



Gamification as a Tool for Social Change: A Case of Gender-Based Violence in South Africa

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ABSTRACT

Gender-Based Violence (GBV) is one of the most significant social issues affecting the world, and just as in many other countries, GBV is pervasive in South Africa, where cultural norms and gender-based customs and traditions serve to condone and reinforce abusive practices. According to Article 13 of the Istanbul Convention, a preventive intervention requires heightened awareness as a first step in changing attitudes and behaviour that perpetuate the different forms of GBV. Hence, this study explores how awareness-raising can be effectively used as a preventive strategy to induce change in attitudes and behaviour associated with gender-based violence (GBV). Firstly, a systematic literature review was conducted to identify, select, and critically appraise existing empirical studies on GBV in South Africa. The systematic review used PRISMA guidelines for literature selection and Joanna Briggs Institute (JBI) data extraction form to extract relevant data. The findings from the systematic review were described using a summary table, which reveals the different forms of GBV, the overarching causes and the contributing factors to GBV in South Africa. As this is a preliminary study expected to lead into future studies, relevant secondary data, including previous empirical studies, were reviewed to explore how gamification can be employed for awareness campaigns that challenge persistent myths, prejudices, and stereotypes and disrupt different pathways that lead to GBV. Finally, the study provides a structure for the future experimental study where an interactive awareness-raising game will be developed. This paper also stimulates new research directions on the potential of gamification for social change.

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INTRODUCTION

Gender-based violence (GBV) is the most extreme expression of unequal gender relations in society.¹ The Inter-Agency Standing Committee (IASC) describes it as “any harmful act that is perpetrated against a person’s will, and that is based on socially ascribed (i.e. gender) differences between males and females.”² Some harmful acts include physical, sexual, verbal, financial and emotional/

¹Sida, *Preventing and Responding to Gender-Based Violence: Expressions and Strategies*. (Stockholm: Swedish International Development Cooperation Agency, 2015). Accessed June 2, 2022. <https://publikationer.sida.se/contentassets/18786cc0bfae45a58b07bebf0aa634e3/preventing-and-responding-to-gender-based-violence.pdf>

² Hossain Mazeda, and Alys McAlpine, *Gender Based Violence Research Methodologies in Humanitarian Settings: An Evidence Review and Recommendations*. (Cardiff: Elhra, 2017).

psychological abuse.³ The study shows that GBV disproportionately affects women and girls. The most-reported health consequences are fatality (homicide or suicide), injuries, unintended pregnancies, depression, post-traumatic stress and other anxiety disorders, substance use, and risky sexual behaviours.⁴ Besides the health consequences, GBV is also a significant obstacle to democratic development and a critical barrier to achieving economic growth, sustainable development and peace.⁵ According to KPMG Human and Social Services, GBV costs South Africa 1.3% of the GDP annually, and individuals and families continue to bear the most significant cost.⁶

While it is true that human rights violations are committed against both men and women, the proportion and the impact often differ depending on the gender of the victims. In terms of gender-based violence (GBV), women are disproportionately affected due to the extreme manifestation of gender inequality resulting from subordinate social status in many societies. According to WHO, about 1 in 3 women is estimated to have been subjected to either physical and sexual intimate partner violence or non-partner sexual violence in their lifetime.⁷ Even though women are the most reported victims of gender-based violence, research shows that men too can be victims. An example is a study by Kolbe and Büttner, revealing prevalence rates of between 3.4% to 20.3% for domestic violence against men.⁸ GBV has been extensively studied to understand its concept and its causes. Several findings have indicated that gender inequality, discrimination based on gender or gender role, masculinity, and unequal power are the overarching causes of GBV. These findings confirm why violence against women is the most common form.⁹

South Africa has been well documented as one of the countries with the highest rate of gender-based violence globally.¹⁰ Studies show that the prevalence of GBV in South Africa is a result of social norms, gender stereotypes and inequality etc.¹¹ A study conducted by Genderlinks, which surveyed 5621 South Africans in four provinces, revealed that 77% of women in Limpopo, 51% of women in

³ Department of Social Development South Africa. n.d. "GBV Cases." Accessed March 27, 2021. <http://gbv.org.za/>

⁴ WHO. "Violence against Women." 2021. World Health Organization. Accessed June 4, 2022. <https://www.who.int/news-room/fact-sheets/detail/violence-against-women>

⁵ Sida, *Preventing and Responding to Gender-Based Violence: Expressions and Strategies*.

⁶ KPMG Human and Social Services. "Too Costly to Ignore—the Economic Impact of Gender-Based Violence in South Africa." (2014). Accessed May 13, 2022. <https://assets.kpmg/content/dam/kpmg/za/pdf/2017/01/za-Too-costly-to-ignore.pdf>

⁷ WHO. "Violence against Women." 2021. World Health Organization. Accessed June 4, 2022. <https://www.who.int/news-room/fact-sheets/detail/violence-against-women>

⁸ Kolbe Verena, and Andreas Büttner. 2020. "Domestic Violence Against Men— Prevalence and Risk Factors." *Deutsches Ärzteblatt International* 117,(2020): 534–541. <https://doi.org/10.3238/arztebl.2020.0534>

⁹ Lori Michau and Dipak Naker, *Preventing Gender-Based Violence in the Horn, East and Southern Africa: A Regional Dialogue*. Raising Voices and UN-HABITAT, Safer Cities Programme, 2004. Accessed April 25, 2022.

