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Assessing Changes in Attitudes, Awareness, and Behavior in Indonesian Youths

A Multi-Method Communication and Social Media Approach

Research and Innovation Grants Working Papers Series

May 25, 2016



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Assessing Changes in Attitudes, Awareness, and Behavior in Indonesian Youths

A Multi-Method Communication and Social Media Approach

Research and Innovation Grants Working Papers Series

Mark Latonero
Sheila Murphy
Patricia Riley
Prawit Thainiyom
University of Southern California

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TABLE OF CONTENTS

ACRONYM LIST	1
EXECUTIVE SUMMARY	1
INTRODUCTION	4
A. <i>Research Questions</i>	4
B. <i>Key Results: Public Opinion Survey and MTV EXIT Documentary Assessment</i>	5
C. <i>Key Recommendations: Public Opinion Survey and MTV EXIT Documentary</i>	8
D. <i>Key Results: Social Media Analysis</i>	9
E. <i>Key Recommendations: Social Media Analysis</i>	10
LITERATURE REVIEW	11
A. <i>Gaps in Evidenced-Based Research on C-TIP Programs</i>	12
DETAILED FINDINGS.....	14
A. <i>Part I: Public Opinion Survey and MTV EXIT Documentary Assessment</i>	14
B. <i>Part II: Social Media Research</i>	45
REFERENCES	55
APPENDIX A: ORGANIZATIONS IN THE NOVEMBER 2013 WORKSHOP	61
APPENDIX B: SURVEY INSTRUMENT	62
APPENDIX C: DATASET NAMES AND ALLOCATION OF CODERS	82

MESSAGE FROM THE DIRECTOR

The Center of Excellence in Democracy, Human Rights, and Governance is pleased to share *Assessing Changes in Attitudes, Awareness, and Behavior in Indonesian Youths: A Multi-Method Communication and Social Media Approach*. This counter trafficking in persons (C-TIP) related publication was produced by USAID in partnership with the Institute of International Education and the University of Southern California as part of the Research and Innovation Grants Working Papers Series.

The *Strategy on Democracy, Human Rights and Governance*¹ reaffirmed USAID's commitment to "generate, analyze, and disseminate rigorous, systematic, and publicly accessible evidence in all aspects of DRG policy, strategy and program development, implementation, and evaluation." This paper, along with the others contained in the series, makes a valuable contribution to advancing this commitment to learning and evidence-based programming.

This series is part of USAID's Learning Agenda for the DRG Sector, a dynamic collection of research questions that serve to guide the DRG Center's and USAID Field Missions' analytical efforts. USAID seeks to inform strategic planning and project design efforts with the very best theory, evidence, and practical guidance. And through these efforts, the Learning Agenda is contributing to USAID's objective to support the establishment and consolidation of inclusive and accountable democracies to advance freedom, dignity, and development.

The research presented in this paper provides useful insights to inform how practitioners design C-TIP awareness-raising materials, both in general and specifically within Indonesia, where the research was conducted. The key finding is that an MTV Exit documentary on Indonesians' experience with human trafficking had limited effects on increasing the viewers' knowledge of trafficking, awareness of vulnerability to trafficking, or intention to reduce vulnerability—suggesting that materials should be pretested to ensure that messages are compelling for and relevant to the target community. The research also found that face-to-face engagement and discussion are the most effective ways to decrease the target community's misconceptions about human trafficking, trafficking vulnerability, and effective risk reduction. The researchers suggest that practitioners consider engaging migrant networks to develop a toolkit to guide peer discussions on safe labor migration and organizing interactive community gatherings around key human trafficking and safe migration topics.

I hope you find this research enlightening and helpful. As the DRG Center's Learning Agenda progresses, we will continue our effort to bring forward the latest in relevant social science research to important constituencies for our work, particularly our DRG cadre and implementing partners, but also others. I invite you to stay involved as this enriching, timely, and important work proceeds.



**Neil Levine, Director, Center of Excellence on Democracy, Human Rights, and Governance
US Agency for International Development**

¹ [https://www.usaid.gov/sites/default/files/documents/1866/USAID%20DRG_%20final%20final%206-24%203%20\(1\).pdf](https://www.usaid.gov/sites/default/files/documents/1866/USAID%20DRG_%20final%20final%206-24%203%20(1).pdf)

ACRONYM LIST

APS	Annual Program Statement
ASEAN	Association of Southeast Asian Nations
C-TIP	Counter-Trafficking in Persons
DFG	Democracy Fellows and Grants Program
GAATW	Global Alliance Against Traffic in Women
IIE	Institute of International Education
ILO	International Labour Organization
IMBP	Integrative Model of Behavioral Prediction
IOM	International Organization for Migration
IR	Indonesian Rupiah
MTV EXIT	MTV End Exploitation and Trafficking
NGO	Non-Governmental Organization
OLS	Ordinary Least Squares
UNICEF	United Nations Children's Fund
UNODC	United Nations Office of Drugs and Crime
USAID	United States Agency for International Development
USC	University of Southern California
USC-NEAT	USC Network of Experts in Anti-Trafficking
VCD	Video CD

EXECUTIVE SUMMARY

Since 2001, USAID has implemented programs designed to counter trafficking in persons (C-TIP) in more than 68 countries. Trafficking in persons is an international crime that involves the acquisition of a human being through the use of force, fraud, or coercion for the purpose of exploiting the individual for profit through forced labor or commercial sexual exploitation. A modern form of slavery, trafficking constitutes a gross violation of human rights.

The Palermo Protocol defines human trafficking as “the recruitment, transportation, transfer, harbouring, or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation. Exploitation shall include, at a minimum, the exploitation or the prostitution of others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude, or the removal of organs.”² The Protocol also clarifies that the recruitment, transportation, transfer, harboring, or receipt of an individual under the age of 18 for the purpose of exploitation is considered trafficking in persons, even if none of the means listed above (force, coercion, abduction, etc.) is involved.³

Despite the complexity of the crime and efforts by many national and international organizations to eliminate it, there is limited research on the nature and extent of human trafficking, its underlying dynamics, and the effectiveness of C-TIP programs. Through the C-TIP Campus Challenge Research Grants funded by USAID’s Center of Excellence on Democracy, Human Rights, and Governance under the Democracy Fellows and Grants Program, teams of researchers at three universities implemented public opinion surveys in USAID priority countries for C-TIP programming. The researchers sought to generate data to inform the design of programs to raise awareness about trafficking among vulnerable populations and influence knowledge, attitudes, and practices related to trafficking. This paper focuses on research conducted in Indonesia by a team led by the University of Southern California (USC). C-TIP Campus Challenge grants also were awarded to Texas Christian University (TCU) to conduct research in Albania and Moldova, and to Vanderbilt University to conduct research in Nepal.

The USC team’s research in Indonesia included two components: a public opinion survey and an analysis of social media, both implemented in 2014. The public opinion survey assessed 1) what people in Indramayu, Indonesia, know and think about human trafficking; how their behaviors and actions make them and their communities more or less vulnerable; and how those knowledge, attitudes, and

² In 2000, the United Nations (UN) General Assembly adopted the UN Convention Against Transnational Organized Crime and three accompanying Protocols, including the Protocol to Prevent, Suppress, and Punish Trafficking in Persons, especially Women and Children (“the Palermo Protocol”), accessed January 5, 2016, <https://www.unodc.org/documents/treaties/UNTOC/Publications/TOC%20Convention/TOCebook-e.pdf>. The Palermo Protocol is an international multilateral treaty and has been ratified by the United States. The United States implements its obligations under the treaty in large part through the Trafficking Victims Protection Act of 2000, as amended.

³ Ibid. Article 3(c)-(d)

behaviors can be influenced; and 2) if and how an MTV Exit documentary on Indonesians' experiences with human trafficking increased viewers' knowledge about trafficking, changed how they thought about the problem of trafficking, or influenced behaviors to mitigate trafficking vulnerability. The social media analysis studied Indonesians' online discussions to explore how Indonesians, and particularly youth, frame the public dialogue about trafficking on social media.

The public opinion survey was administered in Indramayu, West Java, Indonesia, a district with more than 1.77 million people. USC's local partners identified Indramayu as a "hot spot" for human trafficking: over a quarter of victims who receive psychosocial services from IOM/Indonesia come from West Java, and Indramayu has 70% more victims than the West Java district with the next highest number. USC administered the survey twice, with 527 participants; between the first and second wave, 319 of the participants watched an MTV Exit documentary on Indonesians' experiences with human trafficking.

Key findings from the public opinion survey include:

- The MTV EXIT documentary had limited effects on respondents' knowledge of human trafficking, attitudes toward C-TIP strategies, efficacy, perceived risks, preventive skills, or intention to practice behaviors that reduce trafficking vulnerability. In designing future educational or awareness-raising materials, practitioners should pretest materials to find out what messages are most compelling or develop materials that are related to the types of trafficking most experienced by the target population.
- Respondents had a low level of trust in authorities, and so information about trafficking risks and how to reduce vulnerability is best delivered by other messengers. In addition, information is best received and behavior most influenced by community networks and relationships, so practitioners should consider 1) reaching out to existing migrant networks and engaging members as experts to develop a toolkit to guide peer discussions with neighbors, relatives, and community members about how to migrate safely for work and 2) organizing community gatherings around relevant topics; these events should be interactive and allow for dialogue and exchange among participants.
- Many respondents did not see a relationship between environmental risk factors for trafficking—such as abuse, divorce, or migration for foreign employment—and greater vulnerability to trafficking, so interventions aimed at prevention could help educate communities about these potential links.
- Female respondents had less favorable attitudes toward migration for work, but were also less likely to see themselves as personally vulnerable to trafficking and less likely to seek information about safe migration. Female respondents were also more likely to experience exploitive employer behavior, and so interventions should target women specifically.
- Respondents who were more religious were less likely to demonstrate knowledge, attitudes, and behaviors that could make them less vulnerable to trafficking, and so faith-based organizations may be a key ally in addressing trafficking vulnerability within their religious community.

USC conducted the social media assessment from May to July 2014, searching Twitter, Facebook, and YouTube in Indonesia for posts containing one or more of seven key words that would indicate that a post was about human trafficking. This search yielded 8,536 posts for analysis, overwhelmingly from Twitter. Key findings from the social media assessment include:

- Although there clearly were social media conversations about and activism around human trafficking in Indonesia, USC found no evidence of activists using Twitter to organize or augment a strategic advocacy campaign. It could be important to look at how activists in other countries in the region have used social media to disseminate information or build and leverage networks for collective action and social change.
- Tweets about trafficking were focused on sex trafficking, even though labor trafficking is also common in Indonesia, if less recognized. It may be useful to use social media as one way to broaden the conversation to include all forms of trafficking.
- Any social media intervention on Twitter will need to account for robotic accounts and address difficulties in distinguishing Tweets from individuals versus from robotic accounts.

INTRODUCTION

This report presents the results of a research project conducted by the Annenberg School for Communication and Journalism at USC. This project focused on the second research area in the C-TIP Campus Challenge Research Grant's Annual Program Statement (APS), issued under the USAID-funded Democracy Fellows and Grants Program (DFG) program, managed by the Institute of International Education (IIE).

The second research area invited applicants to use public opinion surveys to evaluate the effectiveness of C-TIP prevention and awareness-raising activities and programs. USC's research project used a large-scale survey to 1) generate data on knowledge, attitudes, and behavior on human trafficking and migration in the Indramayu region of Indonesia and 2) to assess whether a documentary produced by USAID partner MTV EXIT affected knowledge, attitudes, or behavior. The research project also included a social media analysis that collected social media data on public sentiments and explored narrative frame patterns related to human trafficking in Indonesia's online communities.

Indonesia is a major source country for human trafficking: children, women, and men migrate abroad for work and often find themselves in exploitative working conditions (Department of State 2013). The International Organization for Migration (IOM 2011) estimates that 43% to 50% (3 to 4.5 million) of Indonesia's migrant workers experience abusive working conditions that can be categorized as human trafficking, such as withholding the person's salary, excessive working hours, total restriction of movement, verbal and physical abuse, and confiscation of travel documents.

The USC team collaborated with the Indonesian branches of MTV EXIT and IOM, with the London School of Public Relations–Jakarta, and with local Indonesian anti-trafficking/migrant organizations to ensure that the research project was culturally tailored to the local population. We want to thank all of these very helpful collaborators for their knowledge and support.

A. Research Questions

The research project contained two components: a public opinion survey and a social media assessment.

The public opinion survey, developed using a multi-level behavioral change model, assessed barriers to and facilitators of counter-trafficking knowledge, attitudes, and behavior at the personal, interpersonal, and community levels. The survey included a quasi-experimental test of the effectiveness of the documentary *Enslaved: an MTV EXIT Special*⁴ that MTV EXIT-Indonesia used to educate people about trafficking and to change behaviors in Indonesian communities that are vulnerable to trafficking. The main research questions addressed by the survey were:

- *Survey Research Question 1:* What are the levels of media use (newspaper, television, radio and other local media, social media) in the target population?
- *Survey Research Question 2:* What is the prevalence of human trafficking in Indramayu, Indonesia?

⁴ <http://mtvexit.org/blog/enslavedindonesia/>

- *Survey Research Question 3:* What are the barriers to and facilitators of human trafficking that can influence knowledge, attitudes, and behavior at the individual level (age, gender, education, socioeconomic status, and prior experience with migration and trafficking), interpersonal level (social influence to migrate, interpersonal discussion, and migrant network), and community level (hotspots and comfort level of human trafficking discussions in public spaces)?
- *Survey Research Question 4:* What are the effects of the MTV EXIT documentary on knowledge, attitudes, norms, efficacy, perceived risks, intention, skills and abilities, environment, interpersonal discussion, and human trafficking prevention behavior?

The social media assessment, developed to study the online or mobile conversations in Indonesia—by activists, service providers, victims, or vulnerable populations—around human trafficking and trafficking-related issues was conducted from May 2014 to July 2014. The youth population in Indonesia is the most vulnerable to trafficking and constitutes the highest percentage of users of mobile phones, Internet, and social media, so assessing the online and mobile conversations in Indonesia is important to gaining a greater understanding of perceptions of trafficking among the target population (Fortunati and Magnaelli 2002; Nielsen 2010; Lenhart and Madden 2007). The research questions for the social media study were:

- *Social Media Research Question 1:* What social media outlets are the most popular for human trafficking discussions?
- *Social Media Research Question 2:* Where are social media conversations about human trafficking the most active?
- *Social Media Research Question 3:* What types of messages about human trafficking drive the largest conversations?
- *Social Media Research Question 4:* What kinds of sentiments (positive and negative emotions) are seen in public posts about human trafficking in Indonesia?
- *Social Media Research Question 5:* What types of human trafficking issues are discussed by Indonesian social media users?
- *Social Media Research Question 6:* What narrative frames about human trafficking are used on Indonesia’s social media platforms?

B. Key Results: Public Opinion Survey and MTV EXIT Documentary Assessment

i. Survey Research Question 1

The data on media use in Indramayu indicate that television was the most popular traditional media source for news consumption: 39% of respondents watched television at least six days per week, 29% three to five days per week, and 14.8% fewer than three days per week. Radio and newspapers—local and national—were significantly less popular: over 90% of respondents did not read local or national newspapers and 80% did not listen to the radio for news. Internet access was low: although 92% of respondents had mobile phones, only 3% had smart phones and only 33% could connect to the Internet through mobile devices; 13% had landline Internet access. Respondents who used their mobile phones six to seven days per week reported using their phones for texting (49%), talking (29%), Facebook (17%), and Internet access other than email or Facebook (7%). Moderate mobile phone users (used phones three to five days a week) showed a similar distribution, although with talking and texting use reversed: 37% of moderate users stated they used their phones for talking, 24% for texting, 11% for the Internet

(other than email or Facebook), and 9% for Facebook. The vast majority of respondents did not use their phones for social media or other text-based networking: 94% did not use Twitter; 95% did not use instant messaging; 98% did not use email; and 94% did not use other texting applications, such as WhatsApp or Viber.

ii. Survey Research Question 2

The prevalence of human trafficking among respondents ranged from 15% who had experienced at least one condition of human trafficking, to 2.5% who had experienced more than three conditions (see Table 4 for all 14 conditions of human trafficking, as defined by the USC research team). The leading conditions of trafficking experienced by the participants were:

1. Not being allowed to communicate with loved ones (4.7%).
2. Not being allowed to keep the money they earned (4.2%).
3. Experiencing the confiscation of identification and other legal documents (3.8%).
4. Experiencing bonded labor in which they had to work with reduced or no pay to repay the loans to their employers or recruitment agencies (3.8%).
5. Not being allowed to quit their jobs (3.8%).
6. Being forced to work excessively long hours without any days off (3.2%).

However, only 2.5% engaged in any actions to seek help and escape from the situation, and 0.9% filed and successfully received worker insurance payments. Among the 13 respondents who experienced three or more conditions of human trafficking, most reported that they have had to struggle with mental health problems such as anxiety (77%) and depression (54%). We also found that women were significantly more likely than men not to be allowed to keep their wages; not to be allowed to maintain possession of their passports, identification, and other legal documents during migration; to have employers confiscate those identification and legal documents; and to not be allowed to leave their employment. Men were more likely to escape the trafficking situation independently and then to seek help from the police, a non-governmental organization (NGO), or an embassy.

iii. Survey Research Question 3

The barriers and facilitators at the individual level, interpersonal level, and community level that influence knowledge, attitudes, behavior, and other counter human trafficking outcomes were obtained from the baseline data:

Gender. Women had less favorable attitudes than men toward migrating abroad for work, and a lower level of intent to seek information on safe migration from possible sources (people, organizations, media, and events).

Household income. People who had higher household incomes—relatively, within a generally low socioeconomic group—indicated stronger efficacy that safe migration could be accomplished and had a stronger intention to practice safe migration.

Level of education. People with more education had more knowledge about trafficking, and put less trust in their family members to help them to migrate safely. Within the respondent group, approximately 40% completed grade school, 30% completed middle school, 27% completed high school, and 3% graduated from college.

Household size. Larger household size (most households are in the range of 2 – 6 people) was negatively related to seeking information on C-TIP. A larger household size was also related to lower levels of confidence that NGOs could provide assistance to people who migrate for work.

Number of dependents. A higher number of dependents (most respondents have between zero to three dependents) was related to more favorable attitudes toward seeking information on C-TIP and more negative attitudes toward the ease of actually using the C-TIP hotline. People with a higher number of dependents also had a lower sense of efficacy regarding other C-TIP behaviors, a lower level of perceived risk for becoming a victim of trafficking, and less intention to practice safe migration.

Religiosity. A higher level of religiosity is positively correlated with positive attitudes toward seeking information about C-TIP, but is not related to calling the hotline or having interpersonal discussions about the issue.

Prior experience with human trafficking related significantly to eight of the 17 outcome variables. People who had actually experienced human trafficking generally had less knowledge about the conditions and types of human trafficking; more negative attitudes toward seeking information about C-TIP, toward recruitment agents, and toward using the hotline (possibly because they did not believe these actions deterred them from becoming victims of trafficking); and more discussions about C-TIP with people in their social network. At the interpersonal level, women and men both reported that they themselves were the primary decision-makers about migrating for work but generally females said their spouse was the next most influential person, followed by their mother, while males said the next most influential person was their mother, followed by their spouse. Fathers were, on average, fourth-most influential for both women and men. Sponsors were mentioned as being influential by 13 people.

Interpersonal discussions about human trafficking were shown to have the largest number of significant relationships with C-TIP prevention behaviors, thus our data suggest that interpersonal discussions should be the strongest facilitator of positive C-TIP outcomes. Participants who had more discussions about human trafficking had more knowledge about human trafficking; favorable attitudes toward seeking information about C-TIP and using hotlines; toward researching migrant jobs abroad and sponsors; and toward engaging authorities and family members to assist them in safe migration. An individual's having a larger number of people within his or her social network who had migrated for work helped to increase knowledge about trafficking, encourage positive attitudes toward hotline use, raise personal efficacy, and hold more interpersonal discussions about human trafficking. However, this variable was also related to an increase in intention to migrate, which could be a risk, compared to those who knew fewer people who had been migrants.

Community-level factors showed that participants who lived in a community with more public spaces to gather and socialize believed that human trafficking could be prevented (efficacy) and had the skills to call the hotline number. Their level of comfort in discussing C-TIP in those spaces was also significantly related to a lower level of trust that family members would be supportive of safe migration. It is possible that these community spaces are most useful to individuals who do not feel able or are not supported or have the ability to discuss C-TIP issues at home or with friends. The environmental factors identified in

previous research that were likely to push participants to migrate for work created a positive attitude toward seeking information on C-TIP and accepting migrant jobs abroad and a more trusting sense that migrant organizations could assist them in migrating safely. The most obviously “economic” environmental factors like “having debts to pay,” “have a child or other family member to support,” etc. were most likely to be seen as reasons to migrate but other risk factors such as divorce, abuse, and the death of a close family member were less likely to be perceived as reasons to migrate. Those individuals who do not see the relationship between these less obvious environmental risk factors and the intention to move elsewhere to find jobs could potentially be more vulnerable to trafficking.

iv. Survey Research Question 4

The treatment group, who viewed the MTV EXIT documentary, demonstrated an effect on knowledge during Post-Test 1, administered immediately after viewing the documentary. However, at Post-Test 2, administered four months after viewing the documentary, both treatment and control groups showed similar levels of knowledge. The control group most likely increased their knowledge because taking the surveys imparts some knowledge about key issues and participants become more selectively attentive to other information about C-TIP in the media or elsewhere. These data suggest that if both groups had only taken the surveys, and neither group saw the documentary, that they both would have gained about the same amount of knowledge of human trafficking by Post-Test 2, enough to show significant differences from what they knew at the baseline. Similarly, positive increases were found between Post-Test 1 and 2 for both the treatment and the control groups for attitudes toward seeking information on C-TIP with a smaller positive increase for both groups at Post-Test 2. These findings indicate that the increase in knowledge was due to learning as a by-product of taking the surveys, and other “history” effects from their environment, and not as a result of watching the documentary. The attitudinal variables most affected by the documentary were “trust in families to help workers migrate safely” and their attitude toward “calling a hotline.” In the case of attitudes toward calling the hotline, there was a significant positive increase at Post-Test 1 (treatment group over the control group), which dropped slightly by Post-Test 2 but remained positive and significant. For the attitudinal variable “trust in families,” there was not a large increase at Post-Test 1 but there was a significant positive difference between the groups at Post-Test 2, a delayed effect.

