Assessing Change in Attitudes, Awareness, and Behavior in Indonesian Youths: A Multi-Method Communication and Social Media Approach To Help Counter Human Trafficking[1]

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Executive Summary

Project Title: Assessing change in attitudes, awareness, and behavior in Indonesian youth: A multi-method communication and social media approach to help counter human trafficking

Project Goals: This report presents the results of a research project conducted by the University of Southern California (USC) in response to the second research area in the Counter-Trafficking in Persons (C-TIP) Campus Challenge Research Grant's Annual Program Statement (APS), which is managed by the Institute of International Education through the Democracy Fellows and Grants (DFG) program, and funded by the United States Agency of International Development (USAID). The second research area invited applicants to use public opinion surveys to evaluate the effectiveness of C-TIP prevention and awareness-raising activities/programs. USC's research project, under this APS, was designed to generate data on awareness, attitudes, and behavior on human trafficking from a large scale survey and social media analysis in Indonesia.

The research project had two main elements:

1. A public opinion survey, developed using a multi-level behavioral change model, to assess 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 a documentary that MTV EXIT in Indonesia was using in Indonesia to educate people about trafficking and to change behaviors among target populations who are vulnerable to trafficking.

   The main research questions for our survey research are:
   RQ1: What are the levels of media use (newspaper, television, radio and social media, and local media) in the target population?
   RQ2: What is the prevalence of human trafficking in Indramayu, Indonesia?
   RQ3: What are the barriers and facilitators 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) that influence knowledge, attitudes, behavior and other counter human trafficking outcomes?
   RQ4: 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?

2. A social media assessment, to study the online conversation about human trafficking and trafficking-related issues conducted by activists, service providers, victims or vulnerable populations in Indonesia. 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 perceptions about trafficking (Fortunati & Magnaelli, 2002; Nielsen, 2010; Lenhart & Madden, 2007). The study is designed to identify geographic locations that are most

receptive to discussions about the issue, in order to understand how digital activism is diffused in online communities and what messages appear to be compelling. The study can provide basic research on online data patterns about awareness, attitudes, and behaviors of human trafficking in Bahasa Indonesian, and provide practitioners information about the use and spread of messages in anti-trafficking programs. The research questions for the social media study are:

RQ1: What are the top social media outlets that are most popular for human trafficking discussions?

RQ2: Where are the locations in which public conversations about human trafficking are most active on social media in Indonesia?

RQ3: What types of messages about human trafficking drive the largest conversations?

RQ4: What kinds of online sentiments (positive & negative emotions) are seen in public posts and comments about human trafficking are found in the social media in Indonesia?

RQ5: What types of human trafficking issues are discussed by Indonesian online users?

RQ6: What are the narrative frames of human trafficking on social media in Indonesia?

Key Survey Results:

RQ1: The data on media use indicate that television was the most popular traditional media source for news consumption with a high frequency of use—at least six days per week (39%), followed by moderate users with 3-5 days per week (29%), and low users (14.8%) at less than three days per week. Over 90% did not read local or national newspapers and 80% did not listen to the radio for news. The results also show that 92% of the participants had mobile phones, but only 3% of all the participants had smart phones, however 13% of the respondents had landline Internet access and only a third (33%) of all participants could connect to the Internet through mobile devices. With respect to communication technology use, high users (6-7 days per week) primarily texted on the phone (49%), followed by talking on the phone (29%), using Facebook (17%), and using the Internet (other than email, 7%). The distribution of moderate users (3-5 days a week) is quite similar to that of the heavy users, with 37% stating that they talked on the phone, 24% texted on the phone, 11% used the Internet (other than email) and 9% used Facebook. It should be noted that the vast majority of the participants from Indramayu did not use social media such as Twitter (94% non-users), instant messaging (95% non-users), emailing (98% non-users) or other texting applications (94% non-users).

RQ2: The survey data indicate that the prevalence of human trafficking in Indramayu, Indonesia ranged from a high of 15% (N=78) who had experienced at least one condition of human trafficking, to a low of 2.5% (N=13) who had experienced more than three conditions (see Table 4 for all 14 conditions of human trafficking). The leading conditions of trafficking experienced by the participants were: 1) not being allowed to communicate with loved ones (4.7%, N=25), followed by 2) not being allowed to keep the money they earned (4.2%, N=22), 3) the confiscation of identification and other legal documents (3.8%, N=20), 4) 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%, N=20), 5) not being allowed to quit their jobs (3.8%, N=20), and 6) being forced to work excessively long hours without any days off (3.2%, N=17). Overall, only 2.5% (N=13) engaged in any actions to seek help and escape from the situation. (N=5) filed and 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%, N=10) and depression (54%, N=7). We 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 not allowed to leave their employment. Men also were more likely to escape the trafficking situation independently and then to seek help from the police, an NGO, or an embassy.