<https://digitallibrary.un.org/record/806204?ln=en>; Karen Lee Carroll and James L. Tucker. 2007. "Better Practice in Arts Education." Accessed August 25, 2021. <http://www.marylandpublicschools.org>; Karin Heisecke, "Raising Awareness for Violence against Women: Article 13 of the Istanbul Convention." (2014) Accessed 12, 2022.

<https://rm.coe.int/168046e1f1>; Xitsakisi Fiona Mahlori, Deirdre Cassandra Byrne, and Lungisa Anthonia Mabude.

"Perceptions of Gender-Based Violence Among University Staff: Interim Results." *Reproductive Health in Sub-Saharan Africa-Original Research*. 2018. <https://doi.org/10.1177/2158244018800163>; Shalini Mittal and Tushar Singh.. "Gender-Based Violence During COVID-19 Pandemic: A Mini-Review." *Frontiers in Global Women's Health* 1 (4) (2020).

<https://doi.org/10.3389/fgwh.2020.00004>. M. R. Ahmed Mosavel and C. Simon, "Perceptions of Gender-Based Violence among South African Youth: Implications for Health Promotion Interventions." *Health Promotion International* 27 (3), (2011). <https://doi.org/10.1093/heapro/dar041>; Sida, *Preventing and Responding to Gender-Based Violence: Expressions and Strategies*.

¹⁰ KPMG Human and Social Services. "Too Costly to Ignore—the Economic Impact of Gender-Based Violence in South Africa." (2014). Accessed May 13, 2022. <https://assets.kpmg/content/dam/kpmg/za/pdf/2017/01/za-Too-costly-to-ignore.pdf>

¹¹ Michau and Naker, *Preventing Gender-Based Violence in the Horn, East and Southern Africa: A Regional Dialogue*; Interim Steering Committee on GBVF. 2020. "National Strategic Plan on Gender Based Violence & Femicide 2020-2030." Pretoria. Accessed May 12, 2022. <https://www.justice.gov.za/vg/gbv/NSP-GBVF-FINAL-DOC-04-05.pdf>; Strebel A. M Crawford, T. Shefer, A. Cloete, N. Henda, M. Kaufman, L. Simbayi, K. Magome, and S. Kalichman. "Social Constructions of Gender Roles, Gender-Based Violence and HIV/AIDS in Two Communities of the Western Cape, South Africa." *Journal of Social Aspects of HIV/AIDS* 3 (3) 2006. <https://doi.org/10.1080/17290376.2006.9724879>

Gauteng, 45% of women in the Western Cape and 36% of women in KwaZulu Natal report experiencing GBV; while 78% of the male participants in Gauteng agreed to have perpetrated violence against women.¹² The Interim Steering Committee on Gender-Based Violence and Femicide (GBVF) in South Africa indicated that one of the critical interventions in response to GBVF is to change social norms and behaviour through high-level awareness-raising and prevention campaigns.¹³ This intervention is also supported by other authors, who agreed that heightened awareness is an essential element and a first step in preventing GBV.¹⁴

While awareness-raising has been identified as an essential step toward GBV prevention, there are limited studies on how awareness campaigns can be effectively implemented to disrupt pathways to the perpetration of GBV. Therefore, the general research question underpinning this study is: How can a conscious awareness about GBV be created that induces attitudes and behaviour change? According to Michau and Naker, campaigns compete for the mental space of an audience that is bombarded with many other messages; hence, most messages are perceived without conscious awareness.¹⁵ Hence, this study aims to understand how a conscious awareness can be created about GBV by; firstly investigating the different forms of GBV, the overarching causes, and the contributing factors to GBV in South Africa—secondly, proposing how an interactive awareness-raising game can be used to engage people at a conscious level.

METHODOLOGY

A systematic literature review was conducted to identify the different forms of GBV, its concepts, causes, and factors leading to GBV in South Africa, where existing empirical studies were identified, selected, and critically appraised. The systematic review follows the PRISMA guidelines: Identification, Screening, and Included.¹⁶ The systematic review is restricted to the primary scientific studies conducted in South Africa and published between 2000 and 2021 because the extensive research on GBV began in Africa in the late 1990s to achieve the Millennium Development Goals.¹⁷ Hence, studies conducted before 2020 or outside South Africa were excluded.

As shown in Figure 1, existing studies on GBV were identified by searching electronic databases such as Scopus, WoS, DOAJ, Google Scholar, APA PsycInfo and universities repositories. The selective literature search used keywords and filters such as “gender-based violence”, “violence against women”, “violence against men”, “domestic violence”, “sexual abuse”, and “intimate partner violence”. A total of 163 articles were identified from the various databases, and from this, 14 articles were initially removed as they were not empirical studies. From the remaining 149 articles, only 32 articles were retrieved and assessed for eligibility, while other articles were excluded as they did not meet the inclusion criteria stated above. Subsequently, the 32 articles were screened based on their relevance to this study’s objectives, and finally, a total of 20 articles (or studies) were included in the review.

¹² Genger Links. “The War @ Home: Findings of the Gender Based Violence Prevalence Study in Gauteng, Western Cape, KwaZulu Natal and Limpopo Provinces of South Africa.” Johannesburg. 2015. Accessed May 12. <https://genderlinks.org.za/programme-web-menu/publications/the-warhome-findings-of-the-gbv-prevalence-study-in-south-africa-2012-11-25/>

¹³ Interim Steering Committee on GBVF. 2020. “National Strategic Plan on Gender Based Violence & Femicide 2020-2030.” Pretoria. Accessed May 12, 2022. <https://www.justice.gov.za/vg/gbv/NSP-GBVF-FINAL-DOC-04-05.pdf>

¹⁴ Michau, and Naker. *Preventing Gender-Based Violence in the Horn, East and Southern Africa: A Regional Dialogue*; Heisecke, “Raising Awareness for Violence against Women: Article 13 of the Istanbul Convention.” <https://digitallibrary.un.org/record/806204?ln=en>

¹⁵ Michau, and Naker. *Preventing Gender-Based Violence in the Horn, East and Southern Africa: A Regional Dialogue*.