C. Key Recommendations: Public Opinion Survey and MTV EXIT Documentary

1. Text messages on mobile phones are popular in Indramayu, and should be prominently used both to reach target populations and stakeholders and to remind potential migrants of the steps they should take to ensure safe migration. However, using text messages will be easier in areas with a higher percentage of smart phones users or other stable phone-ownership patterns. In other areas, there will need to be incentive programs to keep phone numbers registered, or other interventions to address the fact the people switch phones, and so numbers, frequently.
2. Many respondents did not see the relationship between environmental risk factors, such as abuse or divorce, and migrating for jobs and thus could be more vulnerable to trafficking should they find themselves in those situations. They should be targeted by local counter-trafficking organizations, as the data show that they have lower trust in authorities.

3. People with relatively higher household incomes tended to be more likely to trust sponsors to make arrangements for their migration; this population might not think of themselves as at risk for trafficking and not check with other sources to verify job opportunities. Campaign materials with narratives about characters with whom this group identifies could be very valuable.
4. Our results indicate that women are less likely than men to perceive human trafficking to be a severe problem or to perceive themselves as susceptible, despite the fact that women are proportionately more likely to be affected by human trafficking. Our survey shows women suffer more conditions of exploitative employer behaviors, such as having their identification and legal documents confiscated, or earned wages withheld. Women also show other risky outcomes, such as having less intention to seek information on C-TIP and safe migration. Women should be specifically targeted by C-TIP organizations in strategic communication campaigns.
5. Interpersonal-level factors are generally significantly related to many of the outcome variables (more knowledge, favorable attitudes, efficacy, skills, perceived risk, and intention to perform C-TIP behaviors), and it is important to leverage these relationships. Anti-trafficking campaigns could reach out to existing migrant networks and rely on their knowledge to create a toolkit that they can use to hold discussions as neighbors/relatives and not as spokespersons for the government or an NGO, in order to encourage peer discussions about the dangers of human trafficking and to encourage safe migration steps. Holding community gatherings in local “hotspots” could also be effective, as long as the discussions are highly interactive.
6. Religiosity was negatively related to C-TIP behaviors. Thus, there may be an opportunity for researchers and practitioners to work with faith-based institutions that can help communicate to their members about C-TIP behaviors.
7. People who have migrated before show themselves to be less skillful at recalling the C-TIP hotline number. Reinforcement of the importance and purpose of the hotline number, as well as how to use the hotline service, should be a particular focus in anti-trafficking media messages.
8. The results show that the MTV EXIT documentary had limited effects on trafficking knowledge, attitudes toward C-TIP strategies, efficacy, perceived risks, preventive skills, intention to practice C-TIP behavior, and adoption of C-TIP behaviors from Post-Test1 to Post-Test 2. This suggests more pretesting of materials to find out what messages are more compelling or perhaps to develop materials that are more related to the types of trafficking generally experienced by the target population, such as domestic worker issues.

D. Key Results: Social Media Analysis

i. Social Media Research Question 1

Twitter is the most popular social media for human trafficking discussions, with 8,363 unique Tweets related to the subject during the period under study. “Human trafficking” was found to be the most frequently used term (61.95%), followed by “victims of trafficking” (28.77%), “child trafficking” (3.90%), “modern slavery” (3.70%), “woman trafficking” (0.93%), and “labor exploitation” (0.75%).

ii. Social Media Research Question 2

We found that Jakarta, the capital of Indonesia, supplied the highest number of Twitter users. The second-largest frequency of users was in Bandung, followed by Yogyakarta and Semarang. These cities are provincial capitals in West and Central Java, with the largest populations in Indonesia and relatively better Internet infrastructure than the rest of the country.

iii. Social Media Research Question 3

“Awareness raising” (49.61%) was the most popular reason for using social media messaging, followed by “news sharing” (40.79%), “support victims/survivors” (5.71%), “seeking information” (3.65%), and “promoting events” (0.24%). It is important to note that this distribution is across all users, even though the usage list looks very much like the posts of an activist group.

iv. Social Media Research Question 4

This question focuses on the kinds of sentiments regarding human trafficking that were found in Indonesian social media. The coding indicates that positive sentiments were the highest (54.60%), compared to negative sentiments (30.55%), and neutral messages/posts (14.85%).

v. Social Media Research Question 5

Sex trafficking was the most frequently discussed type of trafficking on social media (45.23%), followed by labor exploitation (27.25%), domestic worker (22.26%), and organ trafficking (5.26%). The online content mostly covered investigations of sex trafficking cases and illegal and under-age prostitution, with girls and children as the targets, followed by women.

vi. Social Media Research Question 6

We found that Tweets and posts about trafficking cases primarily either highlighted the news or raised awareness of issues regarding children (37.18%), with no mention of gender. In a very close second place are narratives about teenaged girls (37.03%), while the rest were about women (21.05%), men (2.82%), and boys (1.91%). Most of the messages targeted human traffickers (39.27%) as persons who are committing a crime; other discussions revolved around the government (32.73%) and legislators (16.22%) as the parties deemed responsible for investigating and handling human trafficking cases. Corporations (11.78%) were mentioned mostly in connection to labor exploitation. The top four corporations mentioned were (from the highest to lowest): Sampoerna (one of the largest tobacco companies in Indonesia), PT Bahana Samudra Atlantik (a recruiting company for ship workers), Malaysian Tadika Chinese (a Malaysian company in the education and cultivation field), and Nike Corporation (US-based multinational sports equipment company).

E. Key Recommendations: Social Media Analysis

- Social media branding for C-TIP organizations appears underused: there was not much social media recognition of the activist and support groups with which we collaborated.
- Additional focus on the “messenger” is important in a highly Twitter-centric system (the most recent data indicate that Indonesia has more Twitter users than any other country in the world).

- We did not see evidence of a sophisticated, phased strategic communication plan for C-TIP interventions, where followers are being asked to target specific companies or to request help from particular government officials, so more work in this area might be valuable.
- Policymakers and anti-trafficking organizations should consider using social media to investigate the public’s awareness or understanding regarding the rules and regulations around human trafficking (this study did not specifically code for that issue). Sex trafficking is clearly a prominent concern in social media, so helping people understand the legal/work issues around other common trafficking situations that occur when Indonesians migrate for domestic work or go to work on international fishing boats might help generate more concern about those topics.
- Comparative research would be important to determine if these social media practices are similar in other regional countries with significant human trafficking problems. It could be that activists in some countries have developed “best practices” of social media information diffusion—leveraging networks of followers, harvesting topics that capture public interest to make focal points of upcoming campaigns, *etc.*—that could be borrowed and diffused to Indonesia and other locations.
- During the coding process, there were discussions about the massive growth of robotic accounts on Twitter that lead to concerns that it might become difficult to distinguish between the actual messages and these accounts. Our data contained mostly original posts, with some retweeted news links; however, one robotic account was found in the tenth position, using the top metadata for user descriptions.

LITERATURE REVIEW

Trafficking in persons is a global crime that involves the “recruitment, transportation, transfer, harboring, or receipt of persons” through the use of force, fraud, or coercion for the purposes of sexual and labor exploitation (UNODC 2004). The economy surrounding human trafficking is large: traffickers make over US\$32 billion every year (ILO 2005). In fact, human trafficking is the second-most profitable criminal activity in the world, after drug trafficking (Belser 2005). Human trafficking is also a significant public health issue: victims are susceptible to physical violence, sexually transmitted diseases such as HIV/AIDS, drug addiction, depression, and post-traumatic stress disorder (Feingold 2005; Zimmerman *et al.* 2006; Department of State 2007).

USAID has appropriated over \$180 million to develop programs with governments from all around the world to counter human trafficking (USAID 2012). One of these programs is the partnership with MTV EXIT, which since 2006 has created large-scale media campaigns that attempt to reduce human trafficking by raising awareness. The campaign has produced televised documentaries, public service announcements, and music videos, as well as hosted live concert events that reach millions of people across Asia. MTV EXIT is one of the primary partners for the survey element in this research project.

A. Gaps in Evidenced-Based Research on C-TIP Programs

The review of human trafficking studies indicates that anti-trafficking efforts are under-researched (Laczko 2005; Mattar 2004; Schauer and Wheaton 2006). Knowledge regarding “what works” is particularly limited (Tyldum *et al.* 2005). Reports on prevention and/or awareness activities often contain only a description of program activities (UNODC 2008a; UNODC 2008b) instead of reporting the actual survey research design, or the monitoring and evaluation process. Nevertheless, there are a few studies, mostly on the evaluation of awareness and prevention programs that have generated data on the knowledge, attitudes, and practices relevant to human trafficking. Van de Laan and his colleagues (2011) found two studies (from a systematic review of 144 evaluations of cross-border trafficking for the purpose of sexual exploitation), of awareness-raising programs in rural Nepal (Centre for Research on Environment Health and Population Activities 2004) and Israel (Hashash 2007) that met a number of basic criteria for scientific research practices. The studies showed that the programs resulted in an increase in knowledge and awareness of trafficking and in use of the hotline number.

Magenta (2007) published an evaluation report of an educational campaign on human trafficking in Moldova through the use of hotline television advertising. This study used a structured questionnaire with 13 questions, and data were collected with a pre- and post-campaign cross-sectional design from 400 participants in four different regions of Moldova. Results did not show a significant increase in knowledge and awareness from the educational campaign, and fewer than 3% of the participants stated that they had used the trafficking hotline. However, the survey had many methodological challenges, primarily a weak design in which most variables were measured at the nominal data level, limiting the ability to determine reliability and conduct higher-level statistical analyses.

Buckley (2009) produced a more rigorous academic study of public opinion on human trafficking in Russia. The author used quantitative and qualitative methods, conducting a nationwide public opinion poll and organizing two focus groups (six men and six women). The study examined Russian citizens’ perceptions of the causes for and scale of human trafficking, and their beliefs about what should be done to address it, by whom, and how. Both survey and focus groups data revealed pessimism about the state’s capacity to address human trafficking effectively, and negative attitudes toward human trafficking, but they would not take action to challenge it. The results also found more gender-biased attitudes against trafficking victims, with women facing more blame than men. It should be noted that this study was not conducted in collaboration with organizations that might implement awareness-raising campaigns on the issue. The study, however, did not use a longitudinal design to track changes in public opinion over an extended time period nor did it discuss the implications of the study on future development of prevention and awareness programs in Russia.

A global evaluation of anti-trafficking initiatives by the Global Alliance Against Traffic in Women (GAATW 2010) identified a promising research practice by MTV EXIT, which commissioned Rapid Asia, a research-consulting firm, to conduct independent impact evaluations of MTV EXIT’s campaign activities in select markets in Asia. The evaluation uses an index of 15 questions measuring knowledge, attitudes, and practices for trafficking prevention, which measures people’s knowledge of the definitions of trafficking, discriminatory or empathic attitudes toward trafficked persons, and behaviors such as reporting abuse or seeking more information about an overseas job before accepting it. Data were collected in a baseline, Post-Test 1 (immediately after campaign exposure), and Post-Test 2 (follow-up interview one month after exposure) design with a control group. MTV EXIT was the only organization to provide their

methodology to GAATW, and GAATW commended MTV EXIT for providing it; however, their reports were not publicly available for peer review or replication.

Although MTV EXIT's research was more rigorous than earlier trafficking studies, there is still room for improvement, particularly when the research is compared to that conducted in other applied fields such as public health communication. On closer examination of the MTV EXIT evaluation reports, the authors found inconsistent sampling methods and data collection points that might have decreased the validity of the findings (*i.e.*, using cross sectional samples with random sampling for control groups, in contrast to convenience panel samples for Post-Test 1 and Post-Test 2 exposure groups). It also appeared that the knowledge, attitude, and practice questions had not been tested for reliability and validity, as some attitudinal items were incorrectly worded as measures of social norms, which increases third person effects—a situation in which respondents inflate the intensity of their answer on the assumption that other people have more polarizing attitudes than they themselves have (Davidson 1983). There is also a weak correlation between attitudes and behavior items (*i.e.*, the attitude items measured general attitudes toward the victims rather than attitudes toward the desired behaviors like reporting suspicious cases or seeking safe migration advice). In addition, important contextual factors, such as respondents' interpersonal discussions on the topic and their media and technology use, were not measured, which limits the opportunity to assess campaign effects that may have occurred at the interpersonal and community levels. Although the reports were impact evaluations, they did not discuss how the results were to be used in the planning stage of forthcoming campaigns.

A separate research initiative by USC published a report that investigated how the rise of mobile and online technologies has facilitated and/or inhibited human trafficking activities (Latonero, Musto, Boyd, Boyle, Bissel, Gibson, and Kim 2012). The report found technology-facilitated trafficking to be spread across multiple digital platforms, with mobile devices and mobile networks playing an important role. C-TIP actors also used mobile and online technologies to deliver preventive messages to their target communities and build online communities to mobilize collective action (*e.g.*, the coalition of MTV EXIT youth ambassadors and local partners in Southeast Asia are utilizing social media to self-organize and create C-TIP awareness in their respective communities).

However, little research has been conducted to understand how the public has used social media to create awareness and share information about trafficking. To explore the online conversation about human trafficking, this project is designed to assess public sentiment on human trafficking and identify geographic locations that are most receptive to discussions about the issue, in order to understand how digital activism can be diffused in online communities. As youth populations are considered to be most at risk for trafficking—and constitute the highest percentage of users of mobile phones, Internet, and social media—this area of research is also important to gain a greater understanding of their perceptions (Fortunati and Magnaelli 2002; Nielsen 2010; Lenhart and Madden 2007).

DETAILED FINDINGS

To address the research gaps noted above and advance the field of evidence-based research in human trafficking prevention, this research project aimed to:

1. Create a public opinion and behavioral assessment instrument that uses a multi-level behavioral change model to understand the barriers to and facilitators of counter-trafficking knowledge, attitudes, and behaviors at the individual, interpersonal, and community levels.
2. Test the MTV EXIT documentary for its ability to increase knowledge and to assess and change attitudes, intention, efficacy, skills, and behaviors related to C-TIP over time.
3. Collect social media data on public sentiments and explore narrative frame patterns related to human trafficking in Indonesia's online communities.

A. Part I: Public Opinion Survey and MTV EXIT Documentary Assessment

Indramayu was selected on local partner recommendations due to its “high priority” status as a trafficking hotspot in Indonesia (Bajari 2013). Our local partners will receive the study's findings and will be able to use our recommendations on possible ways to shift or target their resources and efforts in preventing human trafficking. They also may learn how they could more effectively design, implement, and evaluate their future campaign activities in alternative locations through ongoing communication with USC researchers and peer organizations. The final version of the survey will also be made publicly available for C-TIP practitioners as a tool for their research and program evaluation.

The survey was administered in Indramayu in West Java, a district with more than 1.77 million people that is a source area for human trafficking (Indramayu District Government 2014). Data from the IOM Counter Trafficking Unit from 2005 – 2012 indicate that West Java is the region with the highest number of human trafficking victims (over 26% of all victims who were referred to receive psychosocial services by IOM in Indonesia came from West Java; approximately 18% of all Indonesians are from West Java). Within West Java, Indramayu is the district with the largest number of victims, over 70% more than Cirebon, which is the district with the second-highest number of victims in the same region. Historically, migrants from Indramayu have worked in the sex trade, which is a culturally accepted profession in some communities. Indramayu is also experiencing the depopulation of women due to out-migration with few awareness-raising programs to educate the public on safe migration and human trafficking (Hendra 2013; Bajari 2013).

Figure 1: Map of Indramayu



i. Methods

The public opinion survey component was conducted in three phases:

- Survey construction involved the iterative adaptation of earlier scales plus new questions developed with local experts and tested in focus groups. The survey then was translated and piloted with 100 participants, and the final version reflected feedback from the pilot and from experts working for IOM and the United Nations Children’s Fund (UNICEF) in Indonesia.
- Survey delivery, which was conducted in a randomized trial with treatment and control groups in a longitudinal panel design, with the treatment group viewing the MTV EXIT documentary.
- Statistical analysis of the survey results.

ii. Survey Construction

Figure 2 displays USC’s survey construction process. Seventeen preliminary interviews were conducted with anti-trafficking experts from international and local Indonesian NGOs, the US State Department, and MTV EXIT to gather in-depth information on the human trafficking situation in Indramayu, review existing research tools and intervention efforts on prevention and awareness-raising, and discuss the USC research project design in order to best tailor it to the local cultures and to minimize ethical concerns such as disrupting the way of life of the target population and consideration for potential harm and unintended effects that might occur (Guttman and Thompson 2011).

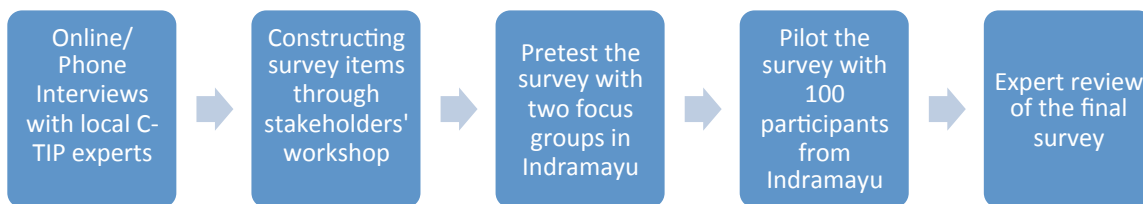


Figure 2: Survey Construction Process

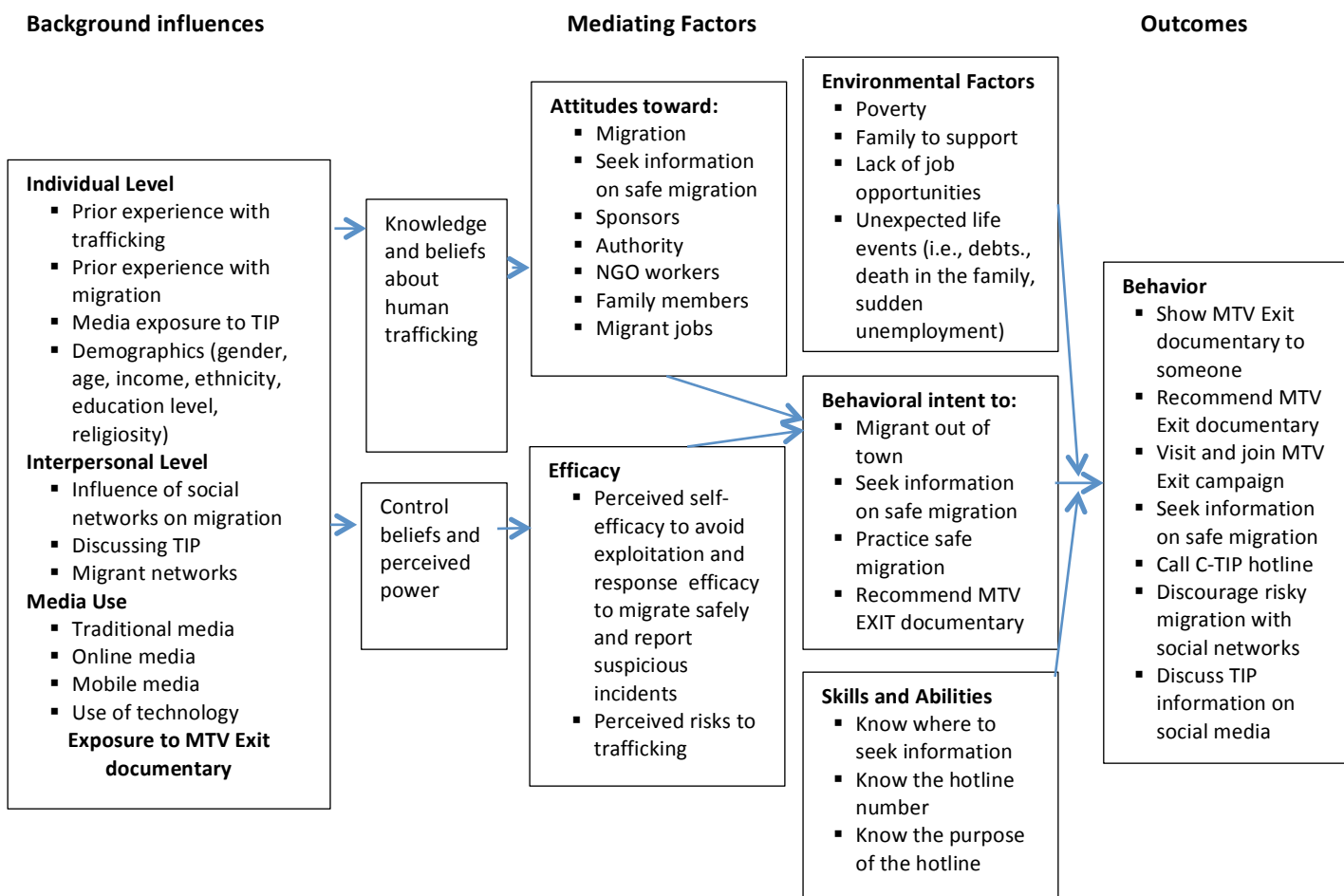
USC subsequently hosted a two-day stakeholders' workshop for USC research in Jakarta in November 2013 with 24 participants from local anti-trafficking organizations, local university communication faculty, and MTV EXIT partners (see Appendix A for the list of participating organizations). On the first day, the research project was introduced, current government and NGO trafficking data were presented, and the USC team met a former trafficker/broker and someone who had been trafficked. The second day focused on local knowledge that would inform the development of the survey (*e.g.*, local practices, local language and phrasing to develop and/or improve items). The workshop ended with the development of a basic structure for the new network of Indonesian anti-trafficking organizations, the USC Network of Experts in Anti-Trafficking ([USC-NEAT](#)), and brainstorming ideas for future communication between members of the network. USC-NEAT is a Facebook group for researchers, practitioners, and policymakers from academic institutions, non-profit organizations, media agencies, international organizations, and governmental agencies to collaborate and share best practices and lessons learned on human trafficking concerns. Members can post the latest news from their organization, request support from people in the network, and connect with fellow members to mobilize resources.