RQ3: 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 in this 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. *Level of education*: people with more education (approximately 40% completed grade school, 30% completed middle school, 27% completed high school and 3% graduated from college) had more knowledge about trafficking, and put less trust in their family members to help them to migrate safely. *Household size*: having more people as opposed to fewer people (most households are in the range of 2-6 people) in the same household 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*: the more dependents a person has to support (most respondents have between zero to three dependents), the more favorable are their attitudes towards seeking information on C-TIP. At the same time individuals with larger numbers of dependents had more negative attitudes toward the ease of using the C-TIP hotline, had a lower sense of efficacy regarding the use of other C-TIP behaviors, had a lower level of perceived risk for becoming a victim of trafficking, and had less intention to practice safe migration. Thus their intent to seek information may be for others and not for themselves. *Religiosity*: having 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.

Also prior experience with human trafficking significantly related to eight of the 17 outcome variables. People who had experienced human trafficking generally had less knowledge about the conditions and types of human trafficking, more negative attitudes toward seeking information about C-TIP, recruitment agents and toward using the hotline (possibly because they did not believe these actions or individuals deterred them from becoming victims of trafficking). seeking behaviors 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 the model suggests it 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, using hotlines, finding out about migrant jobs abroad, as well as sponsors, and using authorities, and family members to assist them in safe migration. Having a larger number of people within 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 the 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 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. 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.

RQ4: The MTV EXIT documentary had an effect on knowledge however, however, similar levels of knowledge were found between the two groups at Posttest 2. 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. 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 Posttest, and enough to show significant differences from what they knew at the baseline. Similarly, positive increases were found between Posttest 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 Posttest 2. This likely means that the increase was due to learning that is a by-product of taking the surveys, and other "history" effects from their environment. The attitudinal variables most impacted by the documentary were "trust in families to help workers migrate safely" and attitude toward "calling

a hotline." In the case of attitudes toward calling the hotline, there was a significant positive increase at Posttest 1 (treatment group over the control group), which dropped slightly by Posttest 2 but remained positive and significant. For the attitudinal variable "trust in families," there was not a large increase at Posttest 1 but there was a significant positive difference between the groups at Posttest 2, a delayed effect.

Survey Recommendations:

- Text messages on mobile phones are a very popular form of interpersonal communication and they should be prominently utilized to reach the targeted stakeholders and remind the possible future migrants of the steps they should take to ensure their safe migration. This will be easier in areas with smartphones or other stable phone ownership patterns. In other areas, there will need to be incentive programs to keep phone numbers registered.

- Many people do 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.

- People with relatively higher household incomes tended to be more likely to trust sponsors to make arrangements for their migration are might not think of themselves as at risk for trafficking and not check with other sources to verify the job opportunities. Campaign materials with relevant narratives about characters with whom this group identifies could be very valuable.

- 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.

- 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 tool-kit 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.

- 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.

- The results of the survey show 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 from 1 week to 4 months post exposure to the video. This suggests more pre-testing of materials to find out what messages are more compelling or perhaps to develop more materials that are related to the types of trafficking more generally experienced by the population such as domestic worker issues.

Key Social Media Results:

For RQ1, Twitter is the most popular social media for human trafficking discussions, with 8363 unique tweets. "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%).

For RQ2 we found that posts from Jakarta (N=453), the capital of Indonesia, supplied the highest number of users in the country. The city with the second largest frequency of users is Bandung (N=99), followed by Yogyakarta (N=54), and the fourth place, Semarang (N=37). 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.

RQ3 identified that "awareness raising" (49.61%) was the most popular reason for messaging, 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%). It is important to note that this is across all users even though this list looks very much like the posts of an activist group.

RQ4 focuses on the kinds of sentiments regarding human trafficking that 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%).

RQ5 asks what types of human trafficking are discussed by Indonesian social media users. We found that sex trafficking cases were ranked as the highest issue (45.23%), with labor exploitation cases ranked second (27.25%), domestic worker cases were third (22.26%), and the fewest were on organ trafficking cases (5.26%). The content mostly covered investigations of sex trafficking cases and illegal and under-age prostitution, with girls and children as the targets, followed by women.

RQ6, explores the narrative frames of human trafficking posts/messages in the social media in Indonesia. Results found that tweets and posts about trafficking cases primarily highlighted the news and focused on raising awareness of issues regarding children (N=3437 or 37.18%) with no specific mention of gender. In a very close second place are narratives about teenaged girls (N=3423 or 37.03%), while the rest were about women (N=1946 or 21.05%), men (N=261 or 2.82%) and boys (N=177 or 1.91%). Most of the messages targeted human traffickers (39.27%) as the persons who are committing crime, while other discussions revolve 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 mostly mentioned in regard to labor exploitation issues. The top 5 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).

Social Media Recommendations:

- Social media branding for C-TIP organizations appears underutilized as we did not find a lot of recognition in social media of the groups we collaborated with on this project. Thus additional focus on the "messenger" is important in a system that is highly Twitter-centric (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.

