

Procedures

Participants were recruited from the Psychology Undergraduate Subject Pool (n = 101) and Aggie Access Program at Texas A&M University (n = 1). Participants recruited from the Psychology Undergraduate Subject Pool received 3 experimental credits for their participation and are required to obtain 10 experimental credits each semester or complete additional assignments. These participants did not know the nature of the study at the time they signed up to participate, as the experiments are coded as numbers and letters unrelated to the topic. Participants from the Aggie Access Program received extra credit as determined by their instructor and it was advertised as a sexual assault prevention research study, so one participant knew the nature of the study before he signed up to complete. Participants from both programs had additional opportunity to receive credit in their courses if they choose not to participate in this study.

The consent process took place in person. Potential participants were provided with two copies of a consent form (Appendix D), which included a brief written description of the study and explanation of the confidentiality of responses. The experimenter allowed the participants to ask questions about the consent information. Participants then submitted a signed copy of the consent form and were allowed to keep the second copy. All of the potential participants became actual participants as no one declined to participate after learning the nature of the study.

After consent for research participation was obtained, participants completed measures of pre-program variables: Demographic Questionnaire, the Conformity to Masculine Norms Inventory – 46 (Mahalik, et al., 2003), and the Gender Role Conflict

Scale (O'Neil, et al., 1986) (See Appendix A). Participants then completed an hour long sexual assault prevention program, "Outcry," presented by a male university staff member experienced in presenting the program. The staff member was a student development specialist who regularly presented on, planned, and coordinated outreach programming on violence prevention. His education included a Master's of Science in Administration and over 350 hours of professional training in power-based personal violence issues. The presenter also had experience with direct assistance of survivors of sexual assault through crisis response duties and advising of sexual violence peer educators and advocates. The program includes education about statistics and definitions of sexual assault, validation that other sexual assault prevention efforts have blamed men or provided overly simplistic solutions, an emotional appeal to have a personal connection by thinking of people they care about, readings or narratives of men who were affected by sexual assault of their loved ones and attempts to motivate the men to get involved in preventing sexual assault through bystander empowerment and demonstrating that it is a masculine thing to do through stories of men who intervened to prevent violence (Appendix E). Immediately upon completion of the prevention program, participants completed the post program measurements: the Thought-Listing Form (Heppner, Humphrey, et al., 1995), Elaboration Likelihood Model Questionnaire (Heppner, Humphrey, et al., 1995), Overall Appraisal of Program Form, Behavior Intention to Change Idea-Listing Form, Sexual Assault Prevention Behavioral Intentions to Change Questionnaire, and the Illinois Rape Myth Acceptance Scale-Short Form (Payne, et al., 1999). The total time needed to complete this study was approximately 90

minutes. Data has been stored at a secure location on the Texas A&M University campus. The study was run in ten different sessions over a period of three weeks, with the number of participants ranging from 3 to 23 with a median size of 9 in the sessions.

Statistical Analyses

An a priori structural equation modeling (SEM) model was hypothesized to test the hypotheses of the study. To test Hypotheses 1 and 2, the model specified that the CMNI-46 and the GRCS each predict Central Route Processing (a latent variable observed by the TL, ELMQ, and Program Appraisal scores), Behavior Intention to Change (a latent variable observed by the BICIL and SAPBIC scores), and the IRMA-SF. To test Hypothesis 3, the model also specified that Central Route Processing predicts Behavior Intention to Change and the IRMA-SF. As alternative quantitative analyses, it was determined that multiple regressions of each pathway would be calculated using SPSS if the sample is not large enough to conduct SEM or if the modified model does not account for each of the hypotheses.

4. RESULTS

This chapter presents results from the data analysis and describes their relation to each hypothesis. The first section details the results of the structural equation modeling (SEM) analyses, both the originally proposed model and the respecified model. Then, the additional results are organized by the three hypotheses, examining how well the results support each hypothesis. In addition to SEM, analyses also include multiple regression and correlation.

SEM estimation methods assume normality of the variables. Variables with absolute values of skewness above 3 and kurtosis above 10 are considered too extreme to be normally distributed (Kline, 2005). Each observed variable demonstrates sufficient normality for analysis. Mean, Standard Deviation, Minimum, Maximum, Skewness, and Kurtosis statistics for all measures are listed in Table 2. Only one variable (Percentage of Favorable Thoughts) required correction through squaring the values to produce a more normal distribution for the analyses (see Table 3). SEM also requires large sample sizes. Bentler (1995) recommends a sample size of 5 observations per each unknown parameter. As the *a priori* model in Figure 1 includes 20 unknown parameters, a sample size of approximately 100 is needed. As sufficient sample size of 97 was achieved.

Structural Equation Modeling

Using MPlus software, the proposed SEM model was analyzed using the covariance matrix contained in Table 4. As depicted in the *a priori* model in Figure 1, it was hypothesized that Masculine Ideology (a latent variable observed by the CMNI-46 and the GRCS) would predict central route processing (a latent variable observed by the

Table 4. Covariance Table for Structural Equation Model

	1	2	3	4	5	6	7	8
1. CMNI ¹	167.832							
2. GRCS ²	173.138	518.470						
3. ELMQ ³	-27.321	-63.460	77.139					
4. TL Fav ⁴	-1.128	0.176	1.084	0.231				
5. Appraisal ⁵	-2.446	-9.015	11.887	0.424	5.896			
6. BICIL ⁶	-0.307	0.787	-0.021	0.110	0.337	0.882		
7. SAPBIC ⁷	-33.262	-63.627	38.036	0.995	11.100	0.744	63.361	
8. IRMA-SF ⁸	63.352	132.050	-44.111	-1.494	-13.800	-1.158	-40.588	144.086

Note. * $p < .05$, ** $p < .01$

¹ Conformity to Masculine Norms Inventory - 46

² Gender Role Conflict Scale

³ Elaboration Likelihood Model Questionnaire

⁴ Percentage of Favorable Thoughts

⁵ Overall Appraisal of Program

⁶ Behavioral Intentions to Change Idea Listing

⁷ Sexual Assault Prevention Behavioral Intentions to Change Questionnaire

⁸ Illinois Rape Myth Acceptance Scale – Short Form

Percentage of Favorable Thoughts, the ELMQ, and Program Appraisal scores), and the outcome variables of Behavioral Intentions to Change (observed by the SAPBIC and the BICIL).