During the workshop, USC introduced the Integrative Model of Behavioral Prediction (IMBP), one of the latest behavioral change theories, to the participants to help elicit responses to create new survey items that measure each variable in the model (Fishbein and Ajzen 2010). Many successful health and social campaigns have used behavioral change theories to guide research design and obtain data about the target population (Webb, *et. al.* 2010). Behavioral change theories help researchers and practitioners decide which beliefs, attitudes, and other related factors should be addressed in the message design to best influence the target population.

Figure 3 illustrates how our elaboration of IMBP provides a solid theoretical framework for constructing a survey to investigate background influences, mediating factors, and C-TIP outcomes that are related in a system that incorporates media use as well as individual-, interpersonal-, and community-level factors.

The model identifies seven desired behaviors, presented in the "Behavior" box on the far right of Figure 3, and traces backwards from those behaviors to the precursors and determinants that will enable us to model the pathways that influence behaviors through intention, environmental forces, skills and abilities, attitudes, social norms, efficacy, knowledge, and other background influencers at the individual, interpersonal, and community levels. USC incorporated inputs from workshop participants in the first draft of the survey, and then worked with the local research firm to translate it into Bahasa Indonesian and to pretest the survey.

Figure 3: The IMBP with Individual-, Interpersonal-, and Community-Level Factors Influencing C-TIP Behaviors



The survey was pretested to validate accurate interpretation of the items and appropriateness of scale measurements and to identify problems such as question order, gender-bias, and length. The pretesting was conducted with 16 participants in two focus groups (one male group and one female group) in Indramayu in December 2013. Each focus group consisted of eight participants, ages 18 – 39, who had completed at least an elementary education but not a college degree, and were from a lower socioeconomic status. Each focus group lasted about three hours, and the survey was revised based on the groups' feedback.

To test the validity and reliability of its scales, the revised survey was piloted with 100 participants from Indramayu, who were recruited following the same criteria as for the focus groups. The complete survey took 30-45 minutes to conduct, and the pilot tests were completed during the last week of January 2014. The data were analyzed through factor analysis and the reliability test using the IBM SPSS Statistics 22 Program. Revisions were made to improve the face validity and reliability of various scales.

The third version of the survey then was circulated to our partners—MTV EXIT, IOM, and UNICEF—for final review. A final revision of the survey (see Appendix B) was made and submitted to USC's local research partner for translation into Bahasa Indonesian. Six versions of the survey were created for the T_1 (baseline – Exposed, and baseline – Control), T_2 (Post-Test 1 – Exposed, and Post-Test 1 – Control), and T_3 (Post-Test 2 – Exposed, and Post-Test 2 – Control) data collections.

iii. Measures

All the variables of interest are described in detail below. Unless otherwise stated, all the measures were collected at the baseline, Post-Test 1, and Post-Test 2.

a. Individual-Level Variables

Demographics. Variables that could act as background influencers on the counter-trafficking behaviors such as gender, age, place of birth, ethnicity, level of education, annual household income, marital status, length of residence in Indramayu, number of household members, number of dependents, employment status, and religion were collected only during the baseline.

Religiosity. Participants were asked, “How religious do you consider yourself to be?” using a five-point Likert scale anchored at one = *Not religious at all* and five = *Very religious*. This variable also was collected only during the baseline.

Prior experience with human trafficking. Participants were asked to respond to 15 items that assess the degree to which the respondent has experienced conditions of human trafficking and exploitation. Examples of the items are, “My employer confiscated my passport, identification documents, or other legal documents during my employment,” and “I was psychologically abused with threat of violence against me and/or my loved ones.” Items that described experiences that had happened to the survey participant were coded as 1, and items with which individuals had no experience were coded as 0. All the items were summed to create an index from the aggregate scores that ranged from 0-15.

Prior experience with migration. Participants were asked if they have ever moved away from home for work. “Yes” was coded as 1 and “no” was coded as 0.

Media exposure. Participants were asked “How often have you seen or heard information about workers in trouble (human trafficking) in the following way?” Participants responded to the seven items: “newspaper,” “magazine,” “radio,” “television,” “internet,” “social media,” and “billboard” using a 5-point Likert scale anchored at 1 = *Not at all* and 5 = *All the time*. Scores are averaged from the seven items with the higher numbers indicating greater exposure. The Cronbach’s α ranges from .84 to .89 during the three data collection phases.

b. Interpersonal-Level Variables

Interpersonal influence. Participants were asked to name up to three people who could most influence their decision to move away from home to work. Answers include: father, mother, spouse, friend, and coworker. Interpersonal influence was scored by giving the first person named three points, the second person named two points, and the third person named one point. Participants could score six, five, three, or zero points for naming three, two, one, or zero individuals, respectively.

Interpersonal exposure. Participants were asked “How often have you seen or heard information about workers in trouble (human trafficking) in the following way?” Participants responded to the two items: “talking to family,” and “talking to friends and/or neighbors” using a five-point Likert scale anchored at one = *Not at all* and five = *All the time*. Scores are averages of the two items. The Cronbach’s α is .93 for each data collection period.

Migrant network. Participants were asked, “Did any of the following people move away from home for work?” with 13 possible item responses (*i.e.*, “my spouse,” “my mother,” “my daughter,” and “other”). “Yes” was coded as 1 and “no” was coded as 0. All the items were summed to create a score that could range from 0 – 13.

c. Community-Level Variables

Community hotspots. This variable is an aggregate score of up to 23, calculated by naming the places in the community where the participants can gather. Each place mentioned (*e.g.*, grocery store, mosque, and café) was coded with 1 point and the scores were summed. These data were collected only at the baseline.

Comfort with TIP discussions at the hotspots. Participants were asked if they were comfortable talking about human trafficking at the hotspot locations they had just mentioned. Each “yes” answer was coded as 1 and “no” was coded as 0. Scores were then summed. These data were collected only at the baseline.

d. Media Use

Access to communication technologies. Participants answered whether they had access to the following four communication technology items: “Internet,” “mobile Internet,” “mobile phone,” and “smart phone.” “Yes” was coded as 1 and “no” was coded as 0. All items were summed to create an index score of 0 – 4. These data were collected only at the baseline.

Media use. Participants were asked to respond to 11 items that assessed the number of days in the past week in which the participants had engaged with both traditional and new media channels such as “read

a national newspaper,” “use Facebook,” “watch news on television,” and “use texting application on the phone.” These data were collected only at the baseline.

Environmental constraints. Research has shown that environmental constraints such as limited financial resources, lack of transportation options, and the availability of health services could hinder the adoption of desirable healthy behaviors (Fishbein and Cappella 2006). Specific risks for vulnerability to human trafficking include unexpected life events such as sudden unemployment, which can push an individual to look desperately for any kind of work without adopting counter-trafficking behaviors to protect themselves (Lindgren 2012). Participants were asked how likely it was that each of the following risky circumstances would influence them to migrate, using a five-point Likert scale anchored at one = *Very unlikely* and five = *Very likely*. Examples of the items include “death of a family member,” “having large debts to pay off,” and “one of your parents lost his or her job.” The items were averaged to form a composite score. The Cronbach’s α ranges from 0.80 to 0.83.

e. Outcome Variables

Knowledge of human trafficking. Participants were asked to respond to 13 items (adapted from the Trafficking Awareness Survey: Minnesota Advocates for Human Rights 2003) and augmented by new items developed during the survey construction process. Participants chose either “yes” or “no” if they had heard of terms such as, “human trafficking,” and “safe migration,” as well as statements such as, “A worker in trouble/human trafficking victim could be...people who left or were taken away from their country or city and tricked or forced to do a job in which they were exploited,” and “...someone who is forced to work longer hours than were written in the contract or promised.” Each “yes” answer was given one point and summed to form a composite score out of 13 possible points. Higher scores showed greater knowledge about human trafficking.

f. Attitudes

Attitudes regarding seeking information about safe migration. Participants were asked to rate their level of agreement with three statements (on a scale from one = *Strongly disagree* to five = *Strongly agree*): “finding information about safe migration is...easy,” “...important,” and “...expensive.” The item “expensive” score was reversed and the three items were averaged to form the composite. The Cronbach’s α for this scale was 0.33 to 0.48. The question referring to the cost of seeking safe migration information (the “expensive” item with the 0.33 result) was dropped from further analysis.

Attitudes toward a sponsor (recruitment agent). Participants were asked to respond to four items evaluating attitudes (from one = *Strongly disagree* to five = *Strongly agree*). These items were averaged to form a composite measure. Examples of the items include “a sponsor...will help migrant workers out if they are in trouble with an employer,” and the sponsor “...works in the best interests of migrant workers.” The Cronbach’s α is from 0.90 to 0.92.

Attitudes toward the trustworthiness of authority. Participants were asked to rate two items regarding how trustworthy they think “the police,” and “government officials” are in helping a worker migrate safely, using the five-point Likert scale anchored at one = *Very untrustworthy* and five = *Very trustworthy*. The scores of the two items were subsequently averaged. The Cronbach’s α is 0.76 for the first item and 0.87 for the second item.

Attitudes regarding the trustworthiness of family members. Similar to the variable above, participants were asked to answer two items: “the immediate family members,” and “other relatives.” The scores were averaged. The Cronbach’s α ranges from 0.72 for the first and 0.81 for the second.

Attitudes toward the trustworthiness of NGOs. Participants were asked to respond to the level of trustworthiness of “NGO workers,” and “other migrant workers” from the same question as above. The scores of two items were averaged. The Cronbach’s α ranges from 0.65 to 0.78.

Attitudes toward calling the hotline. Participants responded with their level of agreement with the four items using a five-point Likert scale anchored at one = *Strongly disagree* and five = *Strongly agree*. Examples of the items are “a hotline would be...useful in emergency” and “...helpful in providing information.” The Cronbach’s α ranges from 0.60 to 0.75, and all the items were averaged to form a composite index.

Attitudes toward migrant jobs abroad. Participants were asked to respond to the level of agreement with nine items using a five-point Likert scale anchored at one = *Strongly disagree* and five = *Strongly agree*. Four examples of the items include “I would be willing to migrate to another county to take the following jobs if they pay a high amount of money...masseuse/masseur in a hotel,” “factory worker,” “cleaner,” and “agricultural worker.” Mean scores from the nine items were calculated to form the composite, and the Cronbach’s α ranges from 0.65 to 0.93.

Efficacy. Participants were asked to rate the effectiveness of six proposed methods in preventing a migrant worker from getting in trouble when working away from home—using a five-point Likert scale from one = *Not at all helpful* to five = *Extremely helpful*. Examples of the statements were “seeking information from the local and/or national government (BP3TKI and/or Disnakertrans),” “calling a hotline to seek advice on safe migration for work,” and “becoming a member of a migrant organization.” These six items were averaged to form an efficacy composite score, and the Cronbach’s α of the scale ranges from 0.73 to 0.92.

Perceived risks. Participants were asked to respond to three items about the perceived risks of human trafficking with items anchored at one = *Strongly disagree* and five = *Strongly agree*: “I believe that this is a serious problem in Indonesia,” “I believe that a worker in trouble suffers serious negative consequences in his/her life,” and “I believe that we should NOT be concerned about this issue in this country.” The last item was reverse coded and all three items were averaged to form a composite index of perceived risks. The Cronbach’s α ranges from 0.35 to 0.83 (it was 0.81 at the baseline and 0.83 for Post-Test 1; the drop to 0.35 at Post-Test 2 appears to be random).

Skills and abilities. Participants were asked if they remember a C-TIP hotline number, and to report the number. Eight follow-up items referred to the purpose of calling the hotline such as “to seek information about a recruitment agency,” “to verify the legitimacy of an employer,” and “to report suspicious activity.” “Yes” answers and the correct answer on the hotline number were coded as 1 and “no” as 0. The nine items were added to form an aggregate index of skills and capabilities, which ranges from 0 – 9.

g. Intention

Intention to migrate. Respondents were asked to rate how likely it is that they will migrate out of their town/city in the next few years to look for employment, using a five-point Likert scale anchored at one = *Very unlikely* and five = *Very likely*.

Intention to practice safe migration. Participants were asked to rate six possibilities to the question, “If you were to migrate for work in the next few years, how likely would you be to do any of the following?” using a five-point Likert scale anchored at one = *Very unlikely* and five = *Very likely*. Examples of the possibilities are: “become a member of an NGO or migrants’ organization to receive advice and assistance on migration” and “ask friends and family for advice.” The items were aggregated to form a composite index. The Cronbach’s α ranges from 0.83 to 0.90.

Intention to seek information about safe migration. This variable was calculated based on the respondents’ selection among the 22 possible responses to the question: “If you want to find information about migrating safely, how would you find it?” The 22 items included options such as “family member,” “relative,” “community leader,” “radio,” and “migrant/labor union organization,” and each answer that was mentioned would be given one point. This variable calculated a summed score from 0-22.

Intention to recommend the documentary. The participants in the treatment group were asked to rate how likely it was that they would recommend the documentary to others (from one = *Very unlikely* to five = *Very likely*). They were subsequently asked to whom they would recommend the documentary and each person mentioned was given one point. This composite index was calculated by multiplying likelihood of recommendation (1 – 5) by the number of recommended people. The Cronbach’s α ranges from 0.60 to 0.72.

h. Behavior

Behavior about seeking information on safe migration. Participants were asked if they have ever tried to seek information to migrate safely for work for either: 1) themselves, 2) family members, and/or 3) their friends. A follow-up question asks how they find safe migration information, such as through a “family member,” “a sponsor,” “newspaper,” “magazine,” and “government agency (BP3TKI or Disnakertrans).” Each item response was accorded one point. The scores were then aggregated to form a composite index.

Behavior regarding calling the hotline. Respondents answered whether or not they had called a C-TIP hotline number. “Yes” was coded as 1 and “no” coded as 0.

Behavior on interpersonal discussion. Participants were asked to list the people (*e.g.*, “your spouse,” “your father,” and “your mother”) with whom they had discussed the dangers of working away from home. Each person was given one point, and the total number of people mentioned was summed to create a score for this variable.

Interpersonal discussion channel. Respondents were asked what channels of communication (such as “face to face,” “on the phone,” and “Facebook”) they had used to talk about the dangers of working away from home.

Showing of the documentary to others. For participants in the exposed group at Post-Test 1 and Post-Test 2, they were asked to list the people (*e.g.*, “your brother,” “your sister,” and “your mother”) to whom they had showed the documentary. Each person was given one point, and the total number of people mentioned were summed to form the score of this variable.

Behaviors to recommend the documentary. Similarly, the participants in the exposed group at Post-Test 1 and Post-Test 2 were asked if they had recommended the documentary to anyone as well as list the people to whom they had recommended the documentary. Each person mentioned was given one point, and the score was the total number of people mentioned.

Adoption of behaviors recommended by MTV EXIT’s documentary. For the exposed group in Post-Test 1 and Post-Test 2, the respondents answered whether they had taken any of the nine actions suggested by MTV EXIT, such as “visit mtvexit.org,” “like MTV EXIT on Facebook,” “download the MTV EXIT Plan Toolkit,” and “share human trafficking information on social media.” A response of “yes” to an item was coded as 1 and “no” as 0. The action scores were summed to form the final score.

Other human trafficking-related variables. For a small segment of respondents who answered that they were a victim of human trafficking or had a score of three on the indicator list of trafficking experiences, follow-up questions on trafficking escape responses (*e.g.*, how did you respond/get out of the human trafficking situation?), post-trafficking responses (what actions did you take after you were rescued or get out of the trafficking situation?), health problems after being trafficked (*e.g.*, physical injury, chronic pain, depression, anxiety, and HIV/AIDS), and/or participating in a human trafficking victim network were asked for further information about their experiences.

iv. Survey Administration/Data Collection

a. Procedures

The institutional review board at USC approved the research project design, the protocol for recruitment procedures, interviewer training materials, and the survey content. This research project incorporated a randomized control trial with a longitudinal panel design. To obtain representative data from the population in Indramayu, the survey was implemented using multi-stage sampling—moving from the provincial level to districts, then neighborhoods, and finally households.

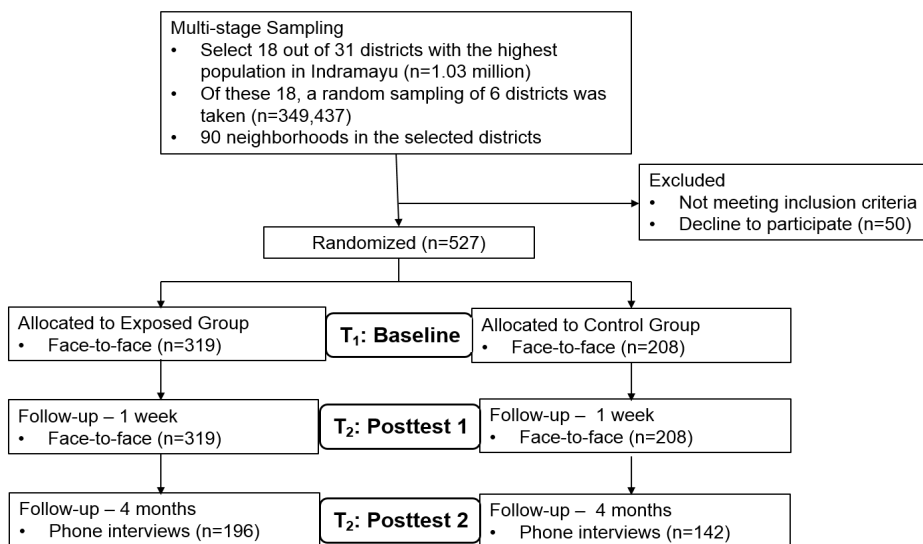
Of the 31 districts in Indramayu, the 18 districts with the largest populations were selected for the study. Six of the 18 districts were selected at random. Fifteen field researchers visited 90 neighborhoods in the selected districts and conducted face-to-face interviews with five to six households in each neighborhood. To make sure there was no systematic selection bias among respondents, a Kish Grid (a table that uses pre-assigned random numbers to select an interviewee) was used for each household in which more than one person was eligible to participate. To be eligible to participate, respondents had to be 18 – 39 years old, live in Indramayu, have completed at least elementary school education, be able to read and write Bahasa Indonesian, not know anything about the MTV EXIT campaign, and, for the treatment group, have the means to view the MTV EXIT documentary on a video CD (VCD). Overall, 577 individuals were recruited but 50 declined to participate. The remaining 527 people then were randomly assigned to either exposed or control conditions.

USC engaged local research firm BOI Research Services to conduct the field survey. Data were collected in three waves from April through August 2014. In the first wave, baseline data were collected through face-to-face interviews. In the second wave, Post-Test 1 data were collected one week after the baseline interviews, also using face-to-face interviews. The third wave of data collection, Post-Test 2, took place four months after Post-Test 1 and was administered over the telephone.

At the baseline, all participants, treatment and control, were administered the survey using face-to-face interviews. Afterwards, participants in the treatment group were given a VCD of MTV EXIT’s documentary *Enslaved: an MTV EXIT Special* and instructed to watch the documentary in its entirety during the next week. The survey was administered again in face-to-face interviews at Post-Test 1, with both treatment and control groups, approximately one week later. There were no drop-outs at Post-Test 1 and all participants were given an MTV EXIT-branded pen to thank them for their time. The survey was administered again four months later during Post-Test 2, with both treatment and control groups.

For Post-Test 2, the interviewers were instructed to call participants up to 12 times to try to complete the interviews. However, the drop-out rate was 38.6% for the treatment group and 31.7% for the control group. The drop-outs were due primarily to the deactivation of the phone numbers provided, although some of the participants simply declined to participate. Given this drop-out rate, USC suggests that future studies in Indonesia, at least in the Indramayu region, should not use the telephone for follow-up interviews if the study is longitudinal (it was used in this study to stay within the grant award funding limitations). In this region of Indonesia, smart phones with contracts and phones with stable number are uncommon; instead, many individuals rely on disposable phones that can be replaced when a better deal becomes available and thus an individual’s phone number can change quickly and frequently.

Figure 4: Flowchart of the Participants in the Randomized Control Trial



b. MTV EXIT Documentary

The intervention material in this study was a 24-minute documentary film titled *Enslaved: An MTV EXIT Special*, hosted by Dian Sastrowardoyo, a popular actress in Indonesia. The Bahasa Indonesian film was produced in 2012 by MTV EXIT. It features the stories of three human trafficking victims: Siti, a woman who migrated to Malaysia and ended up as a domestic maid in exploitative working conditions; Ismail, a man trapped in bonded labor in the logging industry in Northern Sumatra; and Ika, a teenage girl who was deceived into forced prostitution in Batam.

The documentary begins with the three victims narrating their poor living conditions and their aspirations to seek a better life. The story moved on to document the ways they were trafficked into exploitative work, and how they eventually were able to escape. The film concludes with prevention messages that advised the viewer to be skeptical of recruitment agents, to seek information about prospective employers, and to verify job opportunities through trusted sources, such as government agencies and NGOs before accepting the offer. They also suggested that anyone considering migration should have complete possession of his or her legal documents and identification before traveling abroad, should call the C-TIP hotline numbers if they need help or to report suspicious activities, and should share C-TIP information with others to raise awareness of the problem.



Dian Sastrowardoyo, a popular Indonesian actress who hosted *Enslaved: an MTV EXIT Special*.

To ensure that the participants in the exposed group had completed viewing the MTV EXIT documentary, we included manipulation check questions during the Post-Test 1 survey. The 319 participants in the exposed group were asked if they had watched the documentary during the week between the baseline and Post-Test 1. Sixty-eight percent of the respondents answered that they had watched the documentary from the beginning to the end, and the remaining 32% had watched at least 18 minutes. The results also indicated that 84% of all the participants watched at least part of the documentary once while the remaining 16% saw it at least twice.