- Policy makers and anti-trafficking organizations should consider using social media to investigate the public's awareness/understanding regarding the rules/regulations around human trafficking (this study did not specifically code for that issue). Sex trafficking is clearly a great concern in social media given the results of this analysis, so helping people understand the legal/work issues around the more common problems 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 the social media practices in this study are similar in Thailand, Myanmar, and other 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.

- To ensure that the research project was tailored to the target population in Indonesia, USC 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. These relationships allowed us to ensure that this study is culturally tailored to the local population. We want to thank all of these very helpful collaborators for their knowledge and support.

- During the coding process, there were discussions about the massive growth of robotic accounts on Twitter for promoting tweets in Indonesia that lead to concerns that it might become difficult to distinguish between the actual messages and those that promoted a given topic topics by design. Our data contained mostly original posts with some retweeted news links, although one robotic account was found in the 10^{th} position, using the top meta data for user descriptions—researchers and practitioners beware!

Introduction

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).

The United States Agency for International Development (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 about it. The campaign has produced televised documentaries and public service announcements, as well as created music videos and 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.

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 & 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, and the monitoring and evaluation process. Nevertheless, there are a few studies, mostly on the evaluation of awareness of prevention programs that have generated data on the knowledge, attitudes, and practices of 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 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 employed both quantitative and qualitative methods, conducting a nationwide public opinion poll (n = 1,600) and organizing two focus groups (6 men and 6 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 related organizations that might be implementing 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 GATTW (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 (a KAP model) for trafficking prevention, with measures about 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 Pre, Post I (immediately after campaign exposure), and Post II (follow-up interview one month after exposure) design with a control group. MTV EXIT was the only organization to provide their methodology to GATTW, and GATTW commended MTV EXIT for providing it; however, their reports were not publicly available for peer review or replication.

Although MTV EXIT's research was methodologically 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 I and Post II exposure groups). It also appeared that the KAP question items 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 impacts 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 the USC Annenberg Center on Communication Leadership & Policy 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 & 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 utilized social media in creating awareness, and sharing information about human trafficking. In order 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 & Magnaelli, 2002; Nielsen, 2010; Lenhart & Madden, 2007).

Study Background and Objectives

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

(1) Create a public opinion and behavioral assessment instrument through a rigorous survey construction process using 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, assess and change attitudes, intention, efficacy, skills, and behaviors related to C-TIP over time in Indramayu, Indonesia.

(3) Collect social media data on public sentiments and explore patterns of narrative frames related to human trafficking in Indonesia's online communities.

This project was formed with the help of MTV EXIT, IOM, the London School of Public Relations–Jakarta, and local Indonesian anti-trafficking/migrant organizations. These relationships helped us ensure that this study is culturally tailored to the local population. Indramayu was selected as the survey research site on the recommendation of our partners due to its "high priority" status as a human trafficking hotspot within 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 others in the USC-Next anti-trafficking network. The final version of the survey also will be made publicly available for C-TIP practitioners as a tool for their research and program evaluation although we expect that there will be many improvements to come over the next few years.

Part I: Survey Research

Methods

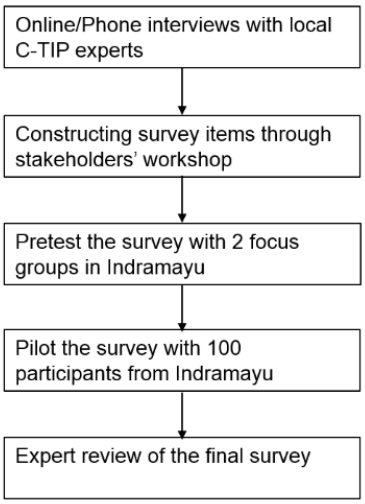
The survey research was conducted in three phases:

- Survey construction, which involved the iterative adaptation of earlier scales plus the addition of other questions developed with local experts and tested in focus groups. The survey then was translated and piloted with 100 participants. The final survey reflected feedback from the pilot and local experts from IOM and UNICEF.
- 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.

Survey Construction

Figure 1 displays the survey construction process in five stages. Seventeen preliminary interviews were conducted with anti-trafficking experts from international and local Indonesian NGOs, 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 design of our study in order to best tailor it to the local cultures and to minimize ethical concerns such as disrupting way of life of the target population and consideration for potential harm and unintended effects that might occur during the research procedure (Guttman & Thompson, 2011). We 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 faculty who specialize in communication in Indonesia and our MTV EXIT partners (see

Figure 1: Survey Construction Process



appendix A for the list of organizations that participated in this workshop). On the first day, current government and NGO trafficking data were presented, the research project was introduced 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 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 policy makers from academic institutions, non-profit organizations, media agencies, international organizations, and governmental agencies to collaborate, share best practices and lessons learned on the issue of trafficking in persons. Members could post latest news from their organization, request support from people in the network, and connect with fellow members to mobilize resources and complete their tasks.