¹⁶ Alessandro Liberati, Douglas G Altman, Jennifer Tetzlaff, Cynthia Mulrow, Peter C Gøtzsche, John P A Ioannidis, Mike Clarke, P J Devereaux, Jos Kleijnen, and David Moher, “The PRISMA Statement for Reporting Systematic Reviews and Meta-Analyses of Studies That Evaluate Health Care Interventions: Explanation and Elaboration.” *PLoS Med* 6 (7) (2009). <https://doi.org/https://doi.org/10.1136/bmj.b2700>

¹⁷ Addisu Shunu Beyene, Catherine Chojenta, Hirbo Shore Roba, Alemu Sufa Melka, and Deborah Loxton. “Gender-Based Violence among Female Youths in Educational Institutions of Sub-Saharan Africa: A Systematic Review and Meta-Analysis.” *Systematic Review* 8 (59) (2019). <https://doi.org/10.1186/s13643-019-0969-9>

Subsequently, two independent reviewers were assigned to extract data from the selected studies (20 articles) using the Joanna Briggs Institute (JBI) data extraction form. The retrieved data were analysed thematically to identify the categories and sub-categories of factors contributing to GBV. Lastly, the studies were described using a cross-tabulated summary table, including the characteristics of the selected studies and the findings such as the forms of GBV, causes and contributing factors.

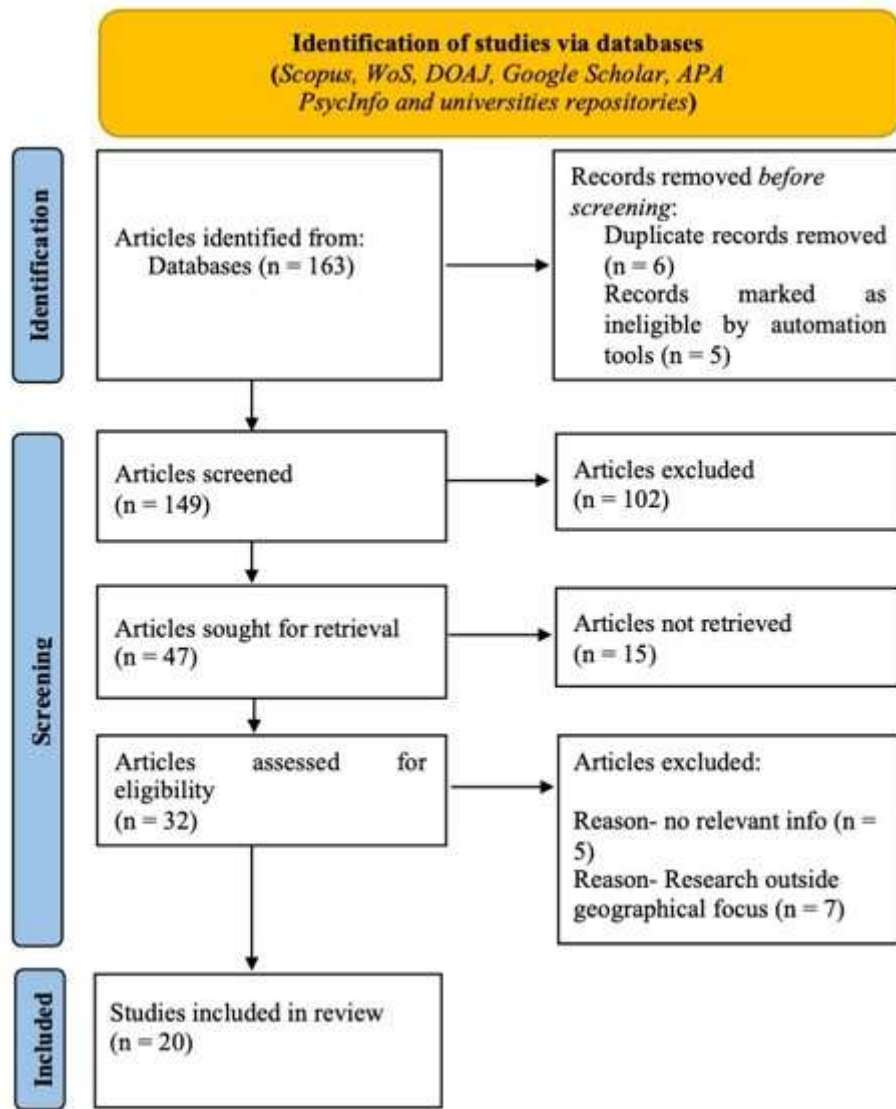


Figure 1: PRISMA flow diagram for the systematic review

RESULTS /FINDINGS

The systematic review of twenty articles reveals four main forms of GBV (sexual, physical, psychological or emotional and socio-economic or financial violence). As shown in Table 1, sexual and physical violence are the most cited forms of GBV in the studies reviewed. Similarly, sexual and physical violence have been reported by the World Health Organisation as the most common forms of GBV.¹⁸ Even though sexual and physical violence is prevalent today, literature shows that socio-