Transportation. Previous studies by Murphy *et al.* (2011, 2013) have demonstrated the power of narrative in influencing knowledge, attitude, intention, and behavior on health issues such as cancer screening. The effectiveness of a narrative can be measured by a “transportation” scale (name derived from the concept that a viewer should be “transported” to the world being depicted via media) that assesses how involved or engaged the viewers are after watching a particular program (Green and Brock 2000). In this research project, USC integrated a transportation scale in the Post-Test 1 survey by asking the participants five questions such as “The events in the documentary are relevant to my everyday life” and “I wanted to learn what eventually happened to the people in the documentary.” The items were measured on a Likert scale from one = *Strongly disagree* to five = *Strongly agree*, and the means of the five items were summed to form a composite index (Cronbach’s $\alpha = 0.73$, $M = 3.24$, $SD = 0.67$). About one-fifth of the participants (21.6%) were only mildly transported by the documentary narrative, with a score of less than 2.6 (See Table 1). We also ran a correlation test of transportation with the

identification levels for the Siti, Ismail, and Ika characters. The results did not show any significant correlations.

Enjoyment. USC asked about the participants’ perceptions of the documentary with three Likert items (e.g., “How much did you like the documentary?” 1 = *Did not like it at all*, and 5 = *Liked it very much*; “How interesting did you find the documentary?” 1 = *Not interesting at all*, and 5 = *Very interesting*). The scores from the three items were averaged to form the composite score and the combined measure was assessed for reliability (Cronbach’s $\alpha = 0.84$). A majority of the participants enjoyed the documentary (M = 3.85, SD = 0.58) with only 4.1% rating it below a score of two.

Believability. USC measured believability using two items on a Likert scale from one = *Strongly disagree* to five = *Strongly agree* (“The content of this documentary was believable” and “The characters in this documentary were realistic”). The composite index was calculated from the mean scores of the two items and showed that participants found the documentary to be believable (M = 4.03, SD = 0.46), with less than 1% who disagreed or strongly disagreed with its believability. The Cronbach’s α was 0.79.

Character identification. Prior research has shown that people are more willing to adopt behaviors that are demonstrated by individuals they consider to be similar to themselves (Bandura 2002). In this study, each of the three main characters (Siti, Ismail, and Ika) was assessed during Post-Test 1 for two components of identification on five-point scales: “How similar do you think your life circumstances are to the following people in the documentary?” (one = *Not similar* to five = *Very similar*), and “Do you think you could end up in the same situation as the following people in the documentary?” (one = *Very unlikely* to five = *Very likely*). The Cronbach’s α for identification with Siti, Ismail, and Ika were 0.71, 0.69, and 0.64, respectively. It should be noted that overall, participants did not identify highly with any of the three characters: each of the mean identification scores is less than 2.5.

Gender. Because two of the characters were female and one was male, we also tested to see if gender played a role in level of identification. Gender differences were found to have a significant affect with the Siti and Ismail characters with $b = 1.86$, $Wald(1) = 14.04$, $p < .001$, and $b = -2.96$, $Wald(1) = 48.37$, $p < .001$ respectively. These significant differences indicate that gender plays a role in identifying with the characters—female participants identified more with Siti and male participants more with Ismail. No identification difference was found for Ika, $b = .705$, $Wald(1) = 1.82$, $p = .177$ (see Table 1).

Table 1: Means and Standard Deviations of Transportation and Identification With Characters to the MTV EXIT Documentary, by Gender

	Male (N = 150)	Female (N = 169)
Transportation	3.28 (.71)	3.21 (.63)
Siti*	1.96 (.77)	2.07 (.82)
Ismail*	2.22 (.81)	1.80 (.68)
Ika	1.91 (.76)	1.94 (.76)

Note: Scores could range from 1 to 5. Standard deviations are in parentheses.

*Means for the characters differ at $p < .001$ through a Logistic Regression analysis.

v. Statistical Analysis

This study is exploratory as the model has not been used before, the survey has been pilot tested just once, and the documentary was not pretested, thus there are research questions but no formal hypotheses. The analytic strategy for this study includes:

1. Computing descriptive statistics to obtain a better understanding of the characteristics of the population in Indramayu, including their demographics, access to communication technologies and media use, and experiences with human trafficking.
2. Significance testing of model elements using multiple regression to identify the critical factors that differentiate individuals who have high scores on outcome variables such as knowledge, attitudes, and behavior toward human trafficking from those with low scores.
3. We used General Linear Model Repeated Measures tests for each outcome variable at the baseline, Post-Test 1, and Post-Test 2 survey waves and compared them between the treatment and control groups. The goal of these tests is to identify the effects of the MTV EXIT documentary: were there differences in attitudes, intention, and behaviors related to C-TIP? The IBM SPSS Statistics 22 Program is used for all the analyses.

vi. Survey Results

a. *Characteristics of the Participants at the baseline, Post-Test 1, and Post-Test 2*

Table 2 presents descriptive statistics of the participants' characteristics by group assignment and data collection period. The first number in the row for each district is the number of participants and their relative percentages during the baseline and Post-Test 1 (the Post-Test 1 data are displayed in the same columns because there were no drop outs). The distributions for each demographic variable were similar between baseline/Post-Test 1 and Post-Test 2 data, which suggests that it is unlikely the data are subject to any significant systematic bias errors and thus the dropouts from Post-Test 2 did not substantially affect the results.

Gender. At the baseline, 47% of the participants were men; 34% were 18-24 years of age, 29% were 25-30 years old, 19% were 31-35 years old, and 18% were 36-39 years old.

Household income. A majority (46%) of respondents had an annual household income between 15-30 million Indonesian Rupiah (IDR, US\$ 1,200 - \$2,500); 34% had less than 15 million IDR (US\$ 1,200); and the rest had over 30 million IDR (US\$2,500).

Language. All of our respondents could speak Bahasa Indonesian. In addition, most of them spoke Javanese (80%), followed by Sundanese (11%) and Cirebonan (10%).

Marital status. 65% of respondents were married and 32% were single.

Education level. 40% reported that they had an elementary school education, 30% completed Grade 9, and 27% completed Grade 12.

Employment. Over 44% were employed (either full-time, part-time or self-employed) while 15.6% were experiencing unemployment. Another 28% stayed home and took care of household duties while 12% were students.

Household size. On average, the participants had lived in Indramayu for 26 years (SD = 8.1), had 4.2 family members (SD = 1.6) living in the same household, and had 1.2 dependents (SD = 1.3) to look after.

Religiosity. All but one practiced Islam and they considered themselves to be mostly religious, with a mean score of 3.6 out of 5.0 for religiosity (M = 3.6, SD = 0.6).

Table 2: Characteristics of the Participants in Indramayu, by Group Assignment and Data Collection Time

Characteristics	Baseline/Post-Test 1			Post-Test 2		
	Exposed	Control	Total	Exposed	Control	Total
Total sample	319	208	527	196	142	338
<i>District</i>						
Bongas	48 (15.0)	29 (13.9)	77 (14.6)	29 (14.8)	21 (14.8)	50 (14.8)
Kandanghaur	80 (25.1)	48 (23.1)	128 (24.3)	49 (25.0)	35 (24.6)	84 (24.9)
Krangkeng	60 (18.8)	38 (18.3)	98 (18.6)	39 (19.9)	22 (15.5)	61 (18.0)
Lelea	44 (13.8)	30 (14.4)	74 (14.0)	32 (16.3)	24 (16.9)	56 (16.6)
Losarang	50 (15.7)	41 (19.7)	91 (17.3)	35 (17.9)	27 (19.0)	62 (18.3)
Suka Gumiwang	37 (11.6)	22 (10.6)	59 (11.2)	12 (6.1)	13 (9.2)	25 (7.4)
<i>Gender</i>						
Men	150 (47)	100 (48.1)	250 (47.4)	92 (46.9)	69 (48.6)	161 (47.6)
Women	169 (53)	108 (51.9)	277 (52.6)	104 (53.1)	73 (51.4)	177 (52.4)
<i>Age in years</i>						
18-24	105 (32.9)	72 (34.6)	177 (33.6)	66 (33.7)	47 (33.1)	113 (33.4)
25-30	106 (33.2)	49 (23.6)	155 (29.4)	66 (33.7)	38 (26.8)	104 (30.8)
31-35	53 (16.6)	46 (22.1)	99 (18.8)	34 (17.3)	33 (23.2)	67 (19.8)
36-39	55 (17.2)	41 (19.7)	96 (18.2)	30 (15.3)	24 (16.9)	54 (16.0)
<i>Annual Household Income</i>						
<15 million IR	121 (37.9)	57 (27.4)	178 (33.8)	72 (36.7)	43 (30.3)	115 (34.0)
15 million – 30 million IR	140 (43.9)	102 (49.0)	242 (45.9)	94 (48.0)	67 (47.2)	161 (47.6)
31 million – 45 million IR	47 (14.7)	37 (17.8)	84 (15.9)	25 (12.8)	23 (16.2)	48 (14.2)
>45 million IR	11 (3.4)	12 (5.8)	23 (4.4)	5 (2.6)	9 (6.3)	14 (4.1)
<i>Language</i>						
Sundanese	39 (12.2)	19 (9.1)	58 (11.0)	22 (11.2)	14 (9.9)	36 (10.7)
Javanese	254 (79.6)	167 (80.3)	421 (79.9)	155 (79.1)	114 (80.3)	269 (79.6)
Cirebonan	30 (9.4)	21 (10.1)	51 (9.7)	20 (10.2)	12 (8.5)	32 (9.5)
Other	15 (4.7)	8 (3.8)	23 (4.4)	10 (5.1)	5 (3.5)	15 (4.4)
<i>Marital Status</i>						
Single	102 (32.0)	65 (31.3)	167 (31.7)	61 (31.1)	44 (31.0)	105 (31.1)

Characteristics	Baseline/Post-Test 1			Post-Test 2		
	Exposed	Control	Total	Exposed	Control	Total
Married	209 (65.5)	132 (63.5)	341 (64.7)	131 (66.8)	91 (64.1)	222 (65.7)
Divorced/Widowed	8 (2.5)	11 (5.3)	19 (3.6)	4 (2.0)	7 (4.9)	11 (3.3)
<i>Education*</i>						
Graduated from SD	119 (37.3)	93 (44.7)	212 (40.2)	73 (37.2)	59 (41.5)	132 (39.1)
Graduated from SMP	102 (32)	55 (26.9)	157 (29.8)	54 (27.6)	35 (24.6)	89 (26.3)
Graduated from SMA	87 (27.3)	55 (26.5)	142 (26.9)	60 (30.6)	43 (30.3)	103 (30.5)
Graduated from a University	11 (3.4)	5 (2.4)	16 (3.0)	9 (4.6)	5 (3.5)	14 (4.1)
<i>Employment Status</i>						
Full-time	27 (8.5)	15 (7.2)	42 (8.0)	18 (9.2)	8 (5.6)	26 (7.7)
Part-time	31 (9.7)	28 (13.5)	59 (11.2)	19 (9.7)	23 (16.2)	42 (12.4)
Self-employed	94 (29.5)	39 (18.8)	133 (25.2)	53 (27.0)	29 (20.4)	82 (24.3)
Unemployed	39 (12.2)	43 (20.7)	82 (15.6)	27 (13.8)	30 (21.1)	57 (16.9)
Home duties	85 (26.6)	61 (29.3)	146 (27.7)	52 (26.5)	38 (26.8)	90 (26.6)
Student	43 (13.5)	22 (10.6)	65 (12.3)	27 (13.8)	14 (9.9)	41 (12.1)
Years of Residence, mean (SD)	26.1 (8.0)	25.9 (8.3)	26 (8.1)	25.9 (8.3)	26.2 (8.1)	26.0 (8.2)
Household Size, mean (SD)	4.1 (1.5)	4.4 (1.7)	4.2 (1.6)	4.2 (1.5)	4.3 (1.6)	4.1 (1.5)
No. of Dependents, mean (SD)	1.2 (1.3)	1.2 (1.3)	1.2 (1.3)	1.2 (1.2)	1.1 (1.1)	1.2 (1.2)
Religiosity, mean (SD)	3.6 (0.6)	3.5 (0.7)	3.6 (0.6)	3.7 (0.6)	3.5 (0.6)	3.6 (0.6)

As Table 3 shows, television was the most popular traditional media source for news consumption: 39% of respondents watched television at least six days per week, 29% three to five days per week, and 14.8% fewer than three days per week. Radio and newspapers—local and national—were significantly less popular: more than 90% of respondents did not read local or national newspapers and 80% did not listen to the radio for news.

Table 3: Communication Technologies and Media Use per Week by the Participants

	None (0 days)	Low (1-2 days)	Moderate (3-5 days)	High (6-7 days)
% of the Participants				
Read a national newspaper	92.8	3.6	2.5	1.1
Read a local newspaper	90.1	5.7	2.3	1.9
Watch news on television	17.6	14.8	28.7	38.9
Listen to radio talk shows or news	79.3	10.6	8.0	2.1
Use the Internet, other than email	74.8	6.8	11.4	7.0
Use Facebook	68.3	6.1	9.0	16.7
Use Twitter	93.7	2.2	1.9	2.1
Talk on the phone	14.0	19.5	37.2	29.3
Text on the phone	14.0	12.9	23.9	49.1
Use texting application on the phone	94.3	1.3	1.2	3.2
Use instant messaging	95.3	1.3	1.2	2.3
Use email	97.5	1.4	0.6	0.6

Internet access was low: although 92% of respondents had mobile phones, only 3% had smart phones and only 33% could connect to the Internet through mobile devices; 13% had landline Internet access. Respondents who used their mobile phones six to seven days per week reported using their phones for texting (49%), talking (29%), Facebook (17%), and Internet access other than email or Facebook (7%). Moderate mobile phone users (used phones 3 – 5 days a week) showed a similar distribution, although with talking and texting use reversed: 37% of moderate users stated they used their phones for talking, 24% for texting, 11% for the Internet (other than email or Facebook), and 9% for Facebook. The vast majority of respondents did not use their phones for social media or other text-based networking: 94% did not use Twitter; 95% did not use instant messaging; 98% did not use email; and 94% did not use other texting applications, such as WhatsApp or Viber.

b. Experiences and Prevalence of Human Trafficking—Survey Research Question 2

We found 28.3% of the participants had migrated from Indramayu for employment internationally or to other cities within Indonesia. The prevalence of experience with human trafficking conditions among participants ranged from 15% who had experienced at least one condition of human trafficking, to 2.5% who had experienced more than three conditions (see Table 4 for all 14 conditions of human trafficking as defined by this research). Because this was a randomized sample, this measure of human trafficking prevalence could be used as representative data for residents of Indramayu who are 18 – 39 years of age and from a lower socioeconomic class.

The leading conditions of trafficking experienced by the participants were:

1. Not being allowed to communicate with loved ones (4.7%).
2. Not being allowed to keep the money they earned (4.2%).
3. Experiencing the confiscation of identification and other legal documents (3.8%).
4. Experiencing bonded labor in which they had to work with reduced or no pay to repay the loans to their employers or recruitment agencies (3.8%).
5. Not being allowed to quit their jobs (3.8%).
6. Being forced to work excessively long hours without any days off (3.2%).

However, only 2.5% engaged in any actions to seek help and escape from the situation, and 0.9% successfully received worker insurance payments. Among the 13 participants who experienced three or more conditions of human trafficking, most of them reported that they have had to struggle with mental health problems such as anxiety (77%) and depression (54%). We also found that women were significantly more likely than men not to be allowed to keep their wages; not to be allowed to maintain possession of their passports, identification, and other legal documents during migration; and to have employers confiscate those identification and legal documents and not be allowed to leave their employment. Men were more likely to escape the trafficking situation independently and then to seek help from the police, a non-governmental organization (NGO), or an embassy.

A cross-tab statistical analysis explored whether or not there were significant gender-based differences among participants who experienced conditions of human trafficking. We found that women were significantly more likely than men not to be allowed to keep their wages, $\chi^2(1, N = 149) = 9.83, p < .05$; not to be allowed to maintain possession of their passports, identification and other legal documents during migration, $\chi^2(1, N = 149) = 10.68, p < .05$; to have employers confiscate those identification and legal documents, $\chi^2(1, N = 149) = 5.53, p < .05$; and, with moderate significance, not to be allowed to

leave their employment, $\chi^2(1, N = 149) = 3.49, p = .06$. Men also were more likely to escape the trafficking situation independently and then to seek help from the police, an NGO, or an embassy, $\chi^2(1, N = 15) = 11.25, p < .05$. These findings are consistent with other C-TIP research in Indonesia that have determined that women are more likely to be victims and less likely to seek help (Bajari 2013).

Table 4: Experiences of Human Trafficking by Gender at the Baseline

Experiences by the Participants	Male (250)	Female (277)	Total (527)
Had migrated for work # (%)	66 (26.4)	83 (30.0)	149 (28.3)
<i>Experiences of human trafficking conditions</i>			
Not allowed to keep the money earned**	3 (1.2)	19 (6.9)	22 (4.2)
Forced to work excessively long hours	6 (2.4)	11 (4.0)	17 (3.2)
Not given a day off during the period of employment	6 (2.4)	11 (4.0)	17 (3.2)
Did not have possession of passport, ID, and legal documents**	5 (2.0)	24 (8.7)	29 (5.5)
Employers confiscated passport, ID, and other legal documents**	4 (1.6)	16 (5.8)	20 (3.8)
Psychologically abused with threat of violence	2 (0.8)	2 (0.7)	4 (0.8)
Physically abused while traveling from home to the workplace	2 (0.8)	0 (0.0)	2 (0.4)
Physically abused at the workplace	1 (0.4)	1 (0.4)	2 (0.4)
Denied medical care when sick or had an injury	4 (1.6)	1 (0.4)	5 (0.9)
Denied proper food and water	1 (0.4)	1 (0.4)	2 (0.4)
Imprisoned at the workplace	1 (0.4)	1 (0.4)	2 (0.4)
Not allowed to communicate with family and friends	9 (3.6)	16 (5.8)	25 (4.7)
Not allowed to quit the job*	5 (2.0)	15 (5.4)	20 (3.8)
Work with reduced or without pay to repay loan to employers or recruitment agencies	11 (4.4)	9 (3.2)	20 (3.8)
Consider themselves as human trafficking victims	5 (2.0)	7 (2.5)	12 (2.3)
<i>Responses to seek help</i>			
Called the C-TIP hotline	0 (0.0)	5 (1.8)	5 (0.9)
Called the embassy/consulate	0 (0.0)	4 (1.4)	4 (0.8)
Called passersby near the workplace	2 (0.8)	2 (0.7)	4 (0.8)
Approached fellow workers	0 (0.0)	1 (0.4)	1 (0.2)
Called family members	2 (0.8)	6 (2.2)	8 (1.5)
Stopped working	0 (0.0)	5 (1.8)	5 (0.9)
<i>Escape outcomes</i>			
Rescued by the police, NGO, and/or embassy employees	0 (0.0)	4 (1.4)	4 (0.8)
Escaped on their own and went to the police, NGO, or embassy for help**	5 (2.0)	2 (0.7)	7 (1.3)
Eventually dismissed by the employer	0 (0.0)	5 (1.8)	5 (0.9)
<i>Post-trafficking experiences</i>			
Filed a worker insurance claim to receive compensation/lost wages	1 (0.4)	5 (1.8)	5 (0.9)
Successfully received worker insurance payment	0 (0.0)	5 (1.8)	5 (0.9)
Received financial assistance from the government	1 (0.4)	0 (0.0)	1 (0.2)
Placed in a rehabilitation shelter	1 (0.4)	1 (0.4)	2 (0.4)
Had medical check-up and treatment	2 (0.8)	5 (1.8)	7 (1.3)
<i>Health problems associated with being trafficked</i>			
Physical injury	0 (0.0)	1 (0.4)	1 (0.2)
Depression	2 (0.8)	5 (1.8)	7 (1.3)
Anxiety	4 (1.6)	6 (2.2)	10 (1.9)

*p<.10, **p<.05, there is a significant difference between male and female in the same variable

c. Barriers to and Facilitators of C-TIP-related Outcomes—Survey Research Question 3

Tables 5 and 6 demonstrate the barriers to and/or facilitators of individual-, interpersonal-, and community-level factors on knowledge, attitudes, efficacy, perceived risks, skills, intentions, and behaviors related to safe migration and human trafficking prevention. The findings were obtained from the analysis of the baseline data before respondents were assigned to a treatment or control group.

Individual-level Factors

Individual-level factors played a strong role in predicting counter trafficking outcomes:

Gender. Women had less favorable attitudes toward migrating abroad for work and lower intent to seek information on safe migration from sources (people, organizations, media, and events).

Household income. People who had higher household incomes—relatively, within a generally low socioeconomic group—indicated stronger efficacy that safe migration could be accomplished and had a higher intention to practice safe migration than those at the lower end of the income scale.

Education level. People with more education had more knowledge about trafficking, and put less trust in their family members to help them to migrate safely. Within the respondent group, approximately 40% completed grade school, 30% completed middle school, 27% completed high school, and 3% graduated from college.

Household size. Larger household size (most households are in the range of two to six people) was negatively related to seeking information on C-TIP. A larger household size was also related to lower levels of confidence that NGOs could provide assistance to people who migrate for work.

Number of dependents. A higher number of dependents (most respondents have 0 - 3 dependents) was related to more favorable attitudes toward seeking information on C-TIP and more negative attitudes toward actually using the C-TIP hotline. People with a higher number of dependents also had a lower sense of efficacy regarding the use of other C-TIP behaviors, a lower level of perceived risk for becoming a victim of trafficking, and less intention to practice safe migration.

Religiosity. A higher level of religiosity is positively correlated with positive attitudes toward seeking information about C-TIP, but is not related to calling the hotline or having interpersonal discussions about the issue.

Prior experience with trafficking related significantly to eight of the 17 outcome variables. People who had experienced trafficking generally had less knowledge about the conditions and types of human trafficking; more negative attitudes toward seeking information about C-TIP, toward recruitment agents, and toward using the hotline; and more discussions about C-TIP with people in their social network. At the interpersonal level, women and men both reported that they themselves were the primary decision-makers about migrating for work but generally females said their spouse was the next most influential person, followed by their mother, while males said the next most influential person was their mother, followed by their spouse. Fathers were, on average, fourth-most influential for both women and men. Sponsors were mentioned as being influential by 13 people.