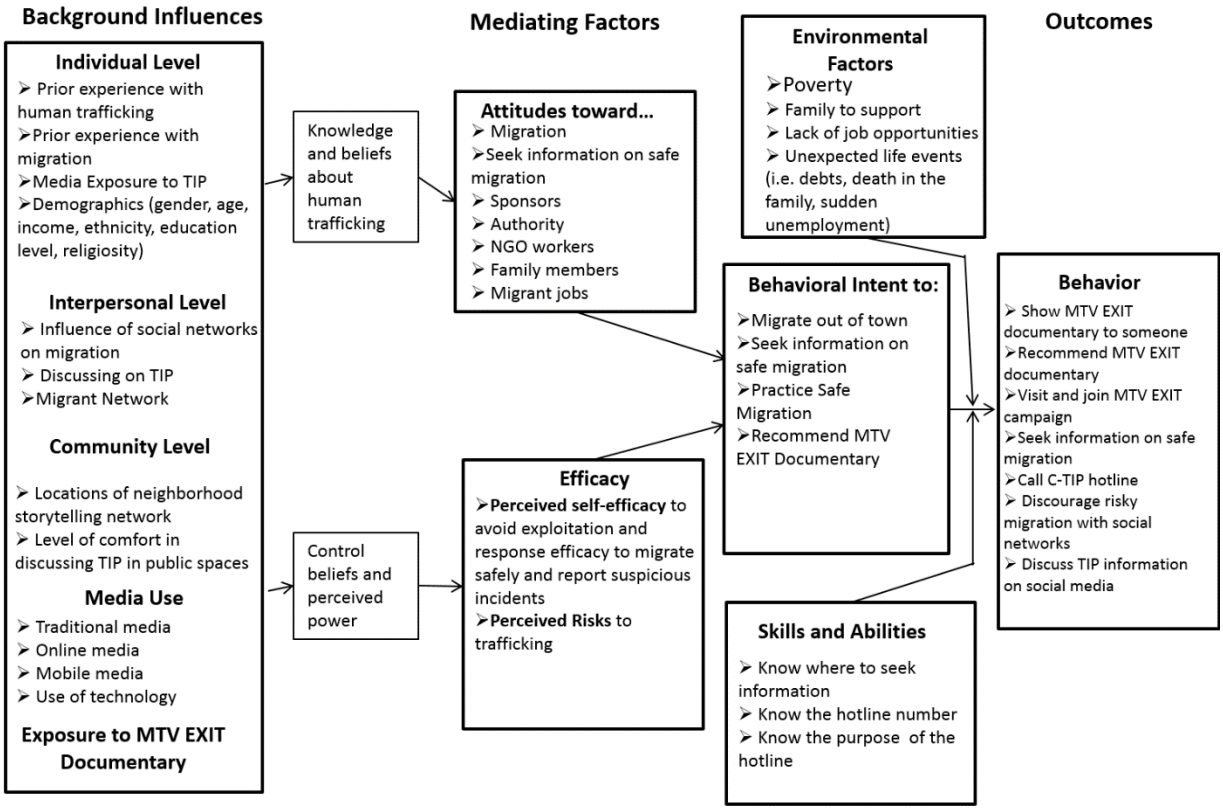
During the workshop we introduced the Integrative Model of Behavioral Prediction (IMBP), one of the latest behavioral change theories, to the participants to help elicit responses to create new survey items that measure each variable in the model (Fishbein & Ajzen, 2010). Many successful health and social 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 2 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 2, 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. The researchers incorporated inputs from the participants in the workshop and used the data to construct the first draft of the survey, and worked with the local research firm to translate it into Bahasa Indonesian, and then pretested the survey with 16 participants in two focus groups (one male group and one female group) in Indramayu in December 2013.

The survey was pretested to validate accurate interpretation of the items, appropriateness of scale measurements, and identify problems such as question order, gender-bias, and length. Each focus group consisted of eight participants, ages 18-39, who 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.

Figure 2 - The Integrative Model of Behavioral Prediction and Individual, Interpersonal, and Community-Level Factors Influencing C-TIP Behaviors



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, such as MTV EXIT, IOM and UNICEF for final review. A final revision of the survey 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 (Posttest 1 – Exposed, and Posttest 1 – Control), and T_3 (Posttest 2 – Exposed, and Posttest 2 – Control) data collections.

Measures

All the variables of interest are described in detail below (see Appendix B for the full version of the survey). All the measures were collected at the Baseline, Posttest 1, and Posttest 2 times, unless otherwise stated.

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 5-point Likert scale anchored at 1=*Not religious at all* and 5=*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 7 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 7 items with the higher numbers indicating greater exposure. The Cronbach's α ranges from .84 to .89 during the three data collection phases.

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 3 points, the second person named 2 points and the third person named 1 point. Participants could score 6, 5, 3 or 0 points for naming 3, 2, 1 or 0 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 2 items: "talking to family," and "talking to friends and/or neighbors" using a 5-point Likert scale anchored at 1=*Not at all* and 5=*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.