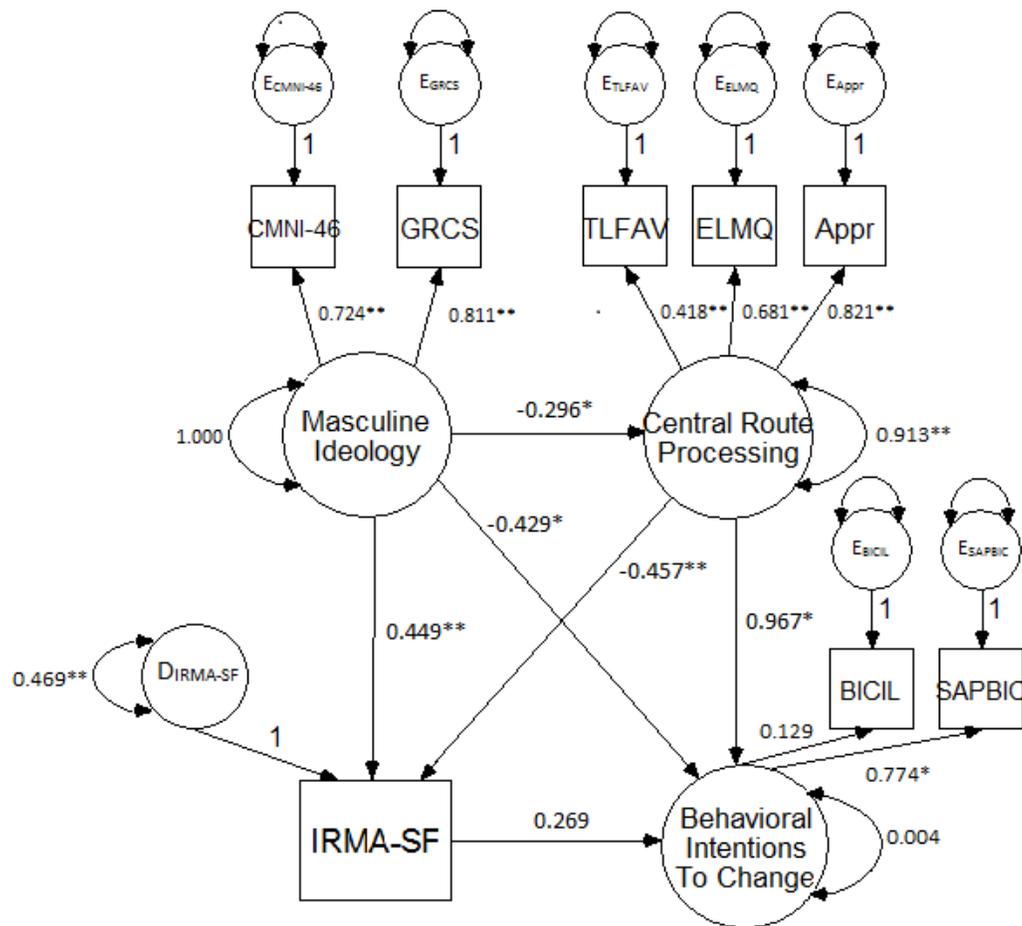


Figure 1. Test of the *A Priori* Model

Although the original model depicted in Figure 1 had sufficient fit indices (CFI = .961, RMSEA = .074, and SRMR = .060), a problem with the measurement model portion of this structural regression model was observed. The Behavioral Intentions to Change Idea Listing observed variable did not significantly load onto the Behavioral Intentions to Change latent variable, indicating that this is not an ideal measure for the variable. Consequently, a model was respecified, guided in part by the original hypotheses and by subtracting pathways and variables to produce a modified model with sufficient indices of model fit. Model respecification is often a necessary step in SEM analyses, as the initial models often do not fit the actual data very well (Kline, 2005). For the respecified model, Behavioral Intentions to Change Idea listing was removed as a variable and Sexual Assault Behavioral Intentions to Change was the sole measure of the Behavioral Intentions to Change variable. Consequently, Behavioral Intentions to Change was changed from a latent to an observed variable.

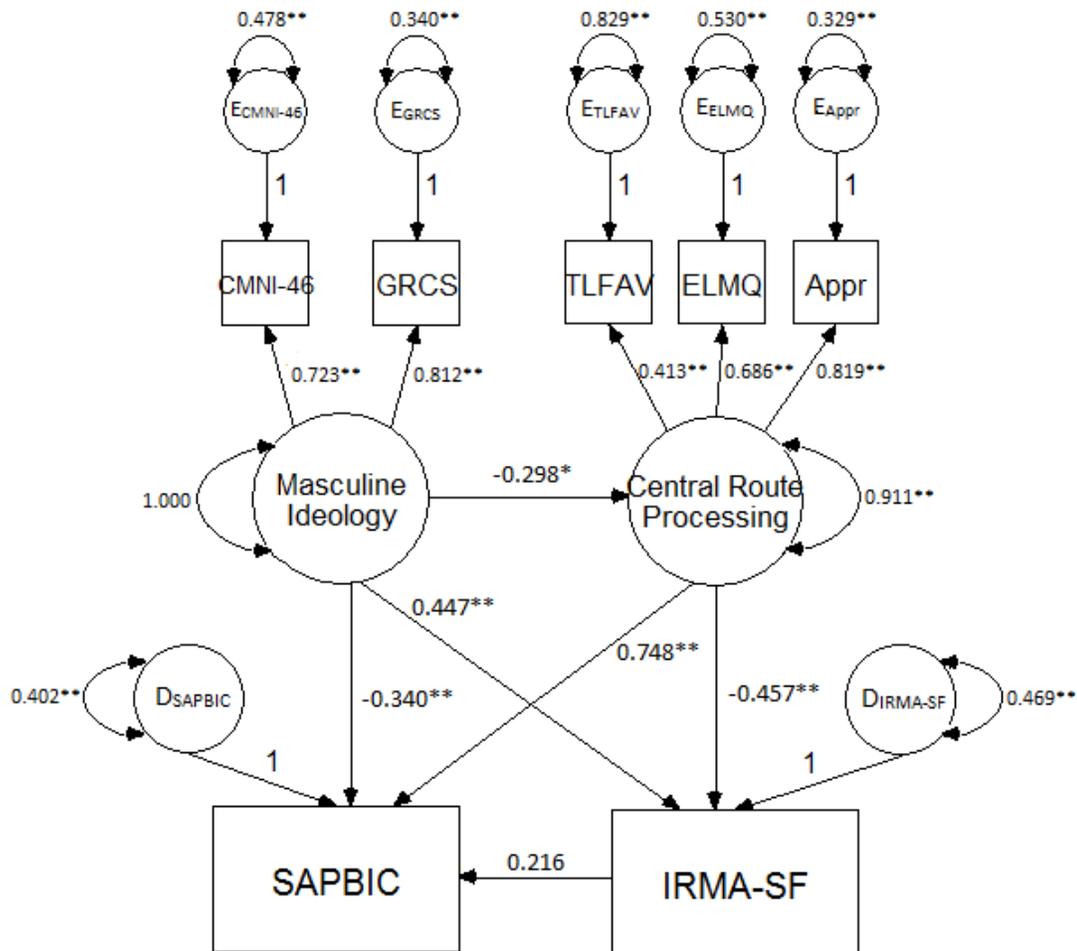


Figure 2. Test of the Respecified Model

Figure 2 depicts the respecified model that was subsequently tested. This modified model is represented with standardized coefficients for both exogenous and endogenous variables. Evidence of good model fit was observed (CFI = .971, RMSEA = .078, and SRMR = .050). Maximum likelihood estimation was used to estimate the parameters, using covariances of the variables reported in Table 4.

This model initially appears to support Hypothesis 1 because it demonstrates that that a greater traditional male ideology was associated with less central route processing of the program ($\beta = .298, p < .05$). However, the residual value for central route processing remained high (.911, $p < .001$), indicating that Masculine Ideology accounted for little of the variability in central route processing. A more traditional masculine ideology was associated with less central route processing about the program, though other unmeasured variables account for more of the difference in central route processing than masculine ideology alone.

The model also demonstrated support for Hypothesis 2, as Masculine Ideology had significant effects on the dependent variables. Adherence to traditional masculine ideology directly affected increased acceptance of rape myths ($\beta = .447, p < .001$) and decreased behavioral intentions to change as a result of the program ($\beta = -.340, p < .001$). This demonstrates that a more traditional masculine ideology was significantly predictive of greater rape myth acceptance and fewer behavioral changes in response to the program.