¹⁸ WHO“Violence against Women.” 2021. World Health Organization. <https://www.who.int/news-room/fact-sheets/detail/violence-against-women>.

economic or financial violence and psychological or emotional violence are also common within South African communities.¹⁹

Table 1: Forms of Gender-based violence

	Forms of GBV	Examples	Literature
1	Sexual Violence	Rape (including marital rape & attempted rape); genital violence; forced sex; control over female sexual behaviours; female infanticide; early forced marriage; Emasculation; etc	(Abrahams et al. ²⁰ ; Campbell et al. ²¹ ; Ciaschini & Chelli ²² ; Frieslaar & Masango ²³ ; Lundgren & Amin ²⁴ ; Meyer et al. ²⁵ ; Patel et al. ²⁶ ; Peacock & Levack ²⁷ ; Russell ²⁸ ; Sawyer-Kurian et al ²⁹ ; Singh & Singh ³⁰ ; Sivakumaran; ³¹ Stark & Seff ³² ;

¹⁹ Anushka R. Patel, Shraddha Prabhu, Nicole A Sciarrino, Candice Presseau, Noelle B Smith, and David C Rozek, "Gender-Based Violence and Suicidal Ideation among Indian Women from Slums: An Examination of Direct and Indirect Effects of Depression, Anxiety, and PTSD Symptoms." *Psychological Trauma: Theory, Research, Practice and Policy* 13 (6), (2021): 694–702. <https://doi.org/10.1037/tra0000998>; Lindsay Stark and Ilana Seff, "The Role of Social Norms, Violence against Women, and Measurement in the Global Commitment to End Violence against Children." *Peace and Conflict: Journal of Peace Psychology* 27 (1), (2021): 24–27. <https://doi.org/10.1037/pac0000510>

²⁰ Naeemah Abrahams, Rachel Jewkes, and Shanaaz Mathews, "Guns and Gender-Based Violence in South Africa." *SAMJ: South African Medical Journal* 100 (9), (2010): 586–88. Accessed March 20, 2022.

http://www.scielo.org.za/scielo.php?script=sci_arttext&pid=S0256-95742010000900020&lng=en&nrm=iso&tlng=en

²¹ Jacquelyn Campbell, Alison Snow Jones, Jacqueline Dienemann, Joan Kub, Janet Schollenberger, Patricia O'campo, Andrea Carlson Gielen, and Clifford Wynne, "Intimate Partner Violence and Physical Health Consequences." *Archives of Internal Medicine* 162 (10), (2002): 1157–63. <https://doi.org/10.1001/archinte.162.10.1157>

²² Clio Ciaschini, and Francesco Maria Chelli, "Evaluating the Impact of Violence against Women in the Macroeconomic Input–Output Framework." *Economic Systems Research* 33 (2), (2021): 214–49.

<https://doi.org/10.1080/09535314.2020.1790505>

²³ Brent V. Frieslaar, and Maake Masango, "Blessings or Curses? The Contribution of the Blessing Phenomenon to Gender-Based Violence and Intimate Partner Violence." *HTS Theologiese Studies / Theological Studies* 77 (4) (2021).

<https://doi.org/10.4102/hts.v77i4.6242>

²⁴ Rebecka Lundgren and Avni Amin, "Addressing Intimate Partner Violence and Sexual Violence Among Adolescents: Emerging Evidence of Effectiveness." *Journal of Adolescent Health* 56 (1) (2015): S42–50.

<https://doi.org/10.1016/J.JADOHEALTH.2014.08.012>

²⁵ Sarah R. Meyer, Molly E. Lasater, and Claudia García-Moreno, "Violence against Older Women: A Systematic Review of Qualitative Literature." *PLOS ONE* 15 (9), (2020): e0239560. <https://doi.org/10.1371/journal.pone.0239560>

²⁶ Patel, et.al., "Gender-Based Violence and Suicidal Ideation among Indian Women from Slums, 694–702.

²⁷ Dean Peacock and Andrew Levack. "The Men as Partners Program in South Africa: Reaching Men to End Gender-Based Violence and Promote Sexual and Reproductive Health." *International Journal of Men's Health* 3 (3): (2004): 173. <https://doi.org/https://doi.org/10.3149/jmh.0303.173>

²⁸ Wynne Russell, "Sexual Violence against Men and Boys." *Forced Migration Review* 27, (2007): 22–23.

https://genderandsecurity.org/sites/default/files/Russell_-_SV_Agst_M_Boys.pdf

²⁹ Kyla M.Sawyer-Kurian, Wendee M. Wechsberg, and Winnie K. Luseno, "Exploring the Differences and Similarities between Black/African and Coloured Men Regarding Violence against Women, Substance Abuse, and HIV Risks in Cape Town, South Africa." *Psychology of Men & Masculinity* 10 (1), (2009): 13–29. <https://doi.org/10.1037/a0013267>

³⁰ Devendra Singh and Virendra Singh, "An Increase in Gender-Based Violence during COVID-19." *Journal of Midwifery and Reproductive Health* 9 (2), (2021): 2771–75. <https://doi.org/10.22038/jmrh.2021.54257.1662>

³¹ Sandesh Sivakumaran, "Sexual Violence Against Men in Armed Conflict." *European Journal of International Law* 18 (2), (2007): 253–76. <https://doi.org/10.1093/ejil/chm013>

³² Stark and Seff, "The Role of Social Norms, Violence against Women, and Measurement in the Global Commitment to End Violence against Children." 24–27. <https://doi.org/10.1037/pac0000510>