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.

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 & 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 5-point Likert scale anchored at 1 =*Very unlikely* and 5=*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 of 1-5. The Cronbach's α ranges from .80 to .83.

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.

Attitudes

Attitudes regarding seeking information about safe migration. Participants were asked to rate their level of agreement with three statements (on a scale from 1=*Strongly disagree* to 5= *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 alpha for this scale was .33 to .48. The question referring to the cost of seeking safe migration information (the "expensive" item with the .33 result) was dropped from further analysis.

Attitudes toward a sponsor (recruitment agent). Participants were asked to respond to four items evaluating attitudes (from 1=*Strongly disagree* to 5=*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 .90 to .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 5-point Likert scale anchored at 1=*Very untrustworthy* and 5= *Very trustworthy*. The scores of the two items were subsequently averaged. The Cronbach's α is .76 for the first item and .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 .72 for the first and .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 scores were averaged. The Cronbach's α ranges from .65 to .78.

Attitudes toward calling the hotline. Participants responded with their level of agreement with the four items using a 5-point Likert scale anchored at 1=*Strongly disagree* and 5=*Strongly agree*. Examples of the items are, "a hotline would be…useful in emergency," "…helpful in providing information," and "…useful in emergency." The Cronbach's α ranges from .60 to .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 5-point Likert scale anchored at 1=*Strongly disagree* and 5=*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 .65 to .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 5-point Likert scale from 1=*Not at all helpful* to 5=*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 .73 to .92.

Perceived risks. Participants were asked to respond to three items about the perceived risks of human trafficking with items anchored at 1=*Strongly disagree* and 5=*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 .35 to .83 (it was .81 at the baseline and .83 for post 1—the drop to .35 at post 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.

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 using a 5-point Likert scale anchored at 1=*Very unlikely* and 5=*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 5-point Likert scale anchored at 1=*Very unlikely* and 5=*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 .83 to .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," "migrant/labor union organization," and each answer that was mentioned would be given one point. This variable calculated on 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 1=*Very unlikely* to 5=*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 .60 to .72

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 1 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 1 and Post 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 1 and Post 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 1 and Post 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 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 3, which was deemed to be a significant level of past experience with human trafficking, 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.

Survey Administration/Data Collection

Study Site

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). 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 survey was administered in Indramayu in West Java, a district with over 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). Within West Java, Indramayu is the district with the largest number of victims (N=345), over 70% more than Cirebon (N=199), 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).

Procedures

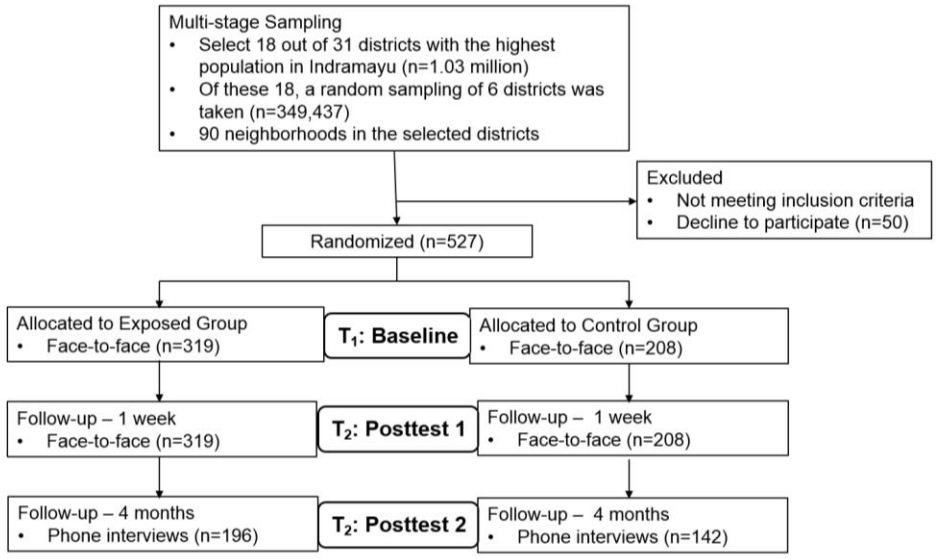
The institutional review board at the investigators' university approved the researchers' study design, the protocol for recruitment procedures, their interviewer training materials and the survey content. This research project incorporated a randomized control trial with a longitudinal panel design. 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. Out of 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 as the study's sites. Fifteen field researchers visited 90 neighborhoods in the selected districts and conducted face-to-face interviews with 5-6 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 SD education (elementary school), 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 VCD. Overall, 577 individuals were recruited but 50 declined to participate. The remaining 527 people then were randomly assigned to either exposed (N=319) or control (N=208) conditions.