This model also supported Hypothesis 3. Greater central route processing was significantly associated with decreased rape myth acceptance ($\beta = -.457, p < .001$) and increased behavioral intentions to change as a result of the program ($\beta = .748, p < .001$). This pattern implies that men who engaged in more central route processing about the program were less likely to agree with rape myths and more likely to demonstrate behavioral intentions to change in response to the program. Although more traditional

masculinity can affect central route processing and the outcome variables, central route processing has its own unique affect on men's reactions to the program.

Post-Hoc Analyses

Since the respecified model does not fully account for each of the proposed hypotheses, evidence for each hypothesis was also examined through correlation and multiple regression analysis using SPSS.

Hypothesis 1: Adherence to more traditional masculine norms and higher experiences of gender role conflict will predict less central route processing in reaction to the prevention program.

The SEM results demonstrated that a greater traditional masculine ideology predicted less central route processing, yet masculine ideology accounted for a relatively small degree of variance in central route processing (see Figure 2). Therefore, the SEM model did not provide strong evidence for this hypothesis. Adherence to traditional masculine norms (CMNI-46 and EMLQ $r = -.240, p < .05$) and increased gender role conflict (GRCS and ELMQ $r = -.317, p < .01$) were significantly correlated with less central route processing (see Table 5). Both of these correlations were in the expected direction, indicating that more traditional masculine norms and higher experiences of gender role conflict are related to less central route processing as observed by the ELMQ, providing partial support to the first hypothesis. Neither measure of masculine ideology was significantly correlated with the other measures of central route processing (Percentage of Favorable Thoughts, Program Appraisal). Both the SEM model and

Table 5. Correlation Table for Regression Analysis

	1	2	3	4	5	6	7	8
1. CMNI ¹	---							
2. GRCS ²	.587**	---						
3. ELMQ ³	-.240*	-.317**	---					
4. TL Fav ⁴	-.181	.016	.257*	---				
5. Appraisal ⁵	-.078	-.163	.557**	.363**	---			
6. BICIL ⁶	-.025	.037	-.003	.244*	.148	---		
7. SAPBIC ⁷	-.323**	-.351**	.544**	.260*	.574**	.100	---	
8. IRMA-SF ⁸	.407**	.483**	-.418**	-.259*	-.473**	-.103	-.425**	---

Note. * $p < .05$, ** $p < .01$

¹ Conformity to Masculine Norms Inventory - 46

² Gender Role Conflict Scale

³ Elaboration Likelihood Model Questionnaire

⁴ Percentage of Favorable Thoughts

⁵ Overall Appraisal of Program

⁶ Behavioral Intentions to Change Idea Listing

⁷ Sexual Assault Prevention Behavioral Intentions to Change Questionnaire

⁸ Illinois Rape Myth Acceptance Scale – Short Form

correlations indicated that adherence to traditional masculine ideology was predictive of less central route processing of the program message.

Hypothesis 2: Adherence to more traditional masculine norms and higher experiences of gender role conflict will predict more rape myth acceptance and fewer behavioral intentions to change.

The modified SEM model indicated that higher Masculine Ideology was predictive of increased rape myth acceptance and decreased behavioral intentions to change, supporting the second hypothesis (see Figure 2). Pearson correlations also supported these results, as adherence to traditional masculine norms (CMNI and IRMA-SF, $r = .407, p < .001$) and experience of gender role conflict (GRCS and IRMA-SF, $r = .483, p < .001$) were significantly associated with greater rape myth acceptance (see Table 5). Traditional masculine norms (CMNI and SAPBIC, $r = -.323, p < .01$) and gender role conflict (GRCS and SAPBIC $r = -.351, p < .001$) were also significantly related to fewer behavioral intentions to change. No significant correlations were observed between the masculine ideology variables and the Behavioral Intentions to Change Idea Listing (BICIL). These results indicate that greater adherence to traditional masculine norms and experience of gender role conflict was predictive of fewer behavior intentions to change and more rape myth acceptance, suggesting that men with more traditional masculinity may be more likely to harbor beliefs that condone sexual assault.

Multiple regression (MR) analysis provided mixed evidence for support of the second hypothesis. Masculine ideology accounted for 14.4% of the variance ($R^2 = .144$) in the behavioral intentions to change as measured by the SAPBIC, and gender role

conflict had a significant beta coefficient ($\beta = -.247, p < .05$; see Table 6). Masculine ideology accounted for 25.7% of the variance ($R^2 = .257$) in rape myth acceptance, with a significant beta coefficient for gender role conflict ($\beta = .372, p < .01$) for the GRCS (see Table 7). However, these variables were not significantly predictive of behavioral intentions to change, as measured by the BICIL (see Table 8). While these results provide evidence that the experience of gender role conflict is a significant predictor of greater rape myth acceptance and fewer behavioral intentions to change, hierarchical linear regression demonstrates a weaker effect of the masculine ideology variables once the central route processing variables are included.

Hypothesis 3: Less central route processing in reaction to the prevention program will predict more rape myth acceptance and fewer behavioral intentions to change.

Hypothesis 3 was supported by the results of the respecified SEM model that indicated greater central route processing was associated with decreased rape myth acceptance and increased behavioral intentions to change as measured by the SAPBIC (see Figure 2). However, pathways predicting the BICIL in the original model were not significant and therefore it was removed as a variable in the respecified model (see Figure 1). More central route processing was significantly associated with less rape myth acceptance and more behavioral intentions to change (see Table 5). The ELMQ and Program Appraisal were significantly associated with the SAPBIC and inversely with the IRMA-SF. However, only the Percentage of Favorable Thoughts was significantly related to the BICIL ($r = .244, p < .05$). Favorable thoughts about the

Table 6. Multiple Regression of Masculine Ideology and the Elaboration Likelihood Model Variables on Sexual Assault Prevention Behavioral Intentions to Change

Variable	<i>df1</i>	<i>df2</i>	<i>R</i> ²	ΔR^2	ΔF	β
First Equation						
Step One	2	94	.144	.144	7.903	
CMNI ¹						-.178
GRCS ²						-.247*
Step Two	3	91	.459	.315	17.690	
Appraisal ³						.400**
ELMQ ⁴						.239*
TL Fav ⁵						.026
Second Equation						
Step One	3	93	.404	.404	21.005	
Appraisal ³						.381**
ELMQ ⁴						.322**
TL Fav ⁵						.039
Step Two	2	91	.459	.055	4.659	
CMNI ¹						-.162
GRCS ²						-.116

Note. * $p < .05$, ** $p < .01$

¹ Conformity to Masculine Norms Inventory - 46

² Gender Role Conflict Scale

³ Overall Appraisal of Program

⁴ Elaboration Likelihood Model Questionnaire

⁵ Percentage of Favorable Thoughts

Table 7. Multiple Regression of Masculine Ideology and the Elaboration Likelihood Model Variables on Illinois Rape Myth Acceptance Scale – Short Form

Variable	<i>df1</i>	<i>df2</i>	<i>R</i> ²	ΔR^2	ΔF	β
First Equation						
Step One	2	94	.257	.257	16.241	
CMNI ¹						.189
GRCS ²						.372**
Step Two	3	91	.430	.173	9.237	
Appraisal ³						-.338**
ELMQ ⁴						-.067
TL Fav ⁵						-.094
Second Equation						
Step One	3	93	.265	.265	11.193	
Appraisal ³						-.321**
ELMQ ⁴						-.217*
TL Fav ⁵						-.087
Step Two	2	91	.430	.165	13.178	
CMNI ¹						.165
GRCS ²						.311**