Interpersonal-Level Factors

Participants who had two or three people influencing their decision to migrate for work showed more positive attitudes toward seeking C-TIP information, using the hotline, accepting migrant jobs abroad, and trusting their family members and NGO/migrant organizations to assist them if they needed help. They also had greater efficacy (belief that unsafe migration can be prevented), a higher level of perceived risk, increased intention to practice safe migration behaviors (such as joining a migrants' organization or getting information in advance from the government), higher levels of information-seeking, and discussed behaviors related to C-TIP. Women and men both reported that they were the primary decision-makers about migrating for work; generally, women said their spouse and then their mother were the next most influential people while men said their mother and then their spouse was the next most influential. Fathers were, on average, fourth-most influential for both women and men. Sponsors were mentioned as being influential by 13 people.

Interpersonal discussions about human trafficking had the largest number of significant relationships with C-TIP prevention behaviors (12 outcome variables), thus it should be the strongest facilitator of positive C-TIP outcomes. Participants who had more discussions about trafficking had more knowledge about trafficking, favorable attitudes toward seeking information about C-TIP, using hotlines, finding out about migrant jobs abroad, as well as using sponsors, using authorities, and family members to assist them in safe migration. These participants also had a higher sense of efficacy, more skills to use hotlines, and the intention to practice safe migration. Having a larger number of people in their social network who had migrated for work helped to increase knowledge, encourage positive attitudes toward hotline use, raise personal efficacy, and hold more interpersonal discussions about human trafficking. However, it was also related to an increase in the intention to migrate, which could be a risk. However, participants with a larger migrant network had more negative attitudes toward sponsors and a higher perception of the risks of human trafficking in the community.

Table 5: Unstandardized OLS Regression Coefficients (Standard Errors) Predicting Knowledge and Attitudes toward Safe Migration and Human Trafficking Prevention

	Knowledge	Attitude: Seeking Info on C-TIP is Easy	Attitude: Seeking Info on C-TIP is Important	Attitude: Sponsors	Attitude: Hotline	Attitude: Migrant Jobs	Trust with Authorities	Trust with Family Members	Trust with NGO
<i>Individual Level</i>									
Gender	0.287 (0.299)	0.083 (0.084)	-0.036 (0.064)	0.111 (0.075)	-0.196 (0.421)	-0.178 ^{**} (0.061)	0.048 (0.082)	-0.029 (0.068)	-0.004 (0.068)
Age	-0.057 (0.038)	-0.022 ^{**} (0.011)	0.015 [*] (0.008)	-0.013 (0.009)	0.030 (0.053)	0.004 (0.008)	0.003 (0.010)	-0.003 (0.008)	-0.009 (0.009)
Born in Indramayu	-1.844 [*] (0.957)	0.116 (0.269)	0.091 (0.206)	-0.033 (0.241)	1.448 (1.346)	-0.168 (0.195)	0.139 (0.262)	-0.033 (0.217)	-0.082 (0.218)
Household Income	-0.696 (0.538)	0.008 (0.151)	0.186 (0.116)	0.249 [*] (0.135)	1.027 (0.756)	0.116 (0.109)	0.034 (0.147)	0.058 (0.122)	.022 (0.123)
Education	0.193 ^{***} (0.053)	0.005 (0.015)	0.020 [*] (0.011)	0.019 (0.013)	0.032 (0.075)	-0.018 [*] (0.011)	-0.012 (0.015)	-0.030 ^{***} (0.012)	.000 (0.012)
Married	-0.428 (0.560)	0.041 (0.206)	-0.066 (0.158)	0.324 [*] (0.185)	1.254 (1.033)	-0.095 (0.149)	0.186 (0.201)	0.159 (0.166)	-0.002 (0.168)
Single	-0.595 (0.474)	-0.093 (0.233)	-0.140 (0.178)	0.393 [*] (0.209)	0.742 (1.167)	-0.138 (0.169)	0.032 (0.227)	0.210 (0.188)	.090 (0.189)
Length of Residence	0.013 (0.029)	0.009 (0.008)	-0.006 (0.006)	0.002 (0.007)	-0.039 (0.041)	-0.002 (0.006)	-0.004 (0.008)	0.007 (0.007)	.005 (0.007)
Household Member Size	0.004 (0.090)	-0.027 (0.025)	-0.021 (0.019)	-0.020 (0.023)	-0.120 (0.126)	-0.010 (0.018)	-0.017 (0.025)	-0.015 (0.020)	-0.055 ^{**} (0.021)
Dependents	0.151 (0.131)	-0.075 ^{**} (0.037)	-0.085 ^{**} (0.028)	0.008 (0.033)	-0.555 ^{**} (0.184)	0.022 (0.027)	-0.030 (0.036)	0.004 (0.030)	-0.005 (0.030)
Religiosity	-0.110 (0.223)	0.050 (0.063)	0.062 (0.048)	-0.031 (0.056)	-0.071 (0.314)	-0.052 (0.045)	-0.010 (0.061)	0.048 (0.051)	.044 (0.051)
Prior Experience with TIP	-1.050 ^{**} (0.451)	-0.364 ^{**} (0.137)	-0.076 (0.096)	-0.445 ^{***} (0.110)	-2.885 ^{***} (0.650)	-0.109 (0.093)	-0.056 (0.096)	-0.113 (0.092)	-0.001 (0.085)
Prior Experience with Migration	0.726 ^{**} (0.333)	0.099 (0.094)	0.143 ^{**} (0.072)	0.091 (0.084)	0.186 (0.468)	0.057 (0.068)	-0.082 (0.091)	0.085 (0.075)	.096 (0.076)
Media Exposure to TIP	0.474 (0.288)	0.245 ^{**} (0.081)	0.005 (0.062)	0.031 ^{**} (0.010)	0.042 (0.058)	0.041 ^{***} (0.008)	0.008 (0.011)	-0.013 (0.009)	-0.003 (0.009)
<i>Interpersonal Level</i>									
Influence on Migration	0.071 (0.070)	0.018 (0.020)	0.059 ^{***} (0.015)	0.008 (0.018)	0.314 ^{**} (0.099)	0.043 ^{**} (0.014)	0.012 (0.019)	0.060 ^{***} (0.016)	.053 ^{**} (0.016)
TIP Interpersonal Discussion	0.621 ^{***} (0.135)	0.027 (0.038)	0.028 (0.029)	0.136 ^{***} (0.034)	1.037 ^{***} (0.190)	0.074 ^{**} (0.027)	0.133 ^{***} (0.037)	0.316 ^{***} (0.031)	-0.003 (0.031)
Migrant Network	0.477 ^{***} (0.091)	0.000 (0.026)	0.041 ^{**} (0.020)	-0.053 ^{**} (0.023)	0.294 ^{**} (0.129)	0.020 (0.019)	-0.030 (0.025)	-0.004 (0.021)	-0.016 (0.021)
<i>Community Level</i>									
Hot Spot	-0.124 [*]	-0.054 (0.049)	-0.045 (0.037)	0.035 (0.044)	-0.467 [*] (0.244)	0.010 (0.035)	0.043 (0.047)	0.043 (0.047)	-0.065

	Knowledge	Attitude: Seeking Info on C-TIP is Easy	Attitude: Seeking Info on C-TIP is Important	Attitude: Sponsors	Attitude: Hotline	Attitude: Migrant Jobs	Trust with Authorities	Trust with Family Members	Trust with NGO
	(0.174)								(0.040)
Comfortability with Hot Spot	-0.325** (0.165)	0.015 (0.046)	0.064* (0.035)	0.025 (0.042)	0.781** (0.232)	0.109** (0.034)	-0.033 (0.045)	-0.033 (0.045)	.099** (0.038)
Environmental Push Factors	0.440** (0.213)	0.125** (0.057)	0.303*** (0.043)	0.020 (0.054)	0.204 (0.301)	0.213*** (0.042)	-0.078 (0.058)	-0.078 (>058)	.318*** (0.047)

Note: OLS = ordinary least squares

* p < 0.10, ** p < 0.05, *** p < 0.001

Table 6: Unstandardized OLS Regression Coefficients (Standard Errors) Predicting Efficacy, Perceived Risks, Skills, Intention, and Behavior Related to Safe Migration and Human Trafficking Prevention

	Efficacy	Perceived Risks	Hotline Skills	Intention to Migrate	Intention to Practice Safe Migration	Intention to Seek Info on Safe Migration	Information Seeking Behavior	Hotline Behavior	Interpersonal Discussion Behavior
<i>Individual Level</i>									
Gender	-0.059 (0.069)	-0.688 (401)	-0.057 (0.137)	-0.191* (0.107)	-0.034 (0.068)	-0.323** (0.158)	-0.009 (0.058)	0.001 (0.014)	.086 (0.116)
Age	0.009 (0.009)	0.031 (0.050)	0.030* (0.017)	-0.010 (0.013)	-0.005 (0.008)	-0.025 (0.020)	-0.011 (0.007)	-0.001 (0.002)	-0.005 (0.015)
Born in Indramayu	-0.104 (0.220)	1.282 (1.282)	-0.446 (0.439)	0.089 (0.343)	-0.016 (0.216)	-0.766 (0.506)	0.085 (0.186)	0.054 (0.044)	.183 (0.371)
Household Income	0.351** (0.124)	1.238* (0.720)	0.449* (0.247)	0.153 (0.193)	0.445*** (0.121)	-0.068 (0.284)	0.174* (0.104)	0.004 (0.025)	-0.015 (0.209)
Education	0.014 (0.012)	0.087 (0.072)	0.009 (0.024)	0.010 (0.019)	0.006 (0.012)	0.015 (0.028)	-0.001 (0.010)	-0.002 (0.002)	.005 (0.021)
Married	0.118 (0.169)	-1.225 (0.984)	0.103 (0.337)	-0.217 (0.263)	0.321* (0.166)	-0.486 (0.388)	-0.046 (0.143)	0.005 (0.034)	.039 (0.285)
Single	-0.023 (0.191)	-2.149* (1.112)	-0.063 (0.381)	0.311 (0.298)	0.255 (0.187)	-0.576 (0.439)	0.001 (0.161)	0.001 (0.038)	-0.248 (0.322)
Length of Residence	-0.005 (0.007)	-0.073* (0.039)	-0.012 (0.013)	-0.001 (0.010)	-0.003 (0.007)	-0.023 (0.015)	0.001 (0.006)	-0.002 (0.001)	.000 (0.011)
Household Member Size	-0.007 (0.021)	0.058 (0.120)	-0.034 (0.041)	-0.009 (0.032)	-0.025 (0.020)	-0.072 (0.047)	-0.045** (0.017)	0.000 (0.004)	-0.068* (0.035)
Dependents	-0.119*** (0.030)	-0.527** (0.175)	-0.009 (0.060)	-0.025 (0.047)	-0.100** (0.030)	0.085 (0.069)	0.044* (0.025)	0.001 (0.006)	-0.081 (0.051)
Religiosity	0.063 (0.051)	0.077 (0.299)	-0.026 (0.102)	-0.091	0.035 (0.050)	-0.252**	-0.073* (0.043)	-0.030** (0.010)	-0.260**

	Efficacy	Perceived Risks	Hotline Skills	Intention to Migrate	Intention to Practice Safe Migration	Intention to Seek Info on Safe Migration	Information Seeking Behavior	Hotline Behavior	Interpersonal Discussion Behavior
				(0.080)		(0.118)			(0.087)
Prior Experience with TIP	-0.301** (0.088)	1.189** (0.557)	0.131 (0.188)	0.028 (0.144)	-0.347*** (0.086)	0.31 (0.212)	-0.006 (0.102)	0.063** (0.027)	.157 (0.220)
Prior Experience with Migration	0.087 (0.077)	1.001** (0.446)	-0.272* (0.153)	0.260** (0.119)	0.273*** (0.075)	-0.469** (0.176)	0.529*** (0.065)	0.040** (0.015)	.468*** (0.129)
Media Exposure to TIP	-0.011 (0.009)	0.051 (0.055)	0.034* (0.019)	0.032** (0.015)	0.007 (0.009)	0.012 (0.022)	0.031*** (0.008)	0.000 (0.002)	.078*** (0.016)
<i>Interpersonal Level</i>									
Influence on Migration	0.095*** (0.016)	0.242** (0.094)	0.056* (0.032)	0.043* (0.025)	0.085*** (0.016)	-0.019 (0.037)	0.029** (0.014)	-0.002 (0.003)	.142*** (0.027)
TIP Interpersonal Discussion	0.145*** (0.031)	0.345* (0.181)	0.209** (0.062)	-0.155** (0.048)	0.143*** (0.030)	0.034 (0.071)	0.038 (0.026)	0.004 (0.006)	.153** (0.052)
Migrant Network	0.104*** (0.021)	0.408** (0.122)	0.38 (0.042)	0.126*** (0.033)	0.039* (0.021)	0.052 (0.048)	0.009 (0.018)	-0.005 (0.004)	.195*** (0.035)
<i>Community Level</i>									
Hot Spot	0.095** (0.040)	-0.021 (0.233)	0.418*** (0.080)	0.057 (0.062)	0.062 (0.039)	0.098 (0.092)	0.025 (0.034)	-0.007 (0.008)	.108 (0.067)
Comfortability with Hot Spot	-0.036 (0.038)	-0.299 (0.221)	-0.219** (0.076)	-0.079 (0.059)	0.011 (0.037)	0.046 (0.087)	-0.029 (0.032)	-0.002 (0.008)	.033 (0.064)
Environmental Push Factors	0.370*** (0.046)	1.059*** (0.283)	0.347*** (0.097)	0.183** (0.076)	1.456*** (0.298)	0.011 (0.016)	0.067 (0.041)	-0.004 (0.010)	.247** (0.082)

Note: OLS = ordinary least squares
 *p < 0.10, **p < 0.05, ***p < 0.001

Community-Level Factors

Community-level factors did not generate many meaningful interactions with the C-TIP outcomes. The results, however, did show that participants who lived in a community with more hotspots—the academic term for public spaces to gather and socialize—believed that human trafficking could be prevented (efficacy) and had the skills to call the hotline number. Their level of comfort in discussing C-TIP in those hotspots was also significantly related to a lower level of trust that family members would be supportive of safe migration. It is possible that these community spaces are most useful to individuals who do not find support or the ability to discuss C-TIP issues at home or with friends.

Environmental Factors

Finally, environmental factors that have been identified in previous research to be likely to push participants to migrate for work were significantly related to 10 outcome variables. Participants who reported a higher number of environmental factors that would push them to consider migration scored higher on knowledge about human trafficking and had a positive attitude toward seeking information on C-TIP and accepting migrant jobs abroad. They were more trusting of migrant organizations to assist them in migrating safely; had a greater belief that human trafficking could be prevented (efficacy); perceived that there are risks to trafficking when migrating; and had the skills to call the hotline. They intended to migrate and practice safe migration, and they engaged in interpersonal discussions with others about human trafficking. Interestingly, these external push factors were not related to information seeking or trust in authorities. These results suggest that individuals who believe these environmental shocks (such as a death in the family or the loss of a job) might convince them to look elsewhere for work should also understand that they are at risk for trafficking and need to engage in safe migration behaviors, and that they may not have all the sources of information they need.

The most obviously “economic” environmental factors like “having debts to pay,” “have a child or other family member to support,” “unemployed for a long time,” “few job opportunities in the community,” or “parents losing a job,” were most likely to be reasons to migrate (the means are 3.7, 3.6, 3.4, 3.4, and 3.1 respectively). Other risk factors such as divorce, abuse, and the death of a close family member were less likely to be perceived as reasons to migrate. Those individuals who do not see the relationship between these less obvious environmental risk factors and the intention to move elsewhere to find jobs could potentially be more vulnerable to trafficking should they find themselves in those situations than those who see these circumstances as risk factors for trafficking. These less obvious environmental factors should be considered important issues to highlight in future strategic messaging.

d. Effects of the MTV EXIT Documentary on C-TIP Outcomes—Survey Research Question 4

Table 7 summarizes the MTV EXIT documentary’s effects on the participants’ knowledge, attitudes, efficacy, perceived risks, skills, intention, and behavior related to human trafficking prevention at one-week (Post-Test 1) and four months (Post-Test 2) after watching the documentary.

Knowledge

We found an effect of the MTV EXIT material on knowledge of human trafficking, $F(2, 672) = 4.44, p < 0.05, \eta^2 = 0.013$. Over time, knowledge increased in the treatment group from Post-Test 1 to Post-Test 2. Participants in the treatment group demonstrated significantly higher levels of human trafficking knowledge at Post-Test 1, $t(525) = -3.54, p < 0.001$. However, similar levels of knowledge were found between the two groups at Post-Test 2. Both groups continued to increase their knowledge of trafficking over time, although the treatment group made a significant jump in knowledge following the viewing of

the documentary. The control group most likely increased their knowledge because taking the surveys imparts some knowledge about key issues and participants become more selectively attentive to other information about C-TIP in the media or elsewhere. By Post-Test 2, the jump in knowledge in the treatment group that came from viewing the documentary had become a modest increase and the control group was found to be similar in its knowledge of human trafficking—in fact slightly more knowledgeable (but not significantly so, control mean at Post-Test 2 = 10.23 and treatment mean at Post-Test 2 = 9.92). This suggests that if both groups had just taken the surveys, and neither group saw the documentary, that they both would have gained about the same amount of knowledge of human trafficking by the second Post-Test, and enough to show significant differences from what they knew at the baseline (control mean at baseline = 7.61 and treatment group mean at baseline = 7.82).

Table 7: Documentary Effects on Knowledge, Attitudes, Efficacy, Perceived Risks, Skills, Intention, and Behavior at 1-Week and 4-Month Follow-Up

Outcome Variables Mean (95% CI)	Intervention		
	Baseline	Post-Test 1	Post-Test 2
Knowledge			
Control	7.61 (7.07-8.16)	8.83 (8.43-9.23)	10.23 (9.9-10.56)
Exposed	7.82 (7.36-8.29)	9.62*** ^c (9.28-9.96)	9.92*** (9.64-10.20)
Attitude: Seeking Information on C-TIP is Easy			
Control	3.26 (3.12-3.40)	3.35 (3.20-3.50)	3.65 (3.52-3.77)
Exposed	3.30 (3.18-3.42)	3.64*** ^b (3.51-3.77)	3.78*** (3.67-3.89)
Attitude: Seeking Information on C-TIP is Important			
Control	3.84 (3.73-3.95)	4.10 (4.02-4.18)	4.13 (4.03-4.22)
Exposed	3.92 (3.83-4.02)	4.09** (4.02-4.15)	4.10** (4.02-4.18)
Attitude: Sponsors			
Control	3.35 (3.22-3.48)	3.45 (3.01-3.60)	3.36 (3.23-3.50)
Exposed	3.37 (3.25-3.48)	3.47 (3.34-3.60)	3.38 (3.26-3.49)
Attitude: Hotline			
Control	14.35 (13.55-15.16)	15.77 (15.06-16.49)	15.44 (14.76-16.11)
Exposed	14.68 (14.00-15.36)	16.41*** (15.80-17.02)	16.36*** (15.79-16.93)
Attitude: Migrant Jobs			
Control	2.60 (2.48-2.72)	2.51 (2.39-2.64)	2.74 (2.60-2.90)
Exposed	2.66 (2.56-2.76)	2.46*** (2.36-2.57)	2.76 (2.63-2.88)
Trust in Authorities			
Control	3.16 (3.02-3.30)	3.39** (3.26-3.52)	3.36 (3.25-3.47)
Exposed	3.21 (3.09-3.33)	3.62*** ^b (3.51-3.74)	3.36 (3.26-3.45)
Trust in Family Members			
Control	14.22 (13.29-14.82)	15.29 (14.41-16.17)	15.55 (14.82-16.28)
Exposed	14.03 (13.24-14.82)	15.08** (14.33-15.83)	16.07*** (15.45-16.70)
Trust in NGOs			
Control	3.28 (3.17-3.39)	3.28 (3.18-3.37)	3.38 (3.27-3.49)
Exposed	3.19 (3.09-3.28)	3.36** (3.27-3.44)	3.33* (3.23-3.42)
Efficacy			
Control	3.64 (3.51-3.78)	3.84 (3.75-3.93)	3.92 (3.86-3.99)
Exposed	3.52 (3.40-3.63)	3.89*** (3.82-3.97)	3.98*** (3.93-4.03)
Perceived Risks			
Control	19.02 (18.29-19.74)	19.70 (18.97-20.44)	16.77 (16.25-17.28)
Exposed	17.62 (17.00-18.23)	19.18*** (18.56-19.81)	17.36 ^a (16.92-17.80)

Outcome Variables Mean (95% CI)	Intervention		
	Baseline	Post-Test 1	Post-Test 2
Hotline Skills			
Control	1.87 (1.63-2.12)	1.82 (1.55-2.10)	2.06 (1.76-2.36)
Exposed	1.92 (1.72-2.13)	2.51*** ^a (2.27-2.74)	1.46** ^b (1.21-1.72)
Intention to Migrate			
Control	2.81 (2.62-3.00)	2.73 (2.55-2.91)	3.18 (3.01-3.36)
Exposed	2.82 (2.65-2.99)	2.79 (2.63-2.94)	3.01 (2.86-3.15)
Intention to Practice Safe Migration			
Control	12.31 (11.44-13.20)	13.52 (12.77-14.27)	14.53 (13.93-15.13)
Exposed	11.95 (11.20-12.70)	14.43*** (13.79-15.07)	15.28*** ^a (14.77-15.79)
Intention to Seek Information on Safe Migration			
Control	0.37 (0.34-0.42)	0.40 (0.36-0.43)	0.37 (0.33-0.40)
Exposed	0.44 (0.407-0.472)	0.45 ^b (0.42-0.48)	0.35*** (0.32-0.38)
Information Seeking Behavior			
Control	0.29 (0.19-0.40)	0.30 (0.19-0.41)	0.54 (0.42-0.66)
Exposed	0.38 (0.29-0.48)	0.38 (0.29-0.47)	0.40 ^a (0.30-0.51)
Hotline Behavior			
Control	0.01 (-0.01-0.03)	0.02 (0.00-0.05)	0.01 (-0.01-0.02)
Exposed	0.02 (0.00-0.03)	0.02 (0.00-0.04)	0.01 (0.00-0.02)
Interpersonal Discussion Behavior			
Control	1.67 (1.41-1.93)	1.90 (1.67-2.14)	1.87 (1.60-2.13)
Exposed	1.62 (1.40-1.84)	1.70 (1.51-1.90)	1.85 (1.63-2.08)

*p < 0.10, **p < 0.05, ***p < 0.001, the value is significantly different when compared to the same variable from the baseline exposed condition (within effects)

^ap < 0.10, ^bp < 0.05, ^cp < 0.001, the value in the exposed condition is significantly different from the same variable in the control condition within the same data collection point (between effects)

Attitudes

There are eight attitude variables in the multi-level behavioral model being tested in this study. At Post-Test 1, the treatment group showed a significant positive effect on all the variables when compared to their baseline scores except for attitudes toward sponsors. The variable “trusting authorities,” was typical of the data results, with $F(2, 672) = 2.652, p = 0.07, \eta^2 = 0.008$. At Post-Test 1, the treatment group had a significantly more positive attitude than the control group, $t(525) = -3.50, p < 0.05$. The control group also showed higher trust in authorities but not as much as the treatment group. By Post-Test 2, this difference was erased, and the level of trust in authorities for the treatment group was not significantly different from its baseline level and essentially had the same attitudes toward authorities as the control group (both had means of 3.36). Similarly, positive increases were found between Post-Test 1 and 2 for both the treatment and the control groups for attitudes toward seeking information on C-TIP with a smaller positive increase for both groups at Post-Test 2. The increase likely was due to the learning that is a by-product of taking the surveys and other “history” effects from their environment.