The investigators engaged local research firm BOI Research Services to conduct the field survey. Data were collected in three waves from April 2014 through August 2014. In the first wave, baseline data were collected through face-to-face interviews (N=527). In the second wave, Posttest 1 data were collected one week after the baseline interviews, also using face-to-face interviews (exposed, N=319, control, N=208). The third wave of data collection, Posttest 2, took place four months after Posttest 2 and was administered over the telephone (treatment N=196, control, N=142).

For 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 the 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 Posttest 1, with both treatment and control groups, approximately one week later. There were no drop-outs at Posttest 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 with both treatment and control groups during Posttest 2.

For Posttest 2, the interviewers were instructed to call participants up to twelve 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 provided phone numbers, although some of the participants simply declined to participate. Note: given this drop-out rate, the researchers suggest that future studies in this area should not use the telephone for follow-up interviews if the study is longitudinal (they were utilized in this study to stay within the grant award funding limitations). In this region of Indonesia, smart phones with contracts and stable phone number are uncommon at this point in time; instead, many individuals rely on disposable phones that are quickly replaced when a better deal becomes available and thus an individual's phone number can change quickly and frequently.

Figure 3: Flowchart of the Participants in the Randomized Control Trial



MTV EXIT Documentary

Dian Sastrowardoyo, a popular Indonesian actress who hosted

The intervention material Enslaved: an MTV EXIT Special in this study was a 24-minute documentary film titled, Enslaved: An MTV EXIT Special, hosted by Dian Sastrowardoyo, a popular actress in Indonesia (seen in the photo to the right). 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 report suspicious activities, and should share C-TIP information with others to raise awareness of the problem.

Manipulation Check

To ensure that our participants in the exposed group had completed viewing the MTV EXIT documentary, we included manipulation check questions during the Posttest 1 survey. The 319 participants in the exposed group were asked if they had watched the documentary during the week between the Baseline and Posttest 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 the documentary once while the remaining 16% saw it at least twice.

Test of Narrative Engagement

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 & Brock, 2000). In this study, we integrated a transportation scale in the Posttest 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 1=*Strongly disagree* to 5=*Strongly agree*, and the means of the five items were summed to form a composite index (Cronbach's α=.73, M=3.24, SD=.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).

Enjoyment--we also 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 α=.84). A majority of the participants enjoyed the documentary (M=3.85, SD=.58) with only 4.1% rating it below a score of 2.

Believability was measured using two items on a Likert scale from 1=*Strongly disagree* to 5=*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=.46), with less than 1% who disagreed or strongly disagreed with its believability. The Cronbach's α=.79.

Identification with the characters in the documentary also was an important measurement, as 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), were assessed during Posttest I for two components of identification on 5-point scales: "How similar do you think your life circumstances are to the following people in the documentary?" (1=*Not similar* to 5=*Very similar*), and "Do you think you could end up in the same situation as the following people in the documentary?" (1=*Very unlikely* to 5=*Very likely*). The Cronbach's α for identification with Siti, Ismail, and Ika were .71, .69, and .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.

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.

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 pre-tested 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. The next step involved (2) significance testing of model elements, which can 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. Multiple regression is used for these statistical tests. And (3), we used General Linear Model Repeated Measures tests for each outcome variable at the Baseline, Posttest 1 and Posttest 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.

Results

Characteristics of the Participants at the Baseline and Posttests 1 & 2

Table 2 offers 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 (the Posttest 1 data are displayed in the same columns because there were no drop outs). At the baseline, 47% of the participants were men, and 34% were 18-24 years of age, followed by 29% who were 25-30 years old, 19% aged 31-35, and 18% from the age range of 36-39.

A majority of the participants had annual household incomes between 15-30 million Rp (46%), and 34% had less than 15 million Rp while the rest had over 30 million Rp (which is currently just under US$2500). Based on our recruitment criteria, all of our participants could speak Bahasa Indonesian. In addition, most of them spoke Javanese (80%), followed by Sundanese (11%) and Cirebonan (10%).

The results show that 65% were married and 32% were single. For their level of education, 40% reported that they had completed SD (elementary school), 30% completed SMP (Grade 9), and 27% graduated from SMA (Grade 12). 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. 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. 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). The distributions for each demographic variable were similar between Baseline/Posttest 1 and Posttest 2 data, which suggests that it is unlikely the data are subject to any significant systematic bias errors and thus the dropouts from Posttest 2 did not substantially affect the results.