			Uzobo & Ayinmoro ³³ ; Vijayalakshmi et al. ³⁴ ; WHO ³⁵)
2	Physical Violence	Intimate Femicide; mistreatment; Sterilization; etc	(Abrahams et al. ²⁰ ; Banda ³⁶ ; Campbell et al. ²¹ ; Ciaschini & Chelli ³⁸ ; Frieslaar & Masango ³⁹ ; Lundgren & Amin ²⁴ ; Patel et al. ⁴¹ ; Sawyer-Kurian et al. ²⁹ ; Sivakumaran ⁴⁵ Stark & Seff ⁴³ ; Uzobo & Ayinmoro ⁴⁴ ; WHO ³⁵)
3	Socio-economic/ Financial violence	Controlling Finances etc	(Frieslaar & Masango ³⁹ ; Lundgren & Amin ²⁴ ; Meyer et al. ³¹ ; Patel et al. ⁴¹ ; Stark & Seff ³⁸)
4	Psychological/emotional Violence	Name-calling; threats; verbal aggression; humiliation; bullying; infidelity; etc	(Barber ³⁷ ; Ciaschini & Chelli ³⁸ ; Frieslaar & Masango ³⁹ ; Meyer et al. ⁴⁰ ; Patel et al. ⁴¹ ; Russell ⁴² ; Stark & Seff ⁴³ ; Uzobo & Ayinmoro ⁴⁴)

Table 2: Causes and contributing factors to gender-based violence

Causes/ Contributing Factors to GBV		Literature
Personality/ Behaviour	Abuse of Power	(Barber ³⁷ ; Ciaschini & Chelli ³⁸ ; Patel et al. ⁴¹ ; Sivakumaran ⁴⁵)
	Kindness	Barber ³⁷
	Women Intimidating men	Barber ³⁷
	Presence of mental illness	Stark & Seff ⁴³
	Perception of abuse and violence as normal	(Campbell et al. ⁴⁶ ; Meyer, Lasater, and García-Moreno ⁴⁰)
	Blesser and Blesse relationships	Frieslaar and Masango ⁴⁵

³³ Endurance Uzobo and Aboluwaji D Ayinmoro, “Trapped Between Two Pandemics: Domestic Violence Cases Under COVID-19 Pandemic Lockdown: A Scoping Review.” *International Quarterly of Community Health Education*, (June 2021), 0272684X2110221. <https://doi.org/10.1177/0272684X211022121>

³⁴ Poreddi Vijayalakshmi, Sailaxmi Gandhi, Somagattu Sai Nikhil Reddy, Marimuthu Palaniappan, and Suresh Badamath, “Violence Against Women with Mental Illness and Social Norms and Beliefs: Nursing Professional Perspective.” *Community Mental Health Journal* 57 (2), (2021): 212–18. <https://doi.org/10.1007/s10597-020-00635-2>

³⁵ WHO. 2012. “Understanding and Addressing Violence against Women.” World Health Organization. <https://apps.who.int/iris/handle/10665/77432>

³⁶ Zuze J. Banda, “A Survey on Gender-Based Violence – The Paradox of Trust between Women and Men in South Africa: A Missiological Scrutiny.” *HTS Teologiese Studies / Theological Studies* 76 (1), (2020). <https://doi.org/10.4102/hts.v76i1.5797>

³⁷ Christopher F. Barber, “Domestic Violence against Men.” *Nursing Standard (through 2013)* 22 (51), (2008): 35–39. Accessed September 6, 2021. <https://www.proquest.com/scholarly-journals/domestic-violence-against-men/docview/219869048/se-2?accountid=10612>

³⁸ Ciaschini and Chelli, “Evaluating the Impact of Violence against Women in the Macroeconomic Input–Output Framework.” 214–49. <https://doi.org/10.1080/09535314.2020.1790505>

³⁹ Frieslaar and Masango. “Blessings or Curses?”

⁴⁰ Meyer, et.al., “Violence against Older Women: A Systematic Review of Qualitative Literature.” e0239560

⁴¹ Patel, et.al., “Gender-Based Violence and Suicidal Ideation among Indian Women from Slums: 694–702.

⁴² Russell, “Sexual Violence against Men and Boys.” 22–23.

⁴³ Stark, and Seff, “The Role of Social Norms, Violence against Women, and Measurement in the Global Commitment to End Violence against Children.” 24–27.

⁴⁴ Uzobo and Ayinmoro, “Trapped Between Two Pandemics: 0272684X2110221.

⁴⁵ Sivakumaran, “Sexual Violence Against Men in Armed Conflict.” 253–76.

⁴⁶ Campbell, et.al., “Intimate Partner Violence and Physical Health Consequences.” 1157–63.