Note. * $p < .05$, ** $p < .01$

¹ Conformity to Masculine Norms Inventory - 46

² Gender Role Conflict Scale

³ Overall Appraisal of Program

⁴ Elaboration Likelihood Model Questionnaire

⁵ Percentage of Favorable Thoughts

Table 8. Multiple Regression of Masculine Ideology and the Elaboration Likelihood Model Variables on Behavioral Intentions to Change Idea Listing

Variable	<i>df1</i>	<i>df2</i>	<i>R</i> ²	ΔR^2	ΔF	β
First Equation						
Step One	2	94	.005	.005	.222	
CMNI ¹						-.071
GRCS ²						.079
Step Two	3	91	.078	.073	2.404	
Appraisal ³						.147
ELMQ ⁴						-.138
TL Fav ⁵						.222
Second Equation						
Step One	3	93	.077	.077	2.598	
Appraisal ³						.143
ELMQ ⁴						-.141
TL Fav ⁵						.228*
Step Two	2	91	.078	.000	.022	
CMNI ¹						-.022
GRCS ²						.026

Note. * $p < .05$, ** $p < .01$

¹ Conformity to Masculine Norms Inventory - 46

² Gender Role Conflict Scale

³ Overall Appraisal of Program

⁴ Elaboration Likelihood Model Questionnaire

⁵ Percentage of Favorable Thoughts

program were also significantly associated with rape myth acceptance ($r = -.259, p < .05$) and behavioral intentions to change ($r = .260, p < .05$).

Multiple regression analysis demonstrated that central route processing accounted for 40.4% of the variance of behavioral intentions to change, as measured by the SAPBIC scores ($R^2 = .404$). The Program Appraisal and the ELMQ had medium effects on behavioral intentions to change ($\beta = .381, \beta = .322$, respectively, both p 's $< .01$, Table 6). Central route processing accounted for 26.5% of the variance of rape myth acceptance ($R^2 = .265$), and both the Program Appraisal and the ELMQ had a medium effect on rape myth acceptance ($\beta = -.321, \beta = -.217$, respectively, both p 's $< .05$, Table 7). Finally, central route processing accounted for 7.7% of the variance on the BICIL ($R^2 = .077$), and Percentage of Favorable Thoughts had a medium effect on BICIL scores ($\beta = .228, p < .05$, Table 8).

Hierarchical linear regression further supports this hypothesis when the masculine ideology variables are included as predictors in the first step and then the ELM variables are added the second step. In the prediction of behavioral intentions to change, as measured by the SAPBIC, adding the ELM variables in the second step increased the R^2 value to .459 ($R^2\Delta = .315, p < .01$) and the Program Appraisal and the ELMQ have medium effects on behavioral intentions to change ($\beta = .400, \beta = .239$, respectively, both p 's $< .05$, Table 6). For rape myth acceptance, adding the ELM variables increased the R^2 value to .430 ($R^2\Delta = .173, p < .01$) and the Program Appraisal had a medium effect ($\beta = -.338, p < .01$, Table 7). However, GRCS also remains a significant predictor of rape myth acceptance even when ELM variables are already

accounted for ($\beta = .311, p < .01$, Table 7). For behavioral intentions to change, measured by the Behavioral Intentions to Change Idea Listing, adding the ELM variables to the hierarchical linear regression was insignificant (Table 8). These results indicate that central route processing has an effect on behavioral intentions to change beyond the effects of the masculine ideology variables.

Further ad hoc analyses were conducted to examine the two-way interaction between central route processing and masculine ideology via multiple regression analyses (Aiken & West, 1991). The interaction between these variables was marginally significant for behavioral intentions to change (as measured by the SAPBIC; $p = .055$). As can be seen in the figure, the nature of the interaction suggested that increased central route processing, regardless of whether masculine ideology is high or low, resulted in higher scores on the SAPBIC (Figure 3).

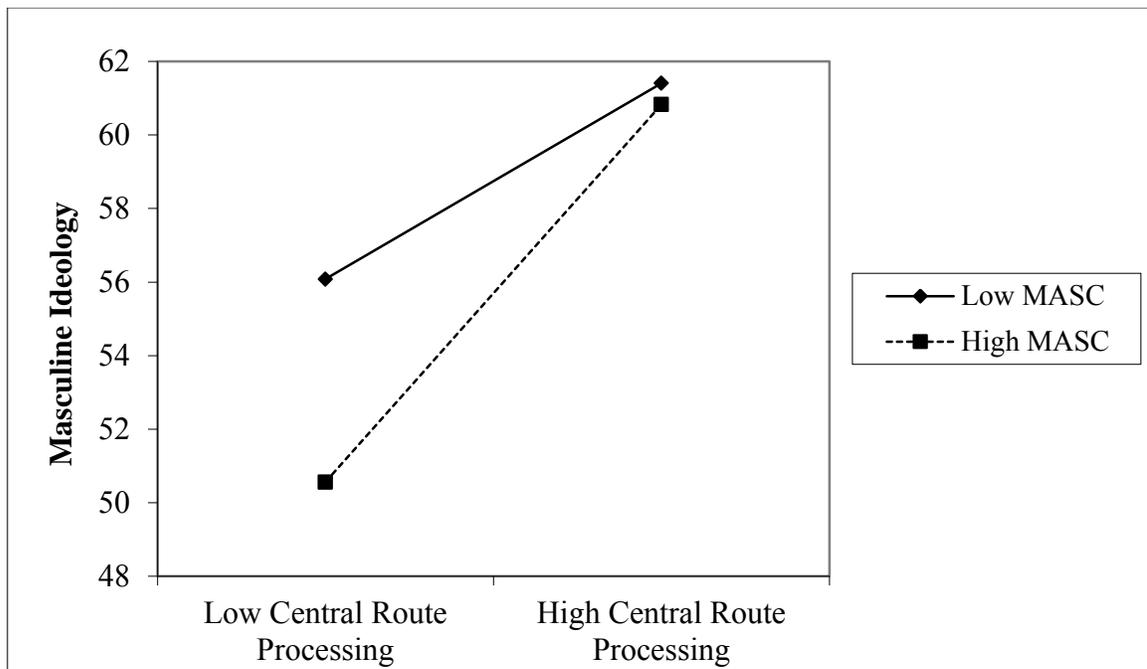


Figure 3. Two-way Interaction Effects of Dependent Variables on Sexual Assault Prevention Behavioral to Change

Even men with greater adherence to traditional masculine ideology reported more behavioral intentions to change when they engaged in more central route processing than the men who had less adherence to traditional masculine ideology before the program but were not as engaged in central route processing.

Summary

In summary, these results imply that men who adhered to a traditional masculine ideology were less likely to engage in thoughtful processing of the sexual assault prevention program, consistent with the first hypothesis. The results also imply that men with more traditional masculine ideology were less likely to endorse behavioral intentions to change and more likely to agree with rape myths, consistent with

Hypothesis 2. The results provided the strongest support for Hypothesis 3, as central route processing predicted more intentions to change behaviors related to sexual assault prevention and less acceptance of rape myths that condone sexual assault. Central route processing appears to be a more influential factor in these outcomes than adherence to traditional masculine ideologies.

5. CONCLUSION

This chapter provides a summary of the results of this study, including how hypotheses were or were not supported. The results' connections to previous research and theories are discussed. Then, limitations of this research are presented. The final section describes implications for future research and practice.