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

	Baseline/Posttest 1			Posttest 2		
Characteristics	Exposed	Control	Total	Exposed	Control	Total
Total samples (N)%	319	208	527	196	142	338
District						
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)
Gender						
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)
Age in years						
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)
Annual Household Income						
<15 million Rp	121 (37.9)	57 (27.4)	178 (33.8)	72 (36.7)	43 (30.3)	115 (34.0)
15 million - 30 million Rp	140 (43.9)	102 (49.0)	242 (45.9)	94 (48.0)	67 (47.2)	161 (47.6)
31 million - 45 million Rp	47 (14.7)	37 (17.8)	84 (15.9)	25 (12.8)	23 (16.2)	48 (14.2)
> 45 million Rp	11 (3.4)	12 (5.8)	23 (4.4)	5 (2.6)	9 (6.3)	14 (4.1)
Language						
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)
Marital Status						
Single	102 (32.0)	65 (31.3)	167 (31.7)	61 (31.1)	44 (31.0)	105 (31.1)
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)
Education*						
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)
Employment Status						
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)	4.2 (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 (.6)	3.5 (.7)	3.6 (.6)	3.7 (.6)	3.5 (.6)	3.6 (.6)

Communication Technologies and Media Use

RQ1: What are the levels of media use (newspaper, television, radio and social media, and local media) in the target population?

Table 3 summarizes news media use per week (in %). Television was most popular for news consumption with a high frequency of use—at least six days a week (39%), followed by moderate users with 3-5 days a week (29%), and low users (14.8%) at less than three days a week. Over 90% did not read any newspapers and 80% don't 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

The results show that 92% of the participants had mobile phones, but only 3% of all the participants had smart phones. And only 13% of the respondents had landline Internet access and only a third (33%) of all participants could connect to the Internet through mobile devices.

With respect to communication technology use, the high users (6-7 days per week) primarily texted on the phone (49%), followed by talking on the phone (29%), Facebook (17%), and used the Internet (other than email, 7%). The distribution of moderate users (3-5 days a week) is quite similar to that of the heavy users, with 37% stating that they talked on the phone, 24% texted on the phone, 11% used the Internet (other than email) and 9% used Facebook. It should be noted that the vast majority of the participants from Indramayu did not use social media such as Twitter (94% non-users), instant messaging (95% non-users), emailing (98% non-users) or other texting applications (94% non-users).

Experiences and Prevalence of Human Trafficking

RQ2: What is the prevalence of human trafficking in Indramayu, Indonesia?
Our research found that 28.3% (N=149) of the participants had migrated from Indramayu for employment in other cities within Indonesia or internationally. The prevalence of experience

with human trafficking conditions among participants ranged from 15% (N=78) who had experienced at least one condition of human trafficking, to 2.5% (N=13) who had experienced more than three conditions (see Table 4 for all 14 conditions of human trafficking). 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%, N=25), followed by 2) not being allowed to keep the money they earned (4.2%, N=22), 3) the confiscation of identification and other legal documents (3.8%, N=20), 4) 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%, N=20), 5) not being allowed to quit their jobs (3.8%, N=20), and 6) being forced to work excessively long hours without any days off (3.2%, N=17). Overall, only 2.5% (N=13) engaged in any actions to seek help and escape from the situation. The most common response was to call their family members for help (1.5%, N=8), followed by escaping the workplace on their own to contact the police or an NGO (1.3%, N=7). In terms of the post trafficking experiences, 1.3% (N=7) of the participants had medical check-ups and treatment while 0.9% (N=5) filed and 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%, N=10) and depression (54%, N=7).

A crosstab 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 women are more susceptible to becoming victims of human trafficking and less likely to seek help (Bajari, 2013).

Table 4 Experiences of Human Trafficking by Gender at the Baseline

Experiences by the Participants	Male (N=250)		Female (N=277)		Total (N=527)	
Had migrated for work (N)%	66	(26.4)	83	(30.0)	149	(28.3)
Experiences of human trafficking conditions						
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)
Responses to seek help						
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)
Escape outcomes						
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)
Post trafficking experiences				0.0		
Filed a worker insurance claim to receive my compensation/lost wages	1	(0.4)	5	(1.8)	5	(0.9)
Successfully received their 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)
Health problems associated with being trafficked						
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's a significant difference between male and female in the same variable

Barriers to and Facilitators of C-TIP-related Outcomes

RQ3: What are the barriers and facilitators 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) that influence knowledge, attitudes, behavior and other counter human trafficking outcomes?

Table 5 and Table 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 participants were assigned to a treatment or control group.

Individual

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

- *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 in this 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.
- *Level of education*: people with more education (approximately 40% completed grade school, 30% completed middle school, 27% completed high school and 3% graduated from college) had more knowledge about trafficking, and put less trust in their family members to help them to migrate safely.
- *Household size*: having more people as opposed to fewer people (most households are in the range of 2-6 people) in the same household 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, and reduced the likelihood that they will adopt the following C-TIP behaviors: seeking information about human trafficking and/or discuss counter-trafficking prevention techniques.
- *Number of dependents*: the more dependents a person has to support (most respondents have between zero to three dependents), the more favorable are their attitudes towards seeking information on C-TIP. At the same time individuals with larger numbers of dependents had more negative attitudes toward the ease of using the C-TIP hotline, had a lower sense of efficacy regarding the use of other C-TIP behaviors, had a lower level of perceived risk for becoming a victim of trafficking, and had less intention to practice safe migration. Thus their intent to seek information may be for others and not for themselves.
- *Religiosity*: having 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.