The attitudinal variables that were most affected by the documentary were “trust in families to help workers migrate safely” and “calling a hotline.” For “calling the hotline,” there was a significant positive increase at Post-Test 1 (treatment group over the control group), which dropped slightly by Post-Test 2 but remained positive and significant (from a mean of 16.41 to 16.46). For the attitudinal variable “trust in families,” there was not a large increase at Post-Test 1 but there was a significant positive difference between the treatment and control groups by Post-Test 2—a delayed effect.

Attitudes toward migrating for jobs became significantly more negative for the treatment group at Post-Test 1 following the viewing of the documentary while the mean dropped slightly but not significantly for the control group (probably as a result of taking the survey). This effect did not last, and at Post-Test 2 both the treatment and control groups were more positive than at the baseline and almost the same (mean = 2.76 for the treatment group and 2.74 for the control group). There were no significant differences in attitudes toward sponsors across the three time periods.

Efficacy, Perceived Risks, and Skills

A moderate effect was detected for efficacy, $F(2, 672) = 2.988, p = 0.051, \eta^2 = 0.009$: the scores for efficacy (methods of preventing human trafficking) increased throughout the data collection period and showed a moderately significant increase from the baseline to Post-Test 1. However, efficacy increased for both the treatment and control groups, indicating that the increase could not be attributed solely to the treatment. The treatment did affect the perceived risks of human trafficking, $F(2, 672) = 5.625, p < 0.05, \eta^2 = 0.016$. Compared to the control group, participants in the treatment group scored moderately higher at Post-Test 2 with $t(336) = -1.711, p = 0.088$. The treatment also had a significant effect on the participant's skills to call the hotline, $F(2, 672) = 14.517, p < 0.001, \eta^2 = 0.041$. At Post-Test 1, the treatment group scored higher than the control group $t(525) = -5.122, p < 0.001$ and improved its mean score to 2.51 from 1.92. However, at Post-Test 2, the treatment group's mean score had decreased to 1.46, which demonstrates that there were no sustaining effects and the participants did not retain the skills over time. And again, the perceived risks of human trafficking increased significantly for the treatment group from the baseline to Post-Test 1 (and slightly but not significantly for the control group) but fell just as significantly by Post-Test 2 (means for treatment group at baseline = 17.62, at Post-Test 1 = 19.18 and at Post-Test 2 = 17.36). For unexplained reasons, the control group for perceived risk of human trafficking dropped significantly from Post-Test 1 (mean = 19.70 to mean = 16.77) at Post-Test 2.

Intention

Table 7 shows a moderate effect for participants' intention to practice safe migration, $F(2, 672) = 2.584, p = .076, \eta^2 = .008$, particularly at Post-Test 2 when the treatment group scored significantly higher than the control $t(336) = -1.874, p = .062$. The MTV EXIT documentary also may have had an effect on their intention to seek information about C-TIP, $F(2, 672) = 3.458, p < .05, \eta^2 = .010$. The control group also had positive growth in their scores from the baseline (mean = 12.32) to Post-Test 1 (mean = 13.52) to Post-Test 2 (mean = 14.52). Thus part of the difference in the treatment group may be from taking the survey not related to the documentary as it is difficult to tease out treatment differences in groups that are unequal with respect to a key variable from the start. The analysis is further complicated by the nature of a pilot, in which effect sizes from other research projects are not available for comparison.

Behavior

No significant changes were detected for the three behavioral outcomes of seeking information on C-TIP, calling the hotline, and interpersonal discussion. This probably means that there has been no need to engage in some of the behaviors. However, a significant increase in discussing migration with others following the viewing would be a preferred outcome. In prior research on narrative transportation, one of the measures of engagement with the story is the amount of follow-up conversation about the topic. There was a slight increase in discussing migration across both the treatment and control groups at Post-Test 1 that generally persisted at Post-Test 2 but it was not a significant change.

USC checked to see to whom participants actually spoke about trafficking to see if there were any discrepancies between those results and their earlier responses. However, the data were consistent.

Table 8: Since viewing the documentary, with whom have you discussed the dangers of working away from home?

	Baseline (%)	Post-Test 1 (%)	Post-Test 2 (%)
A sponsor	8.2	1.7	0.9
Your spouse	34.5	38.9	44.4
Your mother	38.5	32.3	21.9
Your father	32.4	27.5	20.7
Your daughter	1.3	4.6	5
Your son	1.9	3.8	3.8
Your uncle	6.1	9.3	5.3
Your aunt	5.1	8.5	6.5
Your male friend	16.1	25.2	31.4
Your female friend	14	23.9	31.1
Your coworker	10.1	5.1	10.1
Your religious leader	1.7	0.4	0.3
Someone else? (please specify)	2.1	2.7	4.4
No one	26.9	20.1	20.1

Table 9: Did you discuss the dangers of working away from home using... (read list)?

	Baseline (%)	Post-Test 1 (%)	Post-Test 2 (%)
Face to face	76.9	82	83.7
On the phone	31.3	18.6	42.6
Facebook	8.7	6.1	7.1
Twitter	1.7	1.1	1.5
Viber	0.6	0	0.6
Whatsapp	0.6	0.8	0.9
Line	0.8	0.8	1.5
Email	0.9	0.2	0.6

vii. Survey Results Discussion

The results of this study indicate that there are limited effects from the MTV EXIT documentary on human trafficking knowledge, attitudes toward C-TIP strategies, efficacy, perceived risks, preventive skills, intention to practice C-TIP behavior, and adoption of C-TIP behaviors. At Post-Test 1, there were a few significant treatment effects on knowledge, trust with the authorities, hotline skills, and intention to seek safe migration information. However, treatment effects on all four of these variables disappeared by Post-Test 2.

These results are not surprising: a number of researchers have found that exposure to one product used alone as a mass media campaign, in this case an MTV EXIT documentary, often have little effect on influencing a person to adopt the recommended behaviors (McDivitt *et al.* 1997). Mass media products,

however, often play the role of increasing awareness and knowledge, and that is a worthy goal. One of the key underlying questions in longitudinal research projects is whether or not this heightened knowledge and awareness of risks are sustainable over time. The knowledge, attitude, and practices behavior change models that have been used by professionals to create health and social change campaigns (trying to better communities in places where policy implementation has failed or is nonexistent) often recommend the use of mass media to increase awareness and knowledge as one step, but are now relying more on interpersonal channels such as peer education, community organizing, and social support as necessary additional conditions to achieve behavior change (Chaffee 1982; Chatterjee, Frank, Bhanot, Murphy, and Power 2009). These findings are consistent with the results from our study, which demonstrate that interpersonal-level factors are likely to be the strongest facilitators for changing C-TIP related outcomes in the future.

The MTV EXIT campaign in Indonesia includes a variety of communication activities beyond this single documentary. Future studies could employ a similar research design but include more treatment groups (participants who are exposed to the documentary, attended the community awareness events, and participated in youth activism training, *etc.*) to compare with those in this experiment (viewers of the documentary and a control group). This would provide more opportunity to examine the different intervention effects of the complete set of MTV EXIT activities particularly if developed within the newer approach of a strategic communication framework. This research uses a multi-stakeholder model to place products such as the MTV EXIT documentary within a larger framework of coordinated, phased message strategies according to an overarching strategic narrative analysis (Riley, Thomas, Weintraub, Noyes, and Dickenson 2014).

The limited effects of the documentary could also stem from its original development process (produced and released in 2012). For example, the documentary might have benefitted from more rigorous message design (Murphy *et al.* 2011), from new approaches to “edutainment” (Papa and Singal 2008); lessons from branching storylines (Green and McNeese 2007; Noda, Miki, Iwaka, Mitsuhara, Kozuki, and Yano 2012); and from the latest behavioral change theories (Fishbein and Ajzen 2010; Murphy *et al.* 2013). Our results show that there is a general lack of viewer identification with the victims portrayed in the documentary. Without identification with the main characters, prior research indicates that the participants may not feel the situations depicted in the film are relevant to them or may not be motivated to change (Dal Cin, Zanna, and Fong 2004; Moyer-Gusé and Nabi 2010; Ramirez-Valles 2001). Therefore, if they do not feel they are very susceptible to becoming a trafficking victim, they may not be persuaded that they could be at risk when migrating and can more easily ignore the recommended actions advocated in the documentary. There are other possible reasons why the effect on perceived risks and the intention to seek information about safe migration were not sustained at Post-Test 2; considering these issues may help future documentaries.

It may also be more effective for the film to present victims of everyday cases of labor exploitation (*e.g.*, cases where employers violate labor rights by engaging in bonded labor, withholding wages, enforcing longer working hours, and limiting communication with loved ones) instead of using long-form journalism to showcase extreme trafficking cases where the characters undergo severe, life-threatening abuses. This may raise levels of identification. This would need pretesting because the current narratives might engender high levels of empathy, which is important for narrative transportation (empathy is not tested in this study).

The current stories could also be edited for brevity so that they are more compelling to a younger audience that has grown up on television, action movies, and video games and has a shorter attention span. This region of Indonesia is not very involved in social media, but the data indicate that there is heavy penetration of phones and television. According to our fieldwork, satellite television offers multiple channels, and residents are fairly heavy television viewers. Also, fast-moving Chinese martial arts movies are Indonesian favorites (and most households have or have access to DVD players even if the movies are not seen in theaters). Thus some reduction in attention span over the last decade should be expected. “Things happen fast on the TV screen, so kids’ brains may come to expect this pace, making it harder to concentrate if there’s less stimulation,” says study leader Dimitri Christakis, a pediatrician at Children’s Hospital and Regional Medical Center in Seattle (quoted in Elias 2004). According to the research on narrative transportation, an engaging narrative can reduce counter-arguing and increase acceptance of the messages. Green and Brock (2000) found that even after they controlled for initial attitudes several weeks prior to the evaluation, that a compelling narrative can increase transportation into a story, reduce counter-arguing, and increase persuasion.

While people with higher household income tend to have more efficacy and intention to practice safe migration, they are also more likely to trust the sponsors. This should raise a red flag for message design since people with more income may not think of themselves as susceptible to being trafficked, and so may rely solely on the sponsors to make arrangements for their migration without checking to verify job opportunities. We also found that people who live in larger households and have more dependents tended to have less favorable attitudes and efficacy toward C-TIP behaviors and be more suspicious of the NGO and migrant organizations that are trying to help them to migrate safely. This suggests that the larger familial networks of these individuals may actually hinder people from moving beyond their relatively large interpersonal network to obtain and discuss counter human trafficking prevention messages and information. This would be consistent with prior research on interpersonal networks. McPherson, Smith-Lovin and Cook (2001) note, “. . . people’s personal networks are homogeneous with regard to many socio-demographic, behavioral, and interpersonal characteristics. Homophily limits people’s social worlds in ways that have powerful implications for the information they receive, the attitudes they form, and the interactions they experience” (p 415). It is also possible that prominent figures in their household such as parents or grandparents could possibly act as barriers instead of helping them form positive attitudes toward safe migration strategies. This would be supported by our fieldwork interviews, where several individuals suggested that parents or husbands who need the income from a child or wife migrating for work might be very encouraging to the point that precautions were not always taken. The next iteration of the survey needs to learn more about these situations.

viii. Survey Improvements

For future research, we can improve the current scales in our questionnaire with low reliability such as “attitudes regarding seeking information about safe migration,” and “perceived risks” by adding more items and eliminate items that pull down the reliability. In addition, we can explore how the participants consume the media outlets that they use more intensely such as television, Facebook, and talking and texting on the phone. We can also add questions on the time and day that the participants spend on the media, on what media outlets (*e.g.*, which television channel), for what purpose (*e.g.*, entertainment, news consumption, seeking health information, business opportunities, business transactions, sharing mundane details of daily life, interpersonal communication about daily errands, family members, *etc.*) The results could help practitioners reach the stakeholders more effectively, at the right time, and through the right media channel.

In addition to the current variables, scholars could explore creating pretest evaluation measures to evaluate all communication materials. These measures might include scales for empathy, stigma, and discrimination. Persuasion theories have demonstrated that messages that arouse empathy can have positive persuasion outcomes on the audience, especially those who are resistant to the message (Shen 2010). Also anti-trafficking campaigns could have unintended consequences by labeling the victims shown in the communication materials and associate them with an undesirable group (undocumented migrants, rural poor, and an uneducated population). Future studies could include stigma or discrimination measures into the questionnaire to ensure that anti-trafficking communication materials do not backfire.

ix. Recommendations: Public Opinion Survey and MTV EXIT Documentary Assessment

1. Since interpersonal-level factors are generally significantly related to many of the outcome variables in the study (more knowledge, favorable attitudes, efficacy, skills, perceived risk, and intention to perform C-TIP behaviors), it is important to leverage these relationships. Anti-trafficking campaigns could focus on reaching out to existing migrant networks by focusing on their expert knowledge to create a toolkit that they can use to hold discussions as neighbors/relatives and not as spokespersons for the government or an NGO (as the data show they are seen as more trustworthy) in order to encourage peer discussions about the dangers of human trafficking and encouraging safe migration steps. Holding community gatherings in local “hotspots” could also be effective as long as the discussions are highly interactive.
2. We found television and mobile phones to be popular communication channels that could potentially be used to reach the target audience and generate effective discussions about human trafficking. Text messages on mobile phones are a popular form of interpersonal communication, and they should be prominently used to reach the targeted stakeholders and remind the possible future migrants of the right steps that can help ensure their safe migration. The key would be to use ways for people to “pull” the information rather than just push it. Although disposable phones can create temporary challenges, smartphone adoption in Indonesia is doubling or tripling every year, depending on the study, so this could be a good time to start building the database.
3. Our results indicate that women are less likely than men to perceive human trafficking to be a severe problem or to perceive themselves as susceptible despite the fact that women are proportionately more likely to be affected by human trafficking. Our survey shows women suffer more conditions of exploitative employer behaviors, such as having their identification and legal documents confiscated, or earned wages withheld. Women also show other risky outcomes such as having less intention to seek information on C-TIP and safe migration so they should be specifically targeted by all C-TIP organizations as critical stakeholders in strategic communication campaigns.
4. Religiosity was negatively related with C-TIP behaviors. Thus there may be an opportunity for researchers and practitioners to work with faith-based institutions that can help communicate to their members about C-TIP behaviors. People who have migrated before also show themselves to be less skillful at recalling the C-TIP hotline number. Reinforcement of the importance and purpose of the hotline number, as well as how to use the hotline service should be a particular focus in anti-trafficking media messages.

5. Develop campaign materials with relevant narratives from characters with whom the target audience identifies. Campaign messages with narratives and characters that are relatable to the audience's everyday experiences will help them realize their susceptibility to becoming a trafficking victim, which is often the first step in helping them adopt the recommended behaviors that could help them avoid the negative consequences of human trafficking. In addition to identifiable characters, facts such as the prevalence of human trafficking (*e.g.*, up to 15% of Indramayu residents have experienced conditions of human trafficking) could be integrated into the campaign narrative to increase their perceptions of susceptibility. Audience research can be conducted to identify these common human trafficking experiences to be presented in the campaign materials. The demographics of trafficking victims indicates that they are often young, and young people have different expectations for the materials they consume which should be taken into consideration in order to make the messages more compelling.
6. Given the level of expertise and research skills required to conduct high quality research and program evaluation in communication, media, and campaign design, policymakers should allocate resources to form long-term partnerships with relevant academic institutions and to work with practitioners from the earliest stages. This research will be most able to identify gaps in knowledge and to help focus C-TIP efforts, as well as to monitor and evaluate program activities that are most effective in changing the behaviors of the target audiences. For example, the fieldwork for this study suggests that a clearer understanding of the way sponsors operate and the low level of education possessed by trafficking victims opens up opportunities for entirely new approaches. For example, a new local role could be developed that might counter the sponsor and the recruiting companies—one where the new type of “sponsor,” and sometimes the families, are paid to keep kids in school, similar to the way farmers in developing nations receive incentives to use different agricultural methods.

B. Part II: Social Media Research

While social media can be used positively to generate awareness for social causes and increase civic participation, social networking sites such as Facebook also can be used for human trafficking, especially sex trafficking of teenage girls and women in Indonesia (Mason 2012). Indonesia's first case of online sex trafficking occurred at the beginning of 2010, when the National Commission of Child Protection handled 11 cases of teenaged victims (Kristanti 2010). The chief of crime and investigation, Toni Surya Saputra, stated that all the victims were put on the market through a Facebook closed group page, where a client looks through the photos and contacts the “agent” once he decides to buy one of the girls (Wee 2011). A case from the US Department of State TIP Report in 2014 on Indonesia also reveals that the government and NGOs recently reported an increase in university and high school students using social media to recruit and offer the services of other students, including those under the age of 18, for commercial sex work (US Department of State 2014).

In contrast, there are also NGOs, government agencies, activist groups, and individuals that use social media sites such as Facebook to open up channels of communication and provide information about human trafficking issues. For example, a Facebook group titled, “Stop Human Trafficking Di Indonesia,” has over 2,000 likes, and an independent organization called Parinama Astha (Id4.org) once launched an anti-trafficking campaign dubbed “Indonesia for Freedom” (Sabarini 2012). MTV EXIT has also been active in Indonesia's social media space.

i. Methods

This second part of the research project explores the social media discussions in Indonesia regarding human trafficking that could inform researchers about the content and sentiment of social media messages and offer practitioners suggestions about the design of messages for their anti-trafficking programs. The research questions for the social media study were:

- *Social Media Research Question 1:* What are the top social media outlets that are most popular for human trafficking discussions?
- *Social Media Research Question 2:* Where are the locations in which public conversations about human trafficking are most active on social media in Indonesia?
- *Social Media Research Question 3:* What types of messages about human trafficking drive the largest conversations?
- *Social Media Research Question 4:* What kinds of online sentiments (positive and negative emotions) are seen in public posts and comments about human trafficking in Indonesia?
- *Social Media Research Question 5:* What types of human trafficking issues are discussed by Indonesian social media users?
- *Social Media Research Question 6:* What are the narrative frames of human trafficking evident in Indonesia’s social media landscape?

The social media study was designed to use two types of data: content and contributors. The majority of the analysis, however, is devoted to content as there was less identifiable information about the contributors (*e.g.*, location, organizational affiliation) than the researchers expected.

Our content analysis identified keywords used in online discussions of human trafficking issues in Indonesia, such as trafficking terms (Rosenberg 2003) and topics in online news items on human trafficking in 2013 – 2014. We added keywords and hashtags that were suggested by the participants in the stakeholder workshop held in November 2013 (see Appendix A). The final list of 12 keywords and hashtags were all in Bahasa Indonesian.

USC used DiscoverText to analyze messages containing the 11 keywords and hashtags for a three-month period, from May 2014 to July 2014, a period that coincided with our survey data collection period. USC then cleaned the data to remove identical messages and used the CloudExplorer feature to group the messages that used the keywords into themes. Some of the keywords (translated here in English)—“migrant worker,” “child labor,” “illegal worker,” “rights,” and “forced marriage”—were removed because the themes primarily referred to issues other than human trafficking. In addition, messages that contained keywords and hashtags that were not frequently used (fewer than 100 units) were omitted from subsequent analysis.

Based on our preliminary results, the 12 initial keywords were narrowed down to seven keywords/phrases, including two terms for “human trafficking” (“perdagangan manusia” and “perdagangan orang”), “victims of trafficking” (“korban trafficking”), “women trafficking” (“perdagangan perempuan”), “child trafficking” (“perdagangan anak”), “modern slavery” (“perbudakan modern”), and “labor exploitation” (“eksploitasi buruh”). Data from YouTube were obtained by putting the seven keywords into a YouTube search, and sorting by view count and time period (2014) to get the specific video links to be put in DiscoverText. The total relevant data for coding resulted in 8,536 units, mostly from Twitter, with 100 units from YouTube and 73 units from Facebook.

ii. Coding Scheme

The next step was to prepare datasets for coding purposes, first by de-duplicating and then clustering the items into datasets to eliminate repetitive content and single-item data units. Three coders (all native speakers of Bahasa Indonesian from a research institution in Indonesia) were assigned to code 300 data units together in order to pretest the codebook. Once the codebook definitions were sufficiently clear, in both English and Bahasa, the coders moved on to their assigned datasets, which DiscoverText created randomly from the data archives of terms. During the next phase, coding sets of data were distributed to the three coders. In each coding set, 90% of the data was coded by the first coder, 10% was coded by second coder, while the third coder recoded 10% of all data units in the second coding phase to check for inter-coder reliability (which resulted in 0.90). The κ coefficients for each variable ranged from 0.86 to 0.97.