Summary

The purpose of this study is to examine how masculine ideologies and central route processing affect college men's reactions to a sexual assault prevention program. An SEM model was tested and then respecified to create a model with sufficient fit to the data. In the respecified model, a majority of the pathway coefficients were significant in an expected direction. The model supported the first hypothesis because it demonstrated that greater adherence to traditional masculine ideologies and experience of gender role conflict significantly predicted less central route processing in response to the program. However, masculine ideologies accounted for a relatively small amount of the explained variance in central route processing. While participants with more traditional masculine ideologies were less likely to engage in central route processing, this did not account for most of the variance in central route processing. Consistent with the second hypothesis, greater traditional masculine ideologies prior to the presentation predicted more negative outcomes after the presentation. More traditional masculine norms and higher levels of gender role conflict were significantly associated with fewer behavioral intentions to change and to agree to a greater number of rape myths. This is consistent with previous research that masculine ideologies are associated with more

sexual assault supportive opinions and behaviors (Good, Heppner, et al., 1995; Rando, et al., 1998; Serna, 2004).

Finally, central route processing significantly predicted positive outcomes in response to the prevention program, supporting the third hypothesis. The more men demonstrated that they were thoughtful about the information presented and found it relevant, the more likely they were to indicate that they would make positive changes as a result of the presentation and the less likely to agree with rape myths. Ad hoc analyses suggest that central route processing leads to increased behavioral intentions to change regardless of the level of men's adherence to masculine ideology.

Connection to Previous Research

Collectively, these results are congruent with previous research utilizing the ELM to design sexual assault prevention programs (Foubert, 2000; Foubert & Cremedy, 2007; Foubert & McEwen, 1998; Gilbert, et al., 1991; Heppner, Good, et al., 1995; Heppner, et al., 1999; Langhinrichsen-Rohling & Foubert, 2011), confirming the usefulness of the ELM to anticipate and understand men's reactions to prevention programs. While the present study is congruent with previous findings to date, no published study has examined how masculine ideology may impact men's reactions to a sexual assault prevention program from the perspective of the Elaboration Likelihood Model.

Unique to the present study is the evidence that central route processing was more influential in explaining men's behavioral intentions to change and rape myth acceptance than preexisting masculine ideologies. This stands in contrast to previous

research that demonstrated that masculine norms were the most powerful predictor of men's sexual assault supporting behaviors and beliefs (Good, Heppner, et al., 1995). While the design of the present study did not measure change in attitude or behaviors, the results suggest the potential that regardless of college men's acceptance of traditional masculine norms and experiences of gender role conflict, engaging thoughtfully in a prevention program may produce positive results. A primary message in the program was that preventing sexual assault is a masculine thing to do. The goal of the presentation was not to change the masculine characteristics of the participants, but to persuade men that sexual assault prevention behaviors are congruent with a traditional masculine identity. This type of approach is in line with the theories of positive-healthy masculinity within the field of psychology of men (Kiselica & Englar-Carlson, 2010).

For the past two decades, many studies of the psychology of men assume a deficit model by examining how traditional masculine gender roles are constrictive and harmful and how to develop interventions to remediate these unhealthy qualities. In recent years, scholars have proposed a strengths-based approach to researching masculinity and developing interventions, emphasizing the ways that men's gender role socialization has contributed to healthy aspects of masculinity (Kiselica & Englar-Carlson, 2010). Two positive aspects of masculinity are encouraged by the message of this sexual assault prevention program featured in the present study: male ways of caring and male courage, daring, and risk-taking. Male ways of caring refers to how in healthy communities and families, men are socialized to take action to care for and protect their loved ones. This prevention program emphasized the assumption that these men would

intervene to protect their loved ones from sexual assault and therefore should do the same for others. Male courage, daring, and risk-taking refers to taking worthwhile risks to protect others. The bystander interventions suggested in the program require courage and risk to implement and therefore are masculine things to do through protecting others and demonstrating courage. The fact that the program was not attempting to change the men's masculine norms may explain why central route processing was more influential than masculine ideologies.

In the ELM, a key precursor of central route processing is the belief that the information being presented is personally relevant, which increases motivation to think about the message. In this study's presentation, the speaker began by lowering men's defensiveness by acknowledging that previous sexual assault prevention programs they may have attended may have told them that they were the problem, and this program would assume that the participants were not rapists, which is similar to the approach of the ELM-based Men's Program to assure participants that they will not be blamed for rape (Foubert & McEwen, 1998; Appendix E). The speaker then used various techniques to demonstrate a personal connection to the participants, such as having them imagine people they are close to who could potentially be victims of sexual violence and sharing writings from other men who were emotionally affected by the sexual assault of a loved one. The Men's Program creates empathy through the description of a male on male rape of a police officer. The Men's Program also educates men to be potential helpers of someone who was raped, and this program educates men on how to intervene as bystanders to help prevent rape. The program of the present study provides bystander

empowerment through educating men on specific ways to intervene and motivating men to do so through examples of other men who intervened to prevent violence. These qualities of the program emphasize the message that sexual assault is a men's issue – not because these men are assumed to be potential rapists, but because it affects people the men care for, and therefore affects them, and men have the ability to intervene to protect others. Based on the ELM results, this program was successful in demonstrating that this message was personally relevant to the participants (Table 1).

Recently, Langhinrichsen-Rohling and Foubert (2011) argue that future research in the Men's Program should examine how preexisting characteristics affect program outcomes. The present study indicates that preexisting characteristics can account for significant variance in related to this particular sexual assault prevention program. Less traditionally masculine men may respond more favorably to sexual assault prevention programs, yet central route processing appears more influential than preexisting masculine ideology.

Limitations

Potential limitations of this research, including methodological, sampling, and instrumentation threats, are discussed in this section. One methodological limitation of this study is that only one presenter gave this presentation, Presenter effects cannot be ruled out as an explanation for the results. While previous research has linked masculine ideology to sexual assault opinions and behaviors, no control group existed to examine how these variables interacted in this particular population of college men.

Limitations in sampling include homogeneity of the sample and self-selection of participants. Two thirds of participants were white, all were traditional college aged men aged 18 to 22, and the study was conducted at only one university, in which the majority of students are from the state of Texas and many are socially conservative. It is not known if the results could be generalized to men of different ages, men of color, a different geographic area, or across different campuses. Previous sexual assault prevention research has used samples of primarily white participants (Morrison et al., 2004). Another ELM-based sexual assault prevention study demonstrated that inclusion of culturally relevant information and presenter of the same race as participants resulted in increased central route processing for black participants (Heppner, et al., 1999). Qualitative research on the Men's Program demonstrated that African-American, Latino, and Asian men also report increased attitudinal and behavioral intentions to change as a result of the program (Foubert & Cremedy, 2007). Additionally, selection threat is a possibility as participants self-selected into this study. Fortunately, participants did not know the topic of the study before signing up to participate in it, but the sample does represent a population of college men who were motivated to participate in a study for class credit.

Another possible limitation is instrumentation. Two author-generated measures were used to measure participants' behavioral intentions to change as a result of the program: the Sexual Assault Prevention Behavioral Intentions to Change (SAPBIC) and the Behavioral Intentions to Change Idea Listing (BICIL). These were developed due to a lack of previously established instruments suitable to measure behavioral intentions to

change specific to sexual assault prevention behaviors that were not focused primarily on bystander interventions. Previous research on sexual assault prevention programs has used the Behavior Indices of Change (BIC) which asks explicitly how likely participants would be to rape someone (Morrison, et al., 2004). More recent research has used the Bystander Efficacy Scale (BES) and Bystander Willingness to Help Scale (BWHS) to measure participants' confidence and willingness to engage in bystander interventions to prevent sexual assault (Banyard, Plante, & Moynihan, 2005; Langhinrichsen-Rohling & Foubert, 2011). The SAPBIC demonstrated reliability and validity within this study, but reliability and validity were not established prior to its use in this research. The BICIL was not correlated with any of the analyzed variables except percentage of favorable thoughts toward the program. It is possible that this correlation was due to similarity in instrumentation as both of these measures required participants to write out their own ideas. Another possibility for this sole correlation is that the BICIL could have actually measured something more similar to central route processing as an indicator of how much participants were paying attention to the program. The measure could have also been poorly worded. The BICIL was removed from the respecified SEM model because it did not significantly load onto the behavioral intentions to change latent variable.