	Drugs and alcohol abuse	(Lundgren and Amin ⁴⁷ ; Stark and Seff ⁴³ ; Sawyer-Kurian, Wechsberg, and Luseno ⁴⁸ ; Uzobo and Ayinmoro ⁴⁹)
	Gambling	Uzobo and Ayinmoro ⁴⁹
	Greed	Patel et al. ⁶⁰
	Man having multiple partners	WHO 2012 ⁵⁰
	Personality disorders	WHO 2012 ⁵⁰
	Puberty	Lundgren and Amin ⁵²
	Fear	Lundgren and Amin ⁵²
Education	Low level of education	Lundgren & Amin ⁵²
	Disparity in educational attainment	WHO ⁵¹
Economy/ Financial Status	Unemployment	Lundgren and Amin ⁵² ; Singh and Singh ⁵³
	Lower earnings/ income	Ciaschini & Chelli ⁵⁴
	Economic stress (poverty) or dependence	(WHO 2012 ⁵⁰ ; Singh and Singh ⁵³ ; Frieslaar and Masango ⁵⁵)
System & Society (others)	Gun Ownership	(Abrahams, Jewkes, and Mathews ⁵⁶ ; Sivakumaran ⁵⁷ ; Russell ⁵⁸)
	Homeless Youth	(Lundgren and Amin) ⁵²
	Quarantine during pandemic (Lack of personal space)	(Uzobo and Ayinmoro ⁵⁹ ; Singh and Singh ⁵³)
	Weak legal and community sanctions	(WHO 2012) ⁵⁰
	Police deter official complaints	(Patel et al. 2021) ⁶⁰
	Lack of protective systems (Shelter)	(Patel et al. 2021) ⁶⁰
	Lack of behavioural accountability	(Sawyer-Kurian, Wechsberg, and Luseno 2009) ⁶¹
	Silence of church and theology towards violence	(Banda 2020) ⁶²
	Forced marriage	(Patel et al. 2021 ⁶⁰ ; Ciaschini and Chelli ⁵⁴)

⁴⁷ Lundgren, and Amin, “Addressing Intimate Partner Violence and Sexual Violence Among Adolescents,” S42–50.

⁴⁸ Sawyer-Kurian, et.al., “Exploring the Differences and Similarities between Black/African and Coloured Men Regarding Violence against Women, Substance Abuse, and HIV Risks in Cape Town, South Africa.”13–29.

⁴⁹ Uzobo and Ayinmoro, “Trapped Between Two Pandemics,” 0272684X2110221.

⁵⁰ WHO, “Understanding and Addressing Violence against Women.”

⁵¹ WHO, “Understanding and Addressing Violence against Women.”

⁵² Lundgren and Amin. “Addressing Intimate Partner Violence and Sexual Violence Among Adolescents: Emerging Evidence of Effectiveness.” S42–50.

⁵³ Singh and Singh, “An Increase in Gender-Based Violence during COVID-19.” 2771–75.

⁵⁴ Ciaschini, and Chelli. “Evaluating the Impact of Violence against Women in the Macroeconomic Input–Output Framework.” 214–49.

⁵⁵ Frieslaar and Masango, “Blessings or Curses?”

⁵⁶ Abrahams, Jewkes, and Mathews, “Guns and Gender-Based Violence in South Africa.” 586–88.

⁵⁷ Sivakumaran, “Sexual Violence Against Men in Armed Conflict.” 253–76.

⁵⁸ Russell, “Sexual Violence against Men and Boys.” 22–23.

⁵⁹ Uzobo and Ayinmoro, “Trapped Between Two Pandemics,” 0272684X2110221.

⁶⁰ Patel, et.al., “Gender-Based Violence and Suicidal Ideation among Indian Women from Slums: An Examination of Direct and Indirect Effects of Depression, Anxiety, and PTSD Symptoms.” 694–702.

⁶¹ Sawyer-Kurian, et.al., “Exploring the Differences and Similarities between Black/African and Coloured Men Regarding Violence against Women, Substance Abuse, and HIV Risks in Cape Town, South Africa.” 13–29.

⁶² Banda, “A Survey on Gender-Based Violence.”

Socio-cultural norms, beliefs and practices	Gender roles/ norms	(Peacock and Levack ⁶³ ; Sawyer-Kurian, Wechsberg, and Luseno ⁶¹ ; Frieslaar and Masango ⁵⁵ ; Vijayalakshmi ⁶⁴)
	Leaving marriages is stigmatized	(Patel et al. 2021) ⁶⁰
	Gender Inequality	(Peacock and Levack ⁶³ ; Lundgren and Amin ⁵² ; Uzobo and Ayinmoro ⁵⁹ ; Frieslaar and Masango ⁵⁵ ; Vijayalakshmi et al ⁶⁴ ; Ciaschini and Chelli ⁵⁴ ; Meyer, Lasater, and García-Moreno ⁶⁵ ; Stark & Seff ⁶⁶)
	Cultural expectations	(Frieslaar & Masango ⁵⁵ ; Stark & Seff ⁶⁶)
	Preservation of patriarchal power	Frieslaar and Masango ⁵⁵
	Sense of ownership because of lobola (Bride price)	Frieslaar and Masango ⁵⁵
Past Experiences	Poor parental practices	Lundgren & Amin ⁵²
	Past history of abusing partners	(WHO) ⁵¹
	Witnessing actual or attempted violence	(Patel et al. ⁶⁰ ; Sawyer-Kurian et al. ⁶¹)
Vulnerability	Disable and mentally-ill	(Vijayalakshmi et al. ⁶⁴ ; Meyer, Lasater, and García-Moreno ⁶⁵)
	Ageing men & women	Meyer, Lasater, and García-Moreno ⁶⁵
	Working children	Lundgren and Amin ⁵²

The data retrieved from the systematic review was also analysed using thematic analysis to identify the overarching cause or contributing factors to GBV. The thematic analysis revealed seven themes and thirty-nine sub-themes, as shown in Table 2. The seven significant contributors to GBV are personality/ Behaviour; Educational background; Economy/ Financial Status; System & Society; Socio-cultural norms, beliefs and practices; Past Experiences; and Vulnerability. From the 39 sub-themes/categories identified, the most cited pathway that leads to GBV in South Africa is gender inequalities (see Table 2). Besides this, gender roles/norms, drugs and alcohol abuse, and abuse of power were also reported to have a strong connection to GBV. It is also interesting to note the adverse effects of the pandemic, as reported by Singh and Singh and Uzobo and Ayinmoro, that the lack of personal space during the lockdown resulted in an increase in GBV in South Africa.⁶⁷