The unit of analysis for social media content was each Tweet, Facebook, and YouTube post in seven datasets (which represent each of the keywords). Each dataset was coded for five main communication categories:

1. Sentiment: positive, negative, or neutral feelings.
2. Type of message: awareness-raising, news sharing, supporting victims/survivors, seeking information, and promoting events (De la Torre-Díez *et al.* 2012).
3. Type of TIP: sex trafficking, labor exploitation, domestic workers, organ trafficking (Denton 2010; Gulati 2010; Wallinger 2010).
4. Demographics of trafficking victims: men, women, children, girls, boys.
5. Target of grievances: government, legislators, human traffickers, corporations.

Table 10 summarizes the content analysis items, categories, sub-categories, and their descriptions.

Table 10: Content Analysis Item Descriptions

Categories	Sub-Categories and Descriptions
1 Sentiment	Identify by positive (happy, hopeful), negative (sadness, anger, disgust, guilt) or neutral feelings (facts, informative) described by words or symbols used.
2 Types of message	<p>Awareness-raising, news sharing, support victims/survivors, seeking information, and promoting events</p> <ul style="list-style-type: none"> ▪ <i>Awareness-raising</i>. Defined as any form of educational information being distributed, driving attention to the importance/concern of combatting human trafficking. ▪ <i>News sharing</i>. Defined as any form of news article or blog about human trafficking issues. ▪ <i>Support victims/survivors</i>. Defined as any other form of evidence/effort about supporting the victims/survivors of human trafficking. ▪ <i>Seeking information</i>. Defined as any messages where people are asking questions about topics related to human trafficking. ▪ <i>Promoting events</i>. Defined as any message about events designed to promote or fund-raise in order to help combat human trafficking.
3 Types of human trafficking	Determine the types of human trafficking that social media users mentioned in their messages. Categories include sex trafficking, labor trafficking, organ trafficking, child trafficking, and child military.
4 Demographics of victims	Defined as the representation of victim profiles including gender and age group (men, women, children, girls, boys).
5 Grievance targets	Defined as governments, legislators, human traffickers, or corporations that are targeted by the social media message, so as to pressure them to address the issue.

iii. Social Media Results

a. Twitter Terms Used—Social Media Research Question 1

Based on the compiled data from Tweets, YouTube, and Facebook between May – July 2014, Twitter is the most popular social media for human trafficking discussions, with 8,363 unique Tweets from a total of 8,536 data units. Table 11 summarizes the rank of data unit categories by keywords. “Human trafficking” was found to be the highest ranked (61.95%), followed by “victims of trafficking” (28.77%), “child trafficking” (3.90%), “modern slavery” (3.70%), “woman trafficking” (0.93%) and “labor exploitation” (0.75%). On YouTube, the most popular keyword/phrase was “victims of trafficking,” followed by “human trafficking,” “child trafficking,” and “modern slavery.” For Facebook, “victims of trafficking” is the most popular.

Table 11: Rank of Data Units

No.	Keywords	Data Unit	%
1	Human Trafficking	5,288	61.95
2	Victims of Trafficking	2,456	28.77
3	Child Trafficking	333	3.90
4	Modern Slavery	316	3.70
5	Woman Trafficking	79	0.93
6	Labor Exploitation	64	0.75
Total Units		8,536	100.00

b. Conversation Location— Social Media Research Question 2

This question investigated the locations where public conversations about human trafficking are most active in the social media in the Indonesian language with the understanding that most social media users in Indonesia do not disclose their geo-location. Apart from users whose location is based generally in Indonesia and, as best we can tell, the rest of the world, we identified a number of posts from Jakarta, the capital of Indonesia, as the city with the highest number of users in the country. Table 12 shows other locations where social media users who are discussing the topic of human trafficking are from. The city with the second largest frequency of users is Bandung, followed by Yogyakarta, and Semarang. These four places are provincial capital cities located in West and Central Java with the largest populations in Indonesia and relatively better Internet infrastructure than the rest of the country.

Table 12: User Locations

No	Locations	Count of Users
1	Indonesia	738
2	Jakarta	453
3	Bandung	99
4	World	68
5	Yogyakarta	54
6	Unidentified	40
7	Semarang, Central Java	37

c. Most Popular Conversations— Social Media Research Question 3

To examine what type of messages on human trafficking generated the largest number of conversations, we compared coding results on message type, and identified that “awareness raising” (49.61%) was the most popular type of conversation, while “news sharing” was the second largest (40.79%), followed by “support victims/survivors” (5.71%), “seeking information” (3.65%), and the lowest frequency was “promoting events” (0.24%), while 296 messages (0.69%) were not related to human trafficking issues.

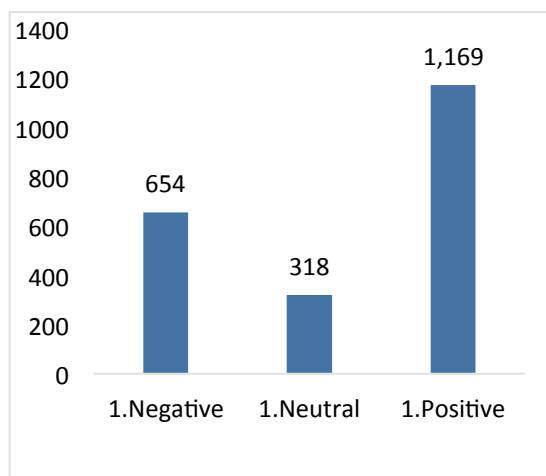
Table 13: Type of Messages

No	Type of messages	Counts	%
1	Awareness-raising	8,228	49.61
2	News sharing	6,764	40.79
3	Support victims/survivors	947	5.71
4	Promoting events	605	3.65
5	Seeking information	40	0.24
6	Not relevant	296	0.69

d. Sentiments Toward Human Trafficking— Social Media Research Question 4

This question focused on the sentiments around how human trafficking information was presented or discussions were framed in social media. We coded the data to determine whether there were more positive, negative, or neutral sentiments about trafficking, described by words and expressions (in the forms of text and pictures). The coding indicates that positive sentiments were the highest (54.60%), compared to negative sentiments (30.55%) and neutral messages/posts (14.85%).

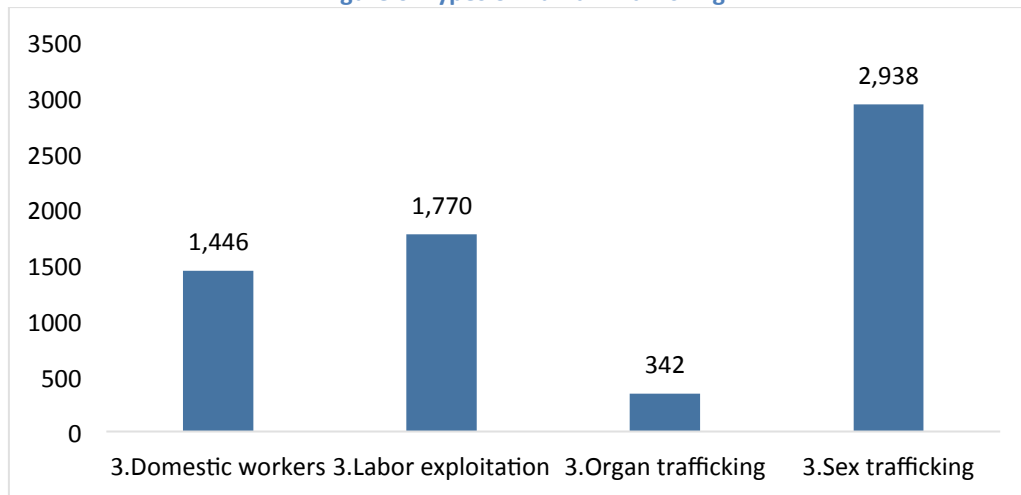
Figure 5: Sentiments



e. Type of Human Trafficking— Social Media Research Question 5

This question asks what types of human trafficking are discussed by Indonesian online users. Sex trafficking was ranked the highest (45.23%), followed by labor exploitation (27.25%), domestic worker cases (22.26%), and organ trafficking (5.26%).

Figure 6: Types of Human Trafficking



f. Narrative Frames— Social Media Research Question 6

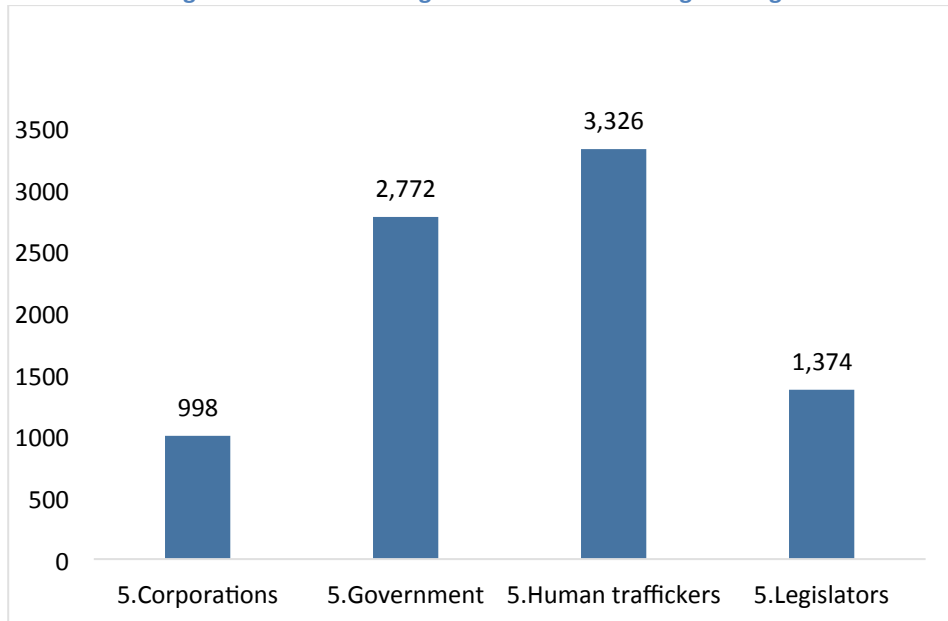
The last question explored the narrative frames of the human trafficking posts.

Tweets and posts about trafficking cases primarily highlighted the news and focused on raising awareness of issues regarding children (37.18%) with no specific mention of gender, although narratives about teenaged girls came in a very close second place (37.03%). The rest of the Tweets and posts were about women (21.05%), men (2.82%), and boys (1.91%).

Most of the messages targeted human traffickers (39.27%) as criminals, while other discussions held the government (32.73%) and legislators (16.22%) responsible for investigating and handling human trafficking cases. Corporations (11.78%) were mostly mentioned in regard to labor exploitation issues. The top four corporations mentioned were (from the highest rank): Sampoerna (one of the largest tobacco companies in Indonesia), PT Bahana Samudra Atlantik (a recruiting company for ship workers), Malaysian Tadika Chinese (a Malaysian company in the education and cultivation field), and Nike Corporation (US based multinational sports equipment company).

From all the Tweets and posts examined, the most popular hashtags used in human trafficking messages were #News, #ARBforpresident, #Indonesia, or #TuitIndonesia. The hashtag #ARBforpresident appeared mostly because the time period under analysis coincided with the Indonesian presidential election in July 2014. The most frequent source of messages were from Twitter (Twitterfeed, Twitter application on mobile, and Facebook), and the top 10 users included anonymous users, academics, news content providers, and NGOs discussing women’s issues.

Figure 7: Grievance Target of Human Trafficking Messages



iv. Social Media Results Discussion

As discussed, most of the conversations around human trafficking took place on Twitter. Indonesia has a large number of Twitter users, with almost 20 million active users (Suryadhi 2014), and in 2012, Jakarta became the most active city in posting Tweets in the world, according to TechCrunch (Asih 2012). Sharing news and raising awareness were the most popular category of social media messages related to human trafficking; most awareness-raising was presented with positive sentiments, with smaller numbers of negative and neutral posts/messages.

The researchers were concerned that the massive growth of robotic accounts on Twitter in Indonesia might make it more difficult to distinguish between the actual messages and robotic promotions (Simanjuntak 2014). Our data contained mostly original posts, with some retweeted news links; however one robotic account was found in the 10th position, using the top metadata for user descriptions.

The content of the news-sharing and awareness-raising topics mostly covered investigations of sex trafficking cases and of illegal or under-age prostitution, with girls, children, and women as targets. Most news and information posts and messages highlighted the victims' circumstances.

These findings reiterate that sex trafficking cases with women and girls are prominent concerns in Indonesia, where many victims are recruited for jobs in restaurant, factory, or domestic work and then coerced into prostitution. Recent data from the 2014 US Department of State TIP Report show that most cases of forced labor and prostitution that involve Indonesian women actually took place in Malaysia (US Department of State 2014). This is consistent with our findings that Malaysia was discussed in news and conversations as the country most involved with Indonesia's trafficking cases; Sukabumi and Indramayu, where the survey research was conducted, were mentioned as the areas where most of the trafficking cases originated.

Examples of the most-shared postings in the category of supporting victims/survivors included news-sharing about government support and mentoring programs for trafficking victims, as well as posts about research on the importance of legal protection for victims by Indonesia and the Association of Southeast Asian Nations (ASEAN). In the category of promotional events, the most-shared messages were about May Day and National Children's Day. These stories related to garnering support for labor workers and combating child labor and trafficking, which coincided with the data-scraping period. Some Tweets and postings were intended to promote YouthFest (Fight to End Slavery and Trafficking) and live concerts such as the road show education series by MTV EXIT Indonesia. Others promoted films and discussions as a part of the C-TIP campaign that was organized by @america, an American cultural center in Indonesia.

In the seeking-information category, a few interesting examples included questions that asked for facts about trafficking of women, questions about ways to help victims of trafficking, and people wanting to know why awareness of child labor trafficking was not as popular a discussion topic as sex trafficking.

Examples of positive sentiments were identified in the form of success stories, in which police and security forces managed to investigate and prosecute human trafficking cases, and highlighted public support for combatting human trafficking problems. Examples of negative sentiments include concerns about labor exploitation, which remains a serious problem for the Indonesian government, and concerns about increasing incidents of human trafficking from Indonesia to Malaysia. Topics with neutral sentiments were mostly concerned about the importance of laws and regulations on protecting workers and potential victims of trafficking.

While not as prominent or frequent as sex trafficking posts, labor exploitation narratives also were found in the context of news reports and raising awareness of unfair wage practices and outsourcing contract systems that targeted corporations to demand fairer practices for laborers. Conversations about Indonesian migrant workers (TKI), illegal workers, and cases in countries or cities in which Indonesian migrant workers experienced problems (such as Malaysia and Hong Kong) were also highlighted to commemorate #MayDay celebrations. The awareness-raising context also refers to the desire for political campaigns to pay attention to laborers, as the time period under analysis coincided with Indonesia's presidential election in July 2014.

v. Recommendations: Social Media Results

This research project explored the current use of social media by Indonesians to discuss human trafficking. It highlighted the potential use of social media platforms for anti-trafficking efforts, such as awareness-raising and information-seeking.

In general, a sophisticated, phased strategic communication plan seems to be needed. Twitter and other social networking platforms offer tremendous but unrealized potential in engaging users in human trafficking prevention efforts, even though most trending topics were sharing news rather than identifying the efforts of individual activists or advocacy organizations (*e.g.*, organizing fundraising events, pushing for legislative change). Social media, especially Twitter, can increase public awareness and distribute information on human trafficking. Anti-trafficking practitioners can use social media to attract people to their sites and create interactive mobile support groups for local activists and campaigners. Policymakers and anti-trafficking organizations can use social media to gain insight into

the public's level of awareness and understanding regarding the rules and regulations associated with human trafficking.

However, in Indonesia, social media branding for C-TIP organizations appears to be underused. Additional focus on the messenger might also be important in a system that is largely Twitter-centric. For example, research that focuses on celebrity spokespersons for C-TIP causes might be another important arena for investigation since cinema, television, and music stars are among the most followed individuals. Future research also should explore whether the popularity of social media can be leveraged to disseminate evidence-based human trafficking prevention strategies on a national and global scale. Comparative research will be necessary to determine if the social media practices in this study are similar in Thailand, Myanmar, and other countries with significant human trafficking problems.

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APPENDIX A: ORGANIZATIONS IN THE NOVEMBER 2013 WORKSHOP

1. BOI Raja Sedjahtera
2. Change.org Indonesia
3. CIMW-PMK HKBP Jakarta
4. ECPAT
5. GABUNGAN ALIANSI RAKYAT DAERAH UNTUK BURUH MIGRAN INDONESIA (GARDA BMI)
6. GARDA BMI Indramayu
7. Indonesia Migrant Worker Union (SBMI)
8. International Organization for Migration
9. Kelompok Kusuma Bongas
10. LBH APIK Jakarta
11. London School of Public Relations Jakarta
12. Migrant Care
13. Peduli Buruh Migran
14. PMK HKBP Jakarta / Center for Indonesian Migrant Workers (CIMW) Jakarta
15. Public Virtue Institute for Digital Democracy
16. Pusat Perlindungan Wanita dan Anak (PUSPITA) As-Sakienah
17. SBMI Indramayu
18. Solidaritas Perempuan (SP) Jakarta
19. STIKOM LSPR
20. UN Global Pulse Jakarta

APPENDIX B: SURVEY INSTRUMENT

D1 Gender: RECORD SEX

Male	1
Female	2

D2 Age: What is your year of birth? (WRITE IN A YEAR E.G. 1985)

D3 Birth Place: Name Kabupaten (City) where you were born.

D4 Residence Length: How long have you lived in this community/? IN YEARS (Not including time spent working AWAY)

D5 Do you own or rent your residence?

Own property	1
Rent	2
Belongs to parents	3
Belongs to grandparents or family	4
Other	5

D6 What is your ethnicity? (Select one)

Javanese	1
Sundanese	2
Madura	3
Batak	4
Padang	5
Betawi	6
Other	7

D7 What is your spoken language? (Select all that apply)

Bahasa	1
Sundanese	2
Javanese	3
Cirebonan	4
Betawi	5
Other	6

D8 Marital Status: What is your current relationship status? (Select one)

Married	1
Single	2
Divorced	3
Separated	4
Widowed	5

D9a Years of Education: How many years of formal education do you have? IF NONE PUT ZERO

D9b What is the highest level of education you have completed? (Select one)

No formal education	1
Graduated from SD	2
Some SMP	3
Graduated from SMP	4
Some SMA	5
Graduated from SMA	6
Some university	7
Graduated from a university	8
Postgraduate	9

D10a Household Size: How many of your immediate family members (father, mother, and their children) are currently living in your home?

D10b Dependents: How many dependents do you have to support?

D11 What is your current employment status? (Select one)

Employed full-time	1
Employed part-time	2
Self-employed	3
Temporarily laid off	4
Unemployed	5
Home duties	6
Retired	7
Student	8
Permanently disabled	9

D12a	How many daughters do you have?	
D12b	How many daughters have migrated abroad for work?	
D12c	How many daughters have migrated to other cities in Indonesia?	

D13a	How many sons do you have?	
D13b	How many sons have migrated abroad for work?	
D13c	How many sons have migrated for work to other cities in Indonesia?	

D14 Household Income: Considering the combined income for all household members from all sources, what is your best estimate of your household income for the past 12 months?

Mr.		Rupiah
Mrs./Ms.		Rupiah
Child		Rupiah
Sibling		Rupiah
Other		Rupiah
Total		Rupiah

D15 Do you consider yourself a member of any of the following faiths? (Select one)

Islam	1
Hindu	2
Buddhism	3
Catholic	4
Other Christian	5
Other	6
None	7

D16 Religiosity: How religious do you consider yourself to be? (Select one)

Not religious at all	Not religious	Somewhat religious	Religious	Very religious
1	2	3	4	5

PRIOR EXPERIENCE WITH TRAFFICKING

Q11c Did you experience any of the following during your employment away from home? (Select all that apply)

I was not allowed to keep the money I earned.	1
I was forced to work excessively long hours.	2
I was not given a day off during my period of work.	3
My employer confiscated my passport, identification documents, or other legal documents during my employment.	4
I was psychologically abused with threat of violence against me and/or my loved ones.	5
I was physically abused at any point during my travel to the workplace.	6
I was physically abused at my workplace.	7
I was sexually abused at my workplace.	8
I was denied medical treatment when I was sick or had an injury.	9
I was denied proper food and/or water.	10
I was imprisoned at my workplace.	11
I was forced to consume alcohol by my employers.	12
I was not allowed to communicate freely with my family and friends.	13
I was not allowed to quit my job.	14

I was working with reduced pay or without pay to repay my loan to the employer and/or recruitment agency.	15
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PRIOR EXPERIENCE WITH MIGRATION

Q11a Have you ever moved away from home for work?

Yes	1	CONTINUE
No	2	GO TO Q11i

MEDIA EXPOSURE

Q13 How often have you seen or heard information about workers in trouble (human trafficking) in the following way? (Select one per row)

	Media	Not at all	Rarely	Sometimes	Often	All the time
A	Newspaper	1	2	3	4	5
B	Magazine	1	2	3	4	5
C	Radio	1	2	3	4	5
D	Television	1	2	3	4	5
E	Internet	1	2	3	4	5
F	Social media	1	2	3	4	5
G	Billboard	1	2	3	4	5

INTERPERSONAL LEVEL

INTERPERSONAL INFLUENCE

Q8a Which one person would most influence your decision to move away from home for work? (Mark one response in column Q8a)

Q8b Anyone else? (Mark one response in column Q8b)

Q8c Anyone else? Mark one response in column Q8c)

(Participants will be asked these questions in succession, and they should pick one person each time.)

	Q8a	Q8b	Q8c
No one	1	1	1
A sponsor	2	2	2
Your spouse	3	3	3
Your mother	4	4	4
Your father	5	5	5
Your daughter	6	6	6
Your son	7	7	7
Your brother	8	8	8
Your sister	9	9	9
Your uncle	10	10	10
Your aunt	11	11	11
Your male friend	12	12	12
Your female friend	13	13	13

Your coworker	14	14	14
Your religious leader	15	15	15
Someone else? (Please specify)	16	16	16

INTERPERSONAL EXPOSURE

Q13 how often have you seen or heard information about workers in trouble (human trafficking) in the following way? (Select one per row)

	Media	Not at all	Rarely	Sometimes	Often	All the time
J	Talking to family	1	2	3	4	5
K	Talking to friends and/or neighbors	1	2	3	4	5

MIGRANT NETWORK

Q11i Did any of the following people move away from home for work? (Select all that apply)?