This current study used the IRMA-SF to measure acceptance of rape myths. Recent research on sexual assault prevention programs has also utilized the IRMA-SF (Banyard, et al., 2005; Langhinrichsen-Rohling & Foubert, 2011). Earlier ELM-based sexual violence prevention studies used the Burt Rape Myth Acceptance Scale (Foubert,

2000; Foubert & McEwan, 1998; Gilbert, et al., 1991; Heppner, Good, et al., 1995; Heppner, et al., 1999).

Central route processing was measured through the Thought-Listing Form, the Elaboration Likelihood Model Questionnaire, and the Overall Appraisal of Program Form. The Elaboration Likelihood Model Questionnaire has been used in previous sexual violence prevention research (Banyard, et al., 2005; Heppner, Humphrey, et al., 1995; Heppner, et al., 1999); however, researchers have also used the State Measure of Central Route Processing to measure central route processing when assessing the Men's Program (Foubert & McEwen, 1998).

The Thought Listing Form has also been used in previous ELM-based sexual assault prevention research; however, an additional dimension was coded in this study to produce an another variable - the percentage of favorable thoughts toward the program or speaker (Heppner, Good, et al., 1995). All of the thought listing variables demonstrated nonnormality. The variable of percentage of favorable thoughts was only suitable for use in analyses after transformations. The majority of thoughts listed were favorable toward the program and its message; therefore, the nonnormality of the thought listing variables was a result of a lack of variability among the thoughts listed. It is possible that a different set of coding directions or different coders could have produced more variability in the thought listing scores.

Another potential instrumentation threat is that the participants' completion of the CMNI-46 and GRCS immediately before participating in the sexual violence prevention program could have primed their thoughts and feelings while participating in

the program and completing post-program questionnaires. When this program is typically implemented on college campuses, men would not complete questionnaires about masculine values as part of the program.

Other research in sexual assault prevention programs with men has demonstrated positive effects 7 months and 2 years out (Foubert, et al., 2010; Foubert, Newberry, & Tatum, 2007). The present study was only concerned with immediate reactions following the program. Without long-term follow-up we do not know the possible effects of the program over time.

Implications

This study provides implications for future research in the areas of sexual assault prevention, masculine ideologies, and the Elaboration Likelihood Model of attitude change. The research could be replicated with different populations (i.e. different aged men, ethnic minority populations) to determine if the results can be generalized to other populations beyond white young adult college men. Other potential improvements include using more than one presenter to control for presenter effects, and to measure behavioral intentions to change and central route processing with different instruments. Positive masculinity is another variable that could be examined, to explore how the program's emphasis on healthy aspects of masculinity influenced the results.

An experimental change model design could also enhance future research. Though the wording of the SAPBIC and the BICIL in this current study implied that the intended behaviors are "as a result" of participation in the program, the participants' previous engagement in these supportive behaviors was not measured. Therefore, it is

unknown if their endorsement of items indicates a true behavioral intention change. Additionally, the study did not include a follow-up assessment with participants over time, so it is unknown if these endorsed behavioral intentions to change actually resulted in a lasting change in behaviors. Future research could measure these behaviors prior to participation in the prevention program and include a follow-up assessments months or years later. Additionally, an experimental design including randomization and a control group could provide valuable insights to the nature of the effects found in the present study.

The research results support the use of the Elaboration Likelihood Model of attitude change in designing sexual assault prevention programs. The finding that central route processing predicted more positive outcomes than masculine ideologies did implies that men can benefit from sexual assault prevention programs without having to change their attitudes toward masculine ideologies. This places less of a burden on prevention specialists to change gender-role attitudes of men, which may be difficult to change through traditional interventions (Brooks-Harris, Heesacker, & Mejia-Millan, 1996). Instead, interventionists can engage men in the important message of sexual assault prevention through demonstrating that behaviors such as bystander interventions are masculine actions.

Conclusion

In summary, this research demonstrates a model accounting for the effects of masculine ideologies and central route processing on college men's outcomes from a sexual assault prevention program. The results indicate that while masculine ideologies

did significantly predict central route processing, it did not account for much of the variance in central route processing. Both masculine ideologies and central route processing are significantly predictive of outcomes of behavioral intentions to change and rape myth acceptance. However, central route processing contributes more to the positive outcomes than masculine ideologies did. These results are consistent with previous findings that ELM based sexual assault prevention programs were effective.

The finding that the ELM accounted for more change in the outcomes than masculine ideologies offers important implications for future interventions. It suggests that traditionally masculine men can still be reached effectively with ELM-based prevention programs. Emphasis on positive masculine traits within such programs could also help motivate men to see sexual assault prevention efforts as relevant to themselves. Future research could explore the connection between positive masculinity and sexual assault prevention efforts in replications with different populations and experimental designs.

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APPENDIX A
QUESTIONNAIRES

Demographic Questionnaire

1. Age: _____

2. Educational Level: (Check the highest level that fits you.)

____ Freshman ____ Sophomore ____ Junior ____ Senior

3. Present Marital Status: ____ Married ____ Single ____ Divorced ____ Remarried

4. Race: ____ White ____ Black ____ Latino/Hispanic ____ Asian/Asian-American
____ Native American ____ Bi-racial ____ Other, specify _____

Conformity to Masculine Norms Inventory – SF

The following pages contain a series of statements about how people might think, feel or behave.

Thinking about your own actions, feelings and beliefs, please indicate how much **you personally agree or disagree with each statement** by circling SD for "Strongly Disagree", D for "Disagree", A for "Agree", or SA for "Strongly agree" to the left of the statement. There are no right or wrong responses to the statements. You should give the responses that most accurately describe your personal actions, feelings and beliefs. It is best if you respond with your first impression when answering.

- | | | | | |
|---|----|---|---|----|
| 1. In general, I will do anything to win | SD | D | A | SA |
| 2. If I could, I would frequently change sexual partners | SD | D | A | SA |
| 3. I hate asking for help | SD | D | A | SA |
| 4. I believe that violence is never justified | SD | D | A | SA |
| 5. Being thought of as gay is not a bad thing | SD | D | A | SA |
| 6. In general, I do not like risky situations | SD | D | A | SA |
| 7. Winning is not my first priority | SD | D | A | SA |
| 8. I enjoy taking risks | SD | D | A | SA |
| 9. I am disgusted by any kind of violence | SD | D | A | SA |
| 10. I ask for help when I need it | SD | D | A | SA |
| 11. My work is the most important part of my life | SD | D | A | SA |
| 12. I would only have sex if I was in a committed
relationship | SD | D | A | SA |
| 13. I bring up my feelings when talking to others | SD | D | A | SA |
| 14. I would be furious if someone thought I was gay | SD | D | A | SA |
| 15. I don't mind losing | SD | D | A | SA |

