is Media's Role in consensual/non-consensual relationships.

I would be very grateful if you would take the time for a general questionnaire regarding the above topic. I am also hoping to conduct small focus group's with 12 to 18 participants to gain a more in depth insight into the topic. If you have the time after you complete the questionnaire please contact me and I would be happy to include you in this.

I can forward you a copy of the questionnaire and questions to be asked within the focus group prior to the encounter with you. I can also assure you that all the responses to the questionnaires and focus groups will be treated with strictest confidence and anonymity will be obtained at all times. Further more I will not name any of the participants that I have conducted the research just the general area e.g. Dublin 1 as this is where the majority of my work will be carried out. From time to time I will show some of my transcripts and notes to my research supervisor at the Department of training, at LIT.

After The conclusion of my research I would be happy to share my findings with you if you are interested. I will also hope to maybe publish some of my findings in a journal in the future. Once again I wish to ensure anonymity and confidentiality with all participants.

I look forward to hearing from you. If you have any more questions you can contact me on 0879983551 or doc.lfc@hotmail.com. Thank you for your time and co-operation.

Kind Regards,

Darren O'Connor

APPENDIX 3

FOCUS GROUP

General prompt questions for focus group

Focus Group Questions

Q1. What is sexual consent?

Q2. Is there confusion around this for you?

Q3. What role does media play in this?

Q4. What shows on TV highlight this topic?

Q5. Does it inform the viewer of sexual consent?

Q6. Can media be used for sexual consent information?

Q7. If you need information around this where would you go?

Q8. What can we do to inform young people about this?