My spouse	1
My mother	2
My father	3
My daughter	4
My son	5
My brother	6
My sister	7
My uncle	8
My aunt	9
My male friend	10
My female friend	11
My coworker	12
Other people? (Please specify)	13
No one	14

COMMUNITY LEVEL

COMMUNITY HOTSPOTS

Q21 What is one place in your community where people get together and chat?

INTERVIEWER: DO NOT READ LIST. IF THEY MENTION THEIR HOME OR OTHER PEOPLE'S HOMES, ASK THEM TO THINK OF A MORE PUBLIC PLACE.

A	Grocery store	1
B	Traditional grocery	2
C	Rice stalls	3
D	Vegetable stalls	4
E	Cafe	5
F	Market	6
G	School	7

H	Library	8
I	Park	9
J	Neighborhood watch base	10
K	Bus stop	11
L	Community Center	12
M	Barber shop	13
N	Community organization	14
O	Mosque	15
P	Business	16
Q	Gym/Recreational Center	17
R	Restaurant/Coffee Shop	18
S	Shopping Mall	19
T	Local Government Office	20
U	Local Leader's House	21
V	Other (Specify)_____	22

COMMUNITY HOTSPOTS - COMFORTABILITY

**Q22 Are you comfortable talking about human trafficking with others at the following locations?
(Select one per row)**

		Yes	No
A	Grocery store	1	2
B	Traditional grocery	1	2
C	Rice stalls	1	2
D	Vegetable stalls	1	2
E	Cafe	1	2
F	Market	1	2
G	School	1	2
H	Library	1	2
I	Park	1	2
J	Neighborhood watch base	1	2
K	Bus stop	1	2
L	Community Center	1	2
M	Barber shop	1	2
N	Community organization	1	2
O	Mosque	1	2
P	Business	1	2
Q	Gym/Recreational Center	1	2
R	Restaurant/Coffee Shop	1	2
S	Shopping Mall	1	2
T	Local Government Office	1	2
U	Local Leader's House	1	2
V	Other (Specify)_____	1	2

MEDIA USE

Q20a Do you have access to the following? (Select all that apply)

Internet	1
Mobile Internet	2
Mobile Phone	3
Smart Phone	4

Q20b In the past seven days, on how many days did you ... (Select one frequency per row)

A	read a national newspaper?	0	1	2	3	4	5	6	7
B	read a local newspaper?	0	1	2	3	4	5	6	7
C	watch news on television?	0	1	2	3	4	5	6	7
D	listen to radio talk shows or news?	0	1	2	3	4	5	6	7
E	use the Internet, other than email?	0	1	2	3	4	5	6	7
F	use Facebook?	0	1	2	3	4	5	6	7
G	use twitter?	0	1	2	3	4	5	6	7
H	talk on the phone?	0	1	2	3	4	5	6	7
I	text on the phone?	0	1	2	3	4	5	6	7
J	use texting application on the phone?	0	1	2	3	4	5	6	7
K	use instant messaging	0	1	2	3	4	5	6	7
L	use email	0	1	2	3	4	5	6	7

ENVIRONMENTAL FACTORS

Q9 Would the following be more likely to make you move away from home for work? (Select one per row.)

		Very unlikely	Unlikely	Somewhat likely	Likely	Very likely
A	Death of a close family member	1	2	3	4	5
B	Having large debts to pay off	1	2	3	4	5
C	One of your parents lost his or her job	1	2	3	4	5
D	You were unemployed for a long time	1	2	3	4	5
E	You have a child or other family member to support	1	2	3	4	5
F	You get a divorce (if you are still single, imagine that you are married)	1	2	3	4	5
G	No job opportunities in my community	1	2	3	4	5
H	You were abused by your family members at home	1	2	3	4	5

OUTCOME VARIABLES

KNOWLEDGE

Q2 Have you heard of the following phrases? (Select one per row)

A	Human trafficking	Yes	1	No	2
B	Safe migration	Yes	1	No	2
C	Modern-day slavery	Yes	1	No	2
D	Exploitation	Yes	1	No	2

Q12 Which of the following statements describes human trafficking? (Select all that apply)

	A worker in trouble/human trafficking victim could be...	Yes	No
A1	...people who left or were taken away from their country or city and tricked or forced to do a job in which they were exploited.	1	2
A2	...lured by people they personally know and trust.	1	2
A3	...recruited through fake job opportunities.	1	2
A4	...someone who is forced to work to repay a loan.	1	2
A5	...a domestic worker who is abused by his/her employer.	1	2
A6	...someone who is forced to work longer hours than were written in the contract or promised.	1	2
A7	...people who are not receiving wages and/or having their salary withheld by their employers.	1	2
B	Human trafficking can consist of the forced labor of men, women, and children.	1	2
C	The confiscation of someone's passport or legal identity can be a part of the human trafficking process.	1	2

ATTITUDE: SEEKING INFORMATION

Q6 How much do you agree or disagree that finding information about safe migration is... (Select one per row)

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
A	...easy	1	2	3	4	5
B	...important	1	2	3	4	5
C	...expensive	1	2	3	4	5

ATTITUDE: SPONSOR

Q7a Do you agree or disagree that a sponsor... (Select one per row)

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

A	...works in the best interests of migrant workers	1	2	3	4	5
B	...will help migrant workers out if they are in trouble with an employer	1	2	3	4	5
C	...will take care of the migrant worker's family when he/she leaves home for work	1	2	3	4	5
D	...arranges a fair employment contract for a migrant worker	1	2	3	4	5

ATTITUDE: TRUSTWORTHINESS

Q7b How trustworthy do you think the following people are in helping a worker migrate safely. (Select one per row)

		Very untrustworthy	Untrustworthy	Somewhat trustworthy	Trustworthy	Very trustworthy
<i>Authority</i>						
A	Police	1	2	3	4	5
B	Government officials	1	2	3	4	5
<i>NGOs</i>						
D	NGO workers	1	2	3	4	5
E	Other migrant workers	1	2	3	4	5
<i>Family Members</i>						
F	Immediate family members	1	2	3	4	5
G	Other relatives	1	2	3	4	5

ATTITUDE: CALLING A HOTLINE

Q15 Do you agree or disagree that a hotline would be... (Select one per row)

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
A	...easy to remember.	1	2	3	4	5
B	...useful in emergency.	1	2	3	4	5
C	...helpful in providing information.	1	2	3	4	5
D	...dangerous if the employer finds out that I called.	1	2	3	4	5

ATTITUDE: MIGRANT JOBS

Q19b I would be willing to migrate to another county to take the following jobs if they pay a high amount of money...

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
A	Hostess/Host in a karaoke bar	1	2	3	4	5
B	Maid/servant with a family	1	2	3	4	5
C	Masseuse/masseur in a hotel	1	2	3	4	5
D	Factory worker	1	2	3	4	5
E	Cleaner	1	2	3	4	5
F	Agricultural worker	1	2	3	4	5
G	Healthcare worker	1	2	3	4	5
H	Fisherman in a fishing boat	1	2	3	4	5
I	Construction worker	1	2	3	4	5

NORMS REGARDING MIGRATION

Q10a If you had an 18-year old daughter, would you ask her to move away from home for work? (Select one)

Definitely No	Probably No	Probably Yes	Definitely Yes
1	2	3	4

Q10b If you had an 18-year old son, would you ask him to move away from home for work? (Select one)

Definitely No	Probably No	Probably Yes	Definitely Yes
1	2	3	4

EFFICACY

Q18 How helpful do you think of each the following would be in preventing a worker from getting in trouble when working away from home..... (Select one per row)

		Not at all helpful	Not helpful	Somewhat helpful	Helpful	Extremely helpful
A	Seeking information on safe migration and human trafficking from an NGO/migrants organization.	1	2	3	4	5
B	Seeking information from the local and/or national government (BP3TKI and/or Disnakertrans)	1	2	3	4	5
C	Calling a hotline to seek advice on	1	2	3	4	5

	safe migration for work.					
D	Becoming a member of a migrant organization.	1	2	3	4	5
E	Asking friends and family for advice.	1	2	3	4	5
F	Keeping their legal and identification documents in their possession.	1	2	3	4	5

PERCEIVED RISKS

Q19a Think about workers in trouble (human trafficking). Please indicate whether you agree or disagree with the following statements. (Select one per row)

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
A	I believe that this is a serious problem in Indonesia.	1	2	3	4	5
B	I believe that a worker in trouble suffers serious negative consequences in his/her life.	1	2	3	4	5
C	I believe that we should NOT be concerned about this issue in this country.	1	2	3	4	5
D	I could become a worker in trouble.	1	2	3	4	5

SKILLS/CAPABILITIES: THE HOTLINE NUMBER

Q14b Do you remember seeing a human trafficking hotline number in the documentary?

Yes	1	CONTINUE
No	2	GO TO Q14d

Q14c What was this hotline number?

Q14d What would make you call the human trafficking hotline? (Select all that apply)

To seek information about a recruitment agency	1
To verify the legitimacy of an employer	2
To report suspicious activity	3
To seek advice about an employment contract	4
To seek advice on a wage dispute with an employer	5
To seek advice about my traveling documents	6
To seek help regarding abuse in the workplace	7
Would not call	8
Other	9

INTENTION TO MIGRATE

Q1 How likely are you to migrate out of your town/city in the next few years to look for employment? (Select one)

Very unlikely	Unlikely	Somewhat likely	Likely	Very likely
1	2	3	4	5

INTENTION TO PRACTICE SAFE MIGRATE

Q3 If you were to migrate for work in the next few years, how likely would you be to do any of the following? (Select one per row)

		Very Unlikely	Unlikely	Somewhat likely	Likely	Very likely
A	Seek information on safe migration and human trafficking from an NGO/migrants organization.	1	2	3	4	5
B	Seek information from the local and/or national government (BP3TKI and/or Disnakertrans)	1	2	3	4	5
C	Call a hotline to seek advice on safe migration for work.	1	2	3	4	5
D	Become a member of an NGO or migrants organization to receive advice and assistance on migration.	1	2	3	4	5
E	Ask friends and family for advice.	1	2	3	4	5
F	Make sure I keep my legal and identification documents in my possession.	1	2	3	4	5

INTENTION TO SEEK INFORMATION

Q5 If you want to find information about migrating safely, how would you find it? (Select all that apply)

Family member	1	Radio	12
Relative	2	Internet website	13
Friend	3	Social Media	14
Coworker	4	Recruitment agency (PPTKIS or PJTKI)	15
Teacher	5	Government agency (BP3TKI or Disnakertrans)	16
Religious leader	6	Migrant/Labor Union Organization	17
Community leader	7	Non-governmental organization (NGO)	18
Sponsor	8	Police	19
Brochures/Pamphlets	9	MTV EXIT	20
Magazines	10	Awareness-raising events	21
Newspaper	11	Other	22

INTENTION: RECOMMENDATION DOCUMENTARY

QA11 How likely are you to recommend this documentary to someone? (Select one)

Very unlikely	Unlikely	Somewhat likely	Likely	Very likely
1	2	3	4	5

QA14 If you were to recommend this documentary, who would you recommend it to? (Select all that apply)

My spouse	1
My mother	2
My father	3
My daughter	4
My son	5
My brother	6
My sister	7
My uncle	8
My aunt	9
My male friend	10
My female friend	11
My coworker	12
My religious leader	13
Other people? (Please specify)	14
No one	15

BEHAVIOR: SEEKING INFORMATION

Q4a Have you tried to find information about how to migrate safely for work? (Select all the apply)

No	1
Yes, for myself	2
Yes, for a family member	3
Yes, for a friend	4

Q4b How did you find safe migration information? (Select all that apply)

Family member	1	Radio	12
Relative	2	Internet website	13
Friend	3	Social Media	14
Coworker	4	Recruitment agency (PPTKIS or PJTKI)	15
Teacher	5	Government agency (BP3TKI or Disnakertrans)	16
Religious leader	6	Migrant/Labor Union Organization	17
Community leader	7	Non-governmental organization (NGO)	18
Sponsor	8	Police	19
Brochures/Pamphlets	9	MTV EXIT	20
Magazines	10	Awareness-raising events	21

Newspaper	11	Other	22
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BEHAVIOR: CALLING A HOTLINE

Q14 Have you ever called a Human Trafficking Hotline Number?

Yes	1	CONTINUE
No	2	GO TO Q14b

BEHAVIOR: INTERPERSONAL DISCUSSION

Q16 Since viewing the documentary, with whom have you discussed the dangers of working away from home? (Select all that apply)

A sponsor	1
Your spouse	2
Your mother	3
Your father	4
Your daughter	5
Your son	6
Your uncle	7
Your aunt	8
Your male friend	9
Your female friend	10
Your coworker	11
Your religious leader	12
Someone else? (Please specify)	13
No one	14

INTERPERSONAL DISCUSSION CHANNEL

Q17 Did you discuss the dangers of working away from home using... (read list)?

		Yes	No
A	Face to face	1	2
B	On the phone	1	2
C	Facebook	1	2
D	Twitter	1	2
E	Viber	1	2
F	Whatsapp	1	2
G	Line	1	2
H	Email	1	2
I	Other (please specify)	1	2
J	None	1	2

BEHAVIOR: SHOWING THE VIDEO TO SOCIAL NETWORKS

SHOW CARD

QA10 Did you show the documentary to anyone? (Select all that apply)

My spouse	1
My mother	2
My father	3
My daughter	4
My son	5
My brother	6
My sister	7
My uncle	8
My aunt	9
My male friend	10
My female friend	11
My coworker	12
My religious leader	13
Other people? (Please specify)	14
No one	15

BEHAVIOR: RECOMMENDATION DOCUMENTARY

QA12 Have you recommended this documentary to anyone?

Yes	1	CONTINUE
No	2	GO TO QA13

QA13 To whom did you recommend this documentary? (Select all that apply)

My spouse	1
My mother	2
My father	3
My daughter	4
My son	5
My brother	6
My sister	7
My uncle	8
My aunt	9
My male friend	10
My female friend	11
My coworker	12
My religious leader	13
Other people? (Please specify)	14

BEHAVIOR: MTV EXIT ACTIONS

QA15 Have you taken any of the following actions since seeing the documentary? (Select all that apply)

		Yes	No
A	Visit mtvexit.org	1	2
B	Like MTV EXIT on facebook	1	2
C	Follow MTV EXIT on Twitter	1	2
D	Follow MTV EXIT on Google+	1	2
E	Follow MTV EXIT on Instagram	1	2
F	Share human trafficking information on social media	1	2
G	Post MTV EXIT banner on my Facebook page, blog, or website	1	2
H	Download MTV EXIT Plan Toolkit	1	2
I	Host an awareness raising activity about human trafficking in my community	1	2

DOCUMENTARY-RELATED VARIABLES

VIEWING CONDITIONS

QA1 Did you watch the documentary from the start to the end? (Choose one)

Yes, I watched it from the start to the end	1	CONTINUE
No, but I watched it from the start to about 18 minutes into the film	2	
No, but I watched it from the start to about 12 minutes into the film	3	STOP
No, but I watched it from the start to about 6 minutes into the film	4	STOP
No, I did not watch the film at all	5	STOP

QA2 How many times did you watch the documentary?

PERCEPTIONS OF THE DOCUMENTARY

QA3 How much did you like the documentary? (Select one)

Did not like it at all	Did not like it	Liked it somewhat	Liked it	Liked it very much
1	2	3	4	5

QA4 How interesting did you find the documentary? (Select one)

Not interesting at all	Not interesting	Somewhat interesting	Interesting	Very interesting
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1	2	3	4	5
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QA5 If you were not a part of this study and you came across this documentary on a TV channel, would you likely spend the time to watch it? (Select one)

Very unlikely	Unlikely	Somewhat likely	Likely	Very likely
1	2	3	4	5

BELIEVABILITY

QA6 Do you agree or disagree with the following statements about the documentary? (Select one per row)

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I	The content of this documentary was believable.	1	2	3	4	5
II	The characters in this documentary were realistic.	1	2	3	4	5

IDENTIFICATION

QA7 How similar do you think your life circumstances are to the following people in the documentary? (Select one per row)

		Not similar at all	Not similar	Somewhat similar	Similar	Very similar
I	Siti (a woman who went to Malaysia and worked as a maid from house to house)	1	2	3	4	5
II	Ismail (a man who went to Northern Sumatra and had to work in the forest)	1	2	3	4	5
III	Ika (a girl who was deceived into sex work in Batam)	1	2	3	4	5
IV	Jerry (a man who was the client of a sex worker)	1	2	3	4	5

QA8 Do you think you could end up in the same situation as the following people in the documentary? (Select one per row)

		Very unlikely	Unlikely	Somewhat likely	Likely	Very likely
I	Siti (a woman who went to Malaysia and worked as a maid from house to house)	1	2	3	4	5
II	Ismail (a man who went to Northern Sumatra and had to work in the forest)	1	2	3	4	5
III	Ika (a girl who was deceived into sex work in Batam)	1	2	3	4	5
IV	Jerry (a man who was the client for a sex worker)	1	2	3	4	5

ENGAGEMENT AND TRANSPORTATION

QA9 Do you agree or disagree with the following statements? (Select one per row)

I	After I finished watching the documentary, I found it easy to put it out of my mind.	1	2	3	4	5
II	I could picture myself in the scenes shown in the documentary.	1	2	3	4	5
III	I found my mind wandering while watching the documentary.	1	2	3	4	5
IV	I found myself thinking of ways the characters in the documentary could have behaved differently.	1	2	3	4	5
V	I wanted to learn what eventually happened to the people in the documentary.	1	2	3	4	5
VI	I was thinking intensely while watching the documentary.	1	2	3	4	5
VII	The events in the documentary are relevant to my everyday life.	1	2	3	4	5
VIII	The events shown in the documentary have changed	1	2	3	4	5

	how I live my life.					
IX	The information in this documentary was important to me.	1	2	3	4	5
X	I understood what the documentary was asking me to do.	1	2	3	4	5

TRAFFICKING PREVALENCE VARIABLES

TRAFFICKED VICTIMS

Q11d Do you think you were a victim of human trafficking or exploitation?

Yes	1	CONTINUE
No	2	CONTINUE if the respondent selects 3 or more answers in Q11c GO TO Q11i if the respondent selects 2 or fewer answers in Q11c

TRAFFICKING ESCAPE RESPONSE

Q11e How did you respond to the situations you faced from Q11c? (Select all that apply)

I called the anti-human trafficking/NGO hotline for help.	1
I called the embassy/consulate for help.	2
I called to passersby near the workplace for help.	3
I called my fellow workers for help.	4
I called my family for help.	5
I managed to escape from the workplace on my own.	6
I stopped working.	7
I went to an NGO/migrant organization for help.	8
I went to the police/local authority to file a report.	9
I did not seek any help.	10

Q11f How did you get out of the troubles that you experienced from Q11c? (Select all that apply)

I was rescued from the workplace by the police, NGO, and/or embassy employees.	1
I escaped from the workplace on my own and went to the police, NGO, or embassy for help.	2
I was eventually dismissed by my employer.	3

Q11g Did you do any of the following after you were rescued and/or left your employment? (Select all that apply)

I cooperated with the police to testify against the employer and/or sponsor in a criminal lawsuit.	1
I had a lawyer file a civil lawsuit against the employer and/or sponsor.	2

I filed a worker insurance claim to receive my compensation/lost wages.	3
I received my worker insurance payment.	4
I received financial assistance from the government.	5
I was placed in a rehabilitation shelter.	6
I had a medical check-up and treatment.	7

TRAFFICKING HEALTH

**Q11h Did you experience any of the following health issues as a result of your employment?
(Select all that apply)**

Physical injury	1
Chronic pain in the body	2
Permanent physical disability	3
Depression	4
Anxiety	5
Suicide attempts	6
Other mental health problems	7
HIV/AIDS	8
Other sexually transmitted diseases	9

TRAFFICKED VICTIMS NETWORK

**Q11j Do you think any of these people were a victim of human trafficking or exploitation?
(Respondent to answer Yes or No to persons they have selected in Q13a)**

		Yes	No
A	My spouse	1	2
B	My mother	1	2
C	My father	1	2
E	My daughter	1	2
F	My son	1	2
G	My brother	1	2
H	My sister	1	2
I	My uncle	1	2
J	My aunt	1	2
K	My male friend	1	2
L	My female friend	1	2
M	My coworker	1	2
N	Other people? (Please specify)	1	2
O	No one	1	2

APPENDIX C: DATASET NAMES AND ALLOCATION OF CODERS

No.	Archive Name	Total Units	De-Duplicated	No. of Cluster	Single Items Content	Total Relevant
1	Perdagangan Manusia (<i>Human Trafficking</i>)	6,553	5,414	327	770	3,842
2	Korban Trafficking (<i>Victims of Trafficking</i>)	3,086	2,820	126	475	2,456
3	Perdagangan Orang (<i>Human Trafficking</i>)	2,353	2,073	146	532	1,446
4	Perdagangan Anak (<i>Child Trafficking</i>)	1,674	1,088	104	516	333
5	Perbudakan Modern (<i>Modern Slavery</i>)	761	494	67	248	316
6	Perdagangan Perempuan (<i>Woman Trafficking</i>)	351	249	28	109	79
7	Eksplorasi Buruh (<i>Labor Exploitation</i>)	116	88	15	60	64

No.	Dataset Name	Total Units Coded	First Coding (units coded)			Second Coding (units coded – 10% units)		
			Hera	Olivia	Renold	Hera	Olivia	Renold
1	Perdagangan Manusia	3,842	0	0	3,842	0	385	0
2	Korban trafficking	2,456	2,456	0	0	0	0	246
3	Perdagangan Orang	1,446	0	1,446	0	145	0	0
4	Perdagangan Anak	333	0	333	0	33	0	0
5	Perbudakan Modern	316	0	316	0	32	0	0
6	Perdagangan Perempuan	79	79	0	0	0	0	8
7	Eksplorasi buruh	64	0	64	0	0	0	7
	Total		2,535	2,159	3,842	210	385	261

2,710 total single items.