Gamification as a Preventive Intervention

The findings reported above are vital information needed in developing awareness campaigns that can challenge persistent myths, prejudices, and stereotypes and disrupt the pathways leading to GBV. However, achieving attitudes and behaviour change requires that the awareness campaign be introduced in a person's consciousness; Michau and Naker suggested it could be achieved by using persuasion instead of placing blame, repeating exposure to new ideas, striving to provoke thinking and personal reflection.⁶⁸ Studies show that a conscious awareness campaign can be created using gamification.⁶⁹ According to Merriam-Webster, "gamification is adding games or elements of the

⁶³ Peacock and Levack, "The Men as Partners Program in South Africa," 173.

⁶⁴ Vijayalakshmi, et.al., "Violence Against Women with Mental Illness and Social Norms and Beliefs: Nursing Professional Perspective." 212–18.

⁶⁵ Meyer, et.al., "Violence against Older Women: A Systematic Review of Qualitative Literature." e0239560.

⁶⁶ Stark and Seff, "The Role of Social Norms, Violence against Women, and Measurement in the Global Commitment to End Violence against Children." 24–27.

⁶⁷ Singh and Singh, "An Increase in Gender-Based Violence during COVID-19." 2771–75; Uzobo and Ayinmoro, "Trapped Between Two Pandemics: 0272684X2110221.

⁶⁸ Michau and Naker, *Preventing Gender-Based Violence in the Horn, East and Southern Africa: A Regional Dialogue*.

⁶⁹ Tamara Grigoryeva, "Using Gaming Platforms to Introduce GBV Messaging." *Creative Associates International*, (2020). Accessed August 20, 2020. <https://www.creativeassociatesinternational.com/insights/using-gaming-platforms-to->

game to an activity to encourage engagement.”⁷⁰ Gamification builds extrinsic motivation by offering rewards and achievements that bridge the value-action gap and enable behavioural changes. Some of the game elements include earning experiential or redeemable points, progress track or performance graphs, emotive or personalised avatars, and team features. These elements create a sense of self-competition, increase engagement and gamified experience, and foster collaboration.

Besides incorporating game elements, the impact of the awareness campaigns can also be strengthened by employing visual narrative/storytelling in creating the campaign content. Visual rhetoric, also known as the art of persuasion, is how visuals can be used to achieve effective communication that influences people's attitudes, opinions, or beliefs.⁷¹ Study shows that one of the most effective ways of creating awareness is through visual narrative/storytelling. According to Forbes Expert Panel, visual storytelling captures viewers' eyes and imaginations. It builds narratives in their minds by introducing an idea into their consciousness and making them part of the narrative.⁷² Therefore, gamification and visual storytelling approaches can significantly increase engagement and gamified experiences at the conscious level, and game developers have used these approaches in designing games for social change or social impact. Examples of awareness campaigns that used gamification and visual storytelling include “In Their Shoes”, designed by Chaos Theory,⁷³ “RePlay: Finding Zoe”, developed by TAG and the Metropolitan Action Committee on Violence Against Women,⁷⁴ and “Moraba” developed by Afroes in collaboration with the UN Women Southern Africa.⁷⁵

- a) **In Their Shoes:** is an app developed to raise awareness about Inflammatory bowel disease (IBD) (See Figure 2). The app builds empathy for IBD sufferers by sending a series of intrusive, real-world challenges to simulate IBD symptoms.⁷⁹ As shown in Figure 2, the app enhanced the gamified experience by incorporating an avatar-building feature that allows the personalisation of the experience.

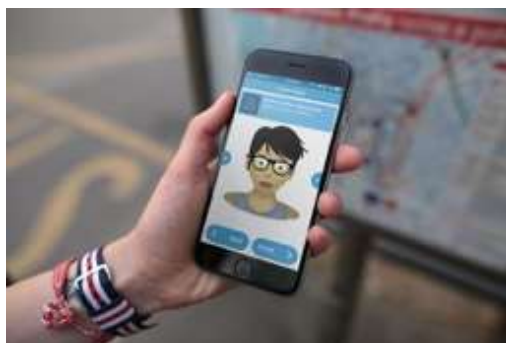


Figure 2: 'In Their Shoes' App developed by Chaos Theory
Sources: King⁷⁹

introduce-gbv-messaging/; Beybin Elvin Tunc and Marvin Jammernann, “Games and Gamification as a Tool for Social Change.” Ludology (2021). Accessed May 13, 2021. <https://www.creativeassociatesinternational.com/insights/using-gaming-platforms-to-introduce-gbv-messaging/>

⁷⁰ Merriam-Webster, “Gamification.” Merriam-Webster.Com Dictionary. Accessed May 24, 2022. <https://www.merriam-webster.com/dictionary/gamification>

⁷¹ Randy Fox, *Visual Rhetoric: An Introduction for Students of Visual Communication*. The American Institute of Graphic Arts, 2013.