16. I take risks	SD	D	A	SA
17. It would not bother me at all if someone thought I was gay	SD	D	A	SA
18. I never share my feelings	SD	D	A	SA
19. Sometimes violent action is necessary	SD	D	A	SA
20. In general, I control the women in my life	SD	D	A	SA
21. I would feel good if I had many sexual partners	SD	D	A	SA
22. It is important for me to win	SD	D	A	SA
23. I don't like giving all my attention to work	SD	D	A	SA
24. It would be awful if people thought I was gay	SD	D	A	SA
25. I like to talk about my feelings	SD	D	A	SA
26. I never ask for help	SD	D	A	SA
27. More often than not, losing does not bother me	SD	D	A	SA
28. I frequently put myself in risky situations	SD	D	A	SA
29. Women should be subservient to men	SD	D	A	SA
30. I am willing to get into a physical fight if necessary	SD	D	A	SA
31. I feel good when work is my first priority	SD	D	A	SA
32. I tend to keep my feelings to myself	SD	D	A	SA
33. Winning is not important to me	SD	D	A	SA
34. Violence is almost never justified	SD	D	A	SA
35. I am happiest when I'm risking danger	SD	D	A	SA
36. It would be enjoyable to date more than one person at a time	SD	D	A	SA

37. I would feel uncomfortable if someone thought I was gay	SD	D	A	SA
38. I am not ashamed to ask for help	SD	D	A	SA
39. Work comes first	SD	D	A	SA
40. I tend to share my feelings	SD	D	A	SA
41. No matter what the situation I would never act violently	SD	D	A	SA
42. Things tend to be better when men are in charge	SD	D	A	SA
43. It bothers me when I have to ask for help	SD	D	A	SA
44. I love it when men are in charge of women	SD	D	A	SA
45. I hate it when people ask me to talk about my feelings	SD	D	A	SA
46. I try to avoid being perceived as gay	SD	D	A	SA

Gender Role Conflict Scale

Instructions: In the space to the left of each sentence below, write the number that most closely represents the degree that you Agree or Disagree with the statement. There is no right or wrong answer to each statement; your own reaction is what is asked for.

Strongly Agree						Strongly Disagree
6	5	4	3	2	1	

1. ____ Moving up the career ladder is important to me.
2. ____ I have difficulty telling others I care about them.
3. ____ Verbally expressing my love to another man is difficult for me.
4. ____ Making money is part of my idea of being a successful man.
5. ____ Strong emotions are difficult for me to understand.
6. ____ Affection with other men makes me tense.
7. ____ I sometimes define my personal value by my career success.
8. ____ Expressing feelings makes me feel open to attack by other people.
9. ____ Expressing my emotions to other men is risky.
10. ____ I evaluate other people's value by their level of achievement and success.
11. ____ Talking about my feelings during sexual relations is difficult for me.
12. ____ I worry about failing and how it affects my doing well as a man.

Strongly Agree						Strongly Disagree
6	5	4	3	2	1	

13. ___ I have difficulty expressing my emotional needs to my partner.
14. ___ Men who touch other men make me uncomfortable.
15. ___ Doing well all the time is important to me.
16. ___ I have difficulty expressing my tender feelings.
17. ___ Hugging other men is difficult for me.
18. ___ I often feel that I need to be in charge of those around me.
19. ___ Telling others of my strong feelings is not part of my sexual behavior.
20. ___ Competing with others is the best way to succeed.
21. ___ Winning is a measure of my value and personal worth.
22. ___ I often have trouble finding words that describe how I am feeling.
23. ___ I am sometimes hesitant to show my affection to men because of how others might perceive me.
24. ___ I strive to be more successful than others.
25. ___ I do not like to show my emotions to other people.
26. ___ Telling my partner my feelings about him/her during sex is difficult for me.

Strongly Agree						Strongly Disagree
6	5	4	3	2	1	
<hr/>						
27. ____	I am often concerned about how others evaluate my performance at work or school.					
28. ____	Being very personal with other men makes me feel uncomfortable.					
29. ____	Being smarter or physically stronger than other men is important to me.					
30. ____	Men who are overly friendly to me make me wonder about their sexual preference (men or women).					
31. ____	I like to feel superior to other people.					

Thought-Listing Form

For the next three minutes, write down all thoughts that crossed your mind during the program.

Overall Appraisal of Program Form

Overall, how would you rate this program?

Bad				Good
1	2	3	4	5

Unfavorable				Favorable
1	2	3	4	5

Harmful				Beneficial
1	2	3	4	5

Boring				Interesting
1	2	3	4	5

Irrelevant				Relevant
1	2	3	4	5

Would not recommend				Would Recommend
1	2	3	4	5

Behavior Intention to Change Idea-Listing Form

Please list what, if anything, you intend to do differently as a result of participating in this program.

Sexual Assault Prevention Behavioral Intentions to Change Questionnaire

Directions: In the space to the left of each sentence below, write the number that most closely represents the degree that you Agree or Disagree with the statement. There is no right or wrong answer to each statement; your own reaction is what is asked for.

Strongly Disagree						Strongly Agree
1	2	3	4	5	6	

1. ____ I feel comfortable discussing sexual assault issues with a female friend.
2. ____ I feel comfortable discussing sexual assault issues with a male friend.
3. ____ If a buddy of mine were saying things that are coercive about a date, I would recognize that as possible sexual assault.
4. ____ If a buddy of mine were saying things that are coercive about a date, I confront him about these issues.
5. ____ If I saw an intoxicated girl going somewhere alone with a guy, I would worry that she could be taken advantage of.
6. ____ If I saw an intoxicated girl going somewhere alone with a guy, I would step up and make sure she is ok.
7. ____ If a girl told me about a sexual assault that she had experienced, I would believe her.
8. ____ If a girl told me about a sexual assault that she had experienced, I would want to help her by listening and trying to find resources for her.
9. ____ I would consider talking about these topics with a date or partner.
10. ____ I intend to communicate my sexual intentions to partners more clearly.
11. ____ If I or a date had been drinking heavily, I would wonder if we were able to consent to sexual relations.

12. ____ If I or a date had been drinking heavily, I would refrain from sexual relations because our judgment could be impaired.

Illinois Rape Myth Acceptance Scale-Short Form

Directions: In the space to the left of each sentence below, write the number that most closely represents the degree that you DISAGREE or AGREE with the statement. There is no right or wrong answer to each statement; your own reaction is what is asked for.

Not at all							Very
much							
agree							agree
1	2	3	4	5	6	7	

1. _____ If a woman is raped while she is drunk, she is at least somewhat responsible for letting things get out of control.
2. _____ Although most women wouldn't admit it, they generally find being physically forced into sex a real "turn-on."
3. _____ If a woman is willing to "make out" with a guy, then it's no big deal if he goes a little further and has sex.
4. _____ Many women secretly desire to be raped.
5. _____ Most rapists are not caught by the police.
6. _____ If a woman doesn't physically fight back, you can't really say that it was rape.
7. _____ Men from nice middle-class homes almost never rape.
8. _____ Rape accusations are often used as a way of getting back at men.
9. _____ All women should have access to self-defense classes.
10. _____ It is usually only women who dress suggestively that are raped.
11. _____ If the rapist doesn't have a weapon, you really can't call it a rape.
12. _____ Rape is unlikely to happen in the woman's own familiar neighborhood.
13. _____ Women tend to exaggerate how much rape affects them.

Not at all						Very much
agree						agree
1	2	3	4	5	6	7

14. _____ A lot of women lead a man on and then they cry rape.
15. _____ It is preferable that a female police officer conduct the questioning when a woman reports a rape.
16. _____ A woman who “teases” men deserves anything that might happen.
17. _____ When women are raped, it’s often because the way they said “no” was
i. ambiguous.
18. _____ Men don’t usually intend to force sex on a woman, but sometimes they get too sexually carried away.
19. _____ A woman who dresses in skimpy clothes should not be surprised if a man tries to force her to have sex.
20. _____ Rape happens when a man’s sex drive gets out of control.

APPENDIX B

THOUGHT-LISTING CODING INSTRUCTIONS

Remove the thoughts from the envelope. The thoughts are numbered on the back. Record the ID # (found outside the envelope) and thought number (found on the back of the thought) on the spreadsheet. One by one, in order, code each thought on the following dimensions –

1. Relevant to the program – identify whether each thought is relevant to the content and message of the program (i.e. specific to the program content, sexual assault in general, bystander intervention, behavioral intentions to change). Record the thought as relevant (1) or not relevant (0).
2. Of the relevant thoughts only – identify whether is thought is positive and supportive of the message, demonstrating that the participant was reflective about the message and supportive of the purpose of the presentation. Record the thought as positive and supportive (1) or not positive (0).
3. Negative thoughts – identify whether each thought is negative (derogatory, unpleasant, or unfavorable) *toward* the presentation and the context of the presentation (i.e. “It’s hot in here.” “This was boring.” “I didn’t like the speaker.”). Negative thoughts that are not directed toward the presentation or the context should not be included in this (i.e. “Rapists are jerks.”) Record the thought as negative toward the presentation or context (1) or not negative (0).

Place the thoughts back into the same envelope, paying careful attention to keep them organized, and continue with the next envelope.

Thanks so much for your help and support!

APPENDIX C

THOUGHT-LISTING CODING INSTRUCTIONS REVISED

Remove the thoughts from the envelope. The thoughts are numbered on the back. Record the ID # (found outside the envelope) and thought number (found on the back of the thought) on the spreadsheet. One by one, in order, code each thought on the following dimensions -

1. Relevant to the program – identify whether each thought is relevant to the content and message of the program. This includes both issue-relevant thoughts (thoughts related to sexual assault in general, i.e. “My girlfriend was sexually assaulted,” or “I hope this never happens to someone I care about.”) and message-relevant thoughts (those that were clearly sparked by or represent reactions to the specific message arguments presented, i.e. “Wow, this happens a lot,” or “There is a lot that bystanders can do.”). Record the thought as relevant (1) or not relevant (0).
2. Of the relevant thoughts only – identify whether is thought is “favorable” – statements that are positive toward or supportive of the message of the program. These statements should demonstrate that the participant was reflective about the message and supportive of the purpose of the presentation. These include statements in favor of the message that mention specific desirable attributes or positive associations, statements that support the validity or value of the message of the presentation, and statements of positive affect about the speaker or presentation. Examples include, “Guys should step up more to prevent sexual assault,” “I never realized this was such a serious problem,” and “This speaker is really good.” Please refer to the “Message of Outcry” to determine if the thought demonstrates support of the message. Record the thought as favorable toward the presentation and message (1) or not (0).
3. Unfavorable thoughts – statements that mention specific undesirable attributes or negative associations about the presentation and the context of the presentation, challenges to the validity of the presentation message, and statements of negative affect about the presentation, speaker, or context of the presentation. Examples include, “It’s hot in here,” “This was boring,” “I didn’t like the speaker,” “Rape doesn’t happen that often,” or “It’s not really rape if it wasn’t forced.” Negative thoughts that are not directed toward the presentation or the context should not be

included in this (i.e. "Rapists are jerks.") Record the thought as unfavorable toward the presentation or context (1) or not negative (0).

Place the thoughts back into the same envelope, paying careful attention to keep them organized, and continue with the next envelope.

Thanks so much for your help and support!

APPENDIX D

CONSENT FORM

CONSENT FORM**Masculinity and College Men's Reactions to a Sexual Assault Prevention Program****Introduction**

The purpose of this form is to provide you information that may affect your decision as to whether or not to participate in this research study. If you decide to participate in this study, this form will also be used to record your consent.

You have been asked to participate in a research project studying men's reactions to a sexual assault prevention program. The purpose of this study is to examine how personal characteristics of men can influence their thinking, attitudes, and intentions related to this type of program. You were selected to be a possible participant because you are an undergraduate man in the Aggie Access program/Psychology Subject Pool.

What will I be asked to do?

If you agree to participate in this study, you will be asked to listen to a presentation on sexual assault prevention and complete surveys of your attitudes and behavior intentions before and after the presentation. This study will take 90 minutes to complete.

What are the risks involved in this study?

The risks associated in this study are minimal, and are not greater than risks ordinarily encountered in daily life. If you experience distress due to the topic, you may contact the Student Counseling Service at <https://scs.tamu.edu> or 979-845-4427, the Women's Resource Center at <http://wrc.tamu.edu/> or 979-845-8784, Student Assistance Services at <http://studentaffairs.tamu.edu/SAS> or 979-845-3113, and/or the Sexual Assault Resource Center at <http://www.sarcbv.org> or 979-731-1000.

What are the possible benefits of this study?

The possible benefits of participation are for you to gain education on sexual assault prevention. Potential benefits to society include gaining information from this study that could be used to develop improved sexual assault prevention efforts.

Do I have to participate?

No. Your participation is voluntary. You may decide not to participate or to withdraw at any time without your current or future relations with Texas A&M University being affected.

Will I be compensated?

You will receive class points through participation credit. You will receive 3 Credits through your participation. Credit will only be given for completing the entire study. Alternative tasks such as other studies or activities approved by your instructor are available for you to obtain class points if

you do not want to participate in this particular study. Your instructor will assign class points to after your participation in this study.

Who will know about my participation in this research study?

This study is confidential. The records of this study will be kept private and your identifying information will not be connected to your responses. No identifiers linking you to this study will be included in any sort of report that might be published. Research records will be stored securely and only Kelly Caver, M.S. and Timothy Elliott, Ph.D. will have access to the records.

Whom do I contact with questions about the research?

If you have questions regarding this study, you may contact Kelly Caver at kelly.caver@tamu.edu or Timothy Elliott at (979) 862-3095 or timothyrelliott@tamu.edu.

Whom do I contact about my rights as a research participant?

This research study has been reviewed by the Human Subjects' Protection Program and/or the Institutional Review Board at Texas A&M University. For research-related problems or questions regarding your rights as a research participant, you can contact these offices at (979)458-4067 or irb@tamu.edu.

Signature

Please be sure you have read the above information, asked questions and received answers to your satisfaction. You will be given a copy of the consent form for your records. By signing this document, you consent to participate in this study.

Signature of Participant: _____ **Date:** _____

Printed Name: _____

Signature of Person Obtaining Consent: _____ **Date:** _____

Printed Name: _____

APPENDIX E

MESSAGE OF OUTCRY SEXUAL ASSAULT PREVENTION PROGRAM

Ryan Kubec

With the Outcry program our goals are to validate students' reluctance to learning about sexual assault programs. Many programs they have seen in the past will have told them they are the problem and not been very helpful. We also want to show them the issue through a different lens. Typically, sexual assault is thought of as being a "women's issue;" we hope to show them that it can be a guys issue also. We try to do this with education on statistics and also helping them draw a personal connection to the issue by thinking of people they are close with. We lastly want to motivate them to get involved. This is the most challenging because it requires [an] emotional reaction and some passion to inspire them to take the issue personally and make a commitment to act and step in when they see situations that could result in someone being hurt. We do this through bystander empowerment and discussion options. We hope that after seeing this program, their stereotype of what type of person can be involved in ending sexual assault is challenged. We also [hope] that participants take the issue more personally and try to show that preventing sexual assault can be a masculine thing to do.

VITA

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