⁷² Forbes Expert Panel, “13 Ways To Engage Target Audiences With Visual Storytelling.” 2020. Accessed June 13, 2022. <https://www.forbes.com/sites/forbesagencycouncil/2020/12/18/13-ways-to-engage-target-audiences-with-visual-storytelling/?sh=18cc422e6fd6>

⁷³ Nico King, “Gamify for Impact: How to Use Gamification to Motivate Action.” 2021. Accessed July 20, 2021. <https://www.chaostheorygames.com/blog/gamify-for-social-impact-how-to-use-gamification-to-motivate-action>

⁷⁴ Susana Ruiz, “Finding Zoe.” Take Action Games. Accessed May 26, 2022. <https://susanaruiz.org/takeactiongames-findingzoe>

⁷⁵ UN Women. 2012. “Participatory Games.” <https://www.endvawnow.org/en/articles/1291-participatory-games.html?next=1266>

b) **RePlay: Finding Zoe**: is an online game developed to challenge gender stereotypes and gender-based violence among children and teenagers. The game employed a narrative approach to tell the story of two friends searching for their friend Zoe, who seems to have been caught in an abusive dating relationship. RePlay: Finding Zoe starts with a survey feature that collects statistics of players' responses while evoking a sense of community for the player.⁸⁰ As shown in Figure 3, players are asked to answer survey questions relating to gender stereotypes and violence. The player's response is matched with other players' responses, and the game displays the percentage of similar reactions. This feature is one of the game elements (team feature) that foster collaboration and a sense of community. The game also allows personalisation by selecting and naming characters (see Figure 4). The game aims to promote healthy, equal and non-violent relationships among youth



Figure 3: RePlay: Finding Zoe survey feature
Source: (Ruiz n.d.)⁷⁶



Figure 4: Character selection and naming
Source: (Ruiz n.d.)⁷⁶

c) **Moraba**: is a mobile game developed as part of the Africa Unite campaign to end violence against women and girls. The mobile game adapts the traditional Southern African board game (Morabaraba or Zulu Chess) and incorporates quiz elements that force users to answer questions about GBV. Answering the questions educates and empowers users about GBV, highlights gender inequality and gender rights, and establishes a sense of advocacy amongst users.

⁷⁶ Ruiz, "Finding Zoe." Take Action Games.

DISCUSSION AND FUTURE STUDY

Even though these three games incorporate gamification and storytelling approaches, there are limitations in terms of the level of engagement and accessibility. 'In Their Shoes' app has limited interactivity, which might affect engagement. 'RePlay: Finding Zoe' is an online game that requires a computer with good internet connectivity, as it is not mobile-friendly. The storyline also centres around a third person, limiting the level of empathy evoked. As for Moraba mobile game, the quiz elements incorporated into the board game lack visual persuasion and emotive or personalised characters, limiting the level of conscious engagement.

Therefore, this study proposes further experimental study that builds on the strength of the three games discussed above and addresses the weakness to enhance the social impact and level of conscious engagement of the awareness-raising game. The proposed study will develop an interactive mobile game that adapts one of Southern Africa's indigenous games Morabaraba and integrate critical thinking illustrations on GBV for players to earn points/coins/life. The game will use storytelling and persuasion (visual rhetoric) to provoke reflective thinking, just like the RePlay: Finding Zoe game. Players will have the opportunity to personalise the game by building their characters (avatars) and naming the character. The game will be structured from essential to advance levels, and players will need to start from the basics. At the basic level, the critical thinking illustrations/narratives will focus on sensitising players about the different forms of GBV. In contrast, the intermediate level will challenge the social norms and behaviours that lead to GBV. The advanced level will comprise activities that promote appropriate attitudes and behaviours that act against GBV, and this will include promoting the core social values of Ubuntu (solidarity, compassion, survival, respect, and dignity), also known as Mbigi's five-finger theory.⁷⁷ The target users of the mobile game will be mid to late adolescents, ages 18 – 28 years, as this is a time of life when very little is normative.⁷⁸

CONCLUSION

This study contributes to theory, practice, and the South African community. Firstly, the study advances knowledge and literature on GBV by extensively revealing the various forms of GBV violence peculiar to South Africa, the overarching causes, and the contributing factors.⁷⁹ These findings will help policymakers, government and NGOs dealing with GBV develop appropriate interventions to address these issues. Secondly, the study proposed an intervention approach (gamification) that could actively address the root causes and factors contributing to GBV in South Africa. Thirdly, the study contributes toward advancing socio-economic growth and poverty reduction. According to United Nations, Olalere and Sida, GBV limit women's and men's ability to participate fully in the economic, social and political processes.⁸⁰ Hence, an attempt to tackle GBV help in reducing poverty and enhancing economic growth.

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⁷⁷ Lovemore Mbigi, "Images of Ubuntu in Global Competitiveness." *Flying Springbok* 4 (1997a): 31–35; Lovemore Mbigi, *Ubuntu: The African Dream in Management*. (Johannesburg: Knowledge Resources, 1997b).

⁷⁸ K Teipel, "Understanding Adolescence: Seeing Through A Developmental Lens." Accessed May 6, 2022. https://sahrc.umn.edu/sites/sahrc.umn.edu/files/2021-01/late_adol_stage-eng.pdf

⁷⁹ Folasayo Enoch Olalere, "Gender-Based Violence: An Exploration of Its Forms, Concepts and Causes in South Africa." In *Proceeding - Kuala Lumpur International Communication, Education, Language and Social Sciences*, (2022) 75–84. Kuala Lumpur

⁸⁰ United Nations. 2006. "Secretary-General's in-Depth Study on All Forms of Violence against Women." Accessed June 4, 2022. <https://documents-dds-ny.un.org/doc/UNDOC/GEN/N06/419/74/PDF/N0641974.pdf?OpenElement>; Olalere, "Gender-Based Violence: An Exploration of Its Forms, Concepts and Causes in South Africa."; Sida. *Preventing and Responding to Gender-Based Violence: Expressions and Strategies*.

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