Other individual-level factors also are strong predictors of the outcome variables. In particular, prior experience with human trafficking significantly related to eight of the 17 outcome variables. People who had experienced human trafficking generally had less knowledge about the conditions and types of human trafficking, more negative attitudes toward seeking information about C-TIP, recruitment agents and toward using the hotline (possibly because they did not believe these actions or individuals deterred them from becoming victims of trafficking). They also had less efficacy and intention to practice safe migration, even as they displayed higher perceived risks of being trafficked and higher actual use of the C-TIP hotline. On the other hand, people who had prior experience in migrating for work showed more knowledge, the intention to practice safe migration, and all the desirable behaviors regarding seeking and

discussing information about C-TIP and calling the hotline. Interestingly, exposure to media about human trafficking was also related to participants having more positive attitudes toward migrating abroad for work, higher frequencies of intention to migrate the adoption of information seeking behaviors and more discussions about C-TIP with people in their social network.

Interpersonal-Level Factors

At the interpersonal level, participants who had two or three different 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 can unsafe migration can be prevented), a higher level of perceived risk, the intention to practice safe migration behaviors (such as joining a migrants organization or getting information in advance from the government), had higher levels of information-seeking, and discussed behaviors related to C-TIP. 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 (12 outcome variables), thus the model suggests it 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, using hotlines, finding out about migrant jobs abroad, as well as sponsors, and 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. We also found they had less intention to migrate if they had more interpersonal conversations with their social network about human trafficking. Having a larger number of people within 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 the intention to migrate, which could be a risk, compared to those who knew fewer people who had been migrants. 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 Information on C-TIP is Easy	Attitude: Seeking Information on C-TIP is Important	Attitude: Sponsors	Attitude: Hotline	Attitude: Migrant Jobs	Trust with Authorities	Trust with Family Members	Trust with NGO
Individual Level									
Gender	.287 (.299)	.083 (.084)	-.036 (.064)	.111 (.075)	-.196 (.421)	-.178** (.061)	.048 (.082)	-.029 (.068)	-.004 (.068)
Age	-.057 (.038)	-.022** (.011)	.015* (.008)	-.013 (.009)	.030 (.053)	.004 (.008)	.003 (.010)	-.003 (.008)	-.009 (.009)
Born in Indramayu	-1.844* (.957)	.116 (.269)	.091 (.206)	-.033 (.241)	1.448 (1.346)	-.168 (.195)	.139 (.262)	-.033 (.217)	-.082 (.218)
Household Income	-.696 (.538)	.008 (.151)	.186 (.116)	.249* (.135)	1.027 (.756)	.116 (.109)	.034 (.147)	.058 (.122)	.022 (.123)
Education	.193*** (.053)	.005 (.015)	.020* (.011)	-.019 (.013)	.032 (.075)	-.018* (0.011)	-.012 (.015)	-.030** (.012)	.000 (.012)
Married	-.428 (.560)	.041 (.206)	-.066 (.158)	.324* (.185)	1.254 (1.033)	-.095 (.149)	.186 (.201)	.159 (.166)	-.002 (.168)
Single	-.595 (.474)	-.093 (.233)	-.140 (.178)	.393* (.209)	.742 (1.167)	-.138 (.169)	.032 (.227)	.210 (.188)	.090 (.189)
Length of Residence	.013 (.029)	.009 (.008)	-.006 (.006)	.002 (.007)	-.039 (.041)	-.002 (.006)	-.004 (.008)	.007 (.007)	.005 (.007)
Household Member Size	.004 (.090)	-.027 (.025)	-.021 (.019)	-.020 (.023)	-.120 (.126)	-.010 (.018)	-.017 (.025)	-.015 (.020)	-.055** (.021)
Dependents	.151 (.131)	-.075** (.037)	-.085** (.028)	.008 (.033)	-.555** (.184)	.022 (.027)	-.030 (.036)	.004 (.030)	-.005 (.030)
Religiosity	-.110 (.223)	.050 (.063)	.062 (.048)	-.031 (.056)	-.071 (.314)	-.052 (.045)	-.010 (.061)	.048 (.051)	.044 (.051)
Prior Experience with TIP	-1.050** (.451)	-.364** (.137)	-.076 (.096)	-.445*** (.110)	-2.885*** (.650)	-.109 (.093)	-.056 (.096)	-.113 (.092)	-.001 (.085)
Prior Experience with Migration	.726** (.333)	.099 (.094)	.143** (.072)	.091 (.084)	.186 (.468)	.057 (.068)	-.082 (.091)	.085 (.075)	.096 (.076)
Media Exposure to TIP	.474 (.288)	.245** (.081)	.005 (.062)	.031** (.010)	.042 (.058)	.041*** (.008)	.008 (.011)	-.013 (.009)	-.003 (.009)
Interpersonal Level									
Influence on Migration	.071 (.070)	.018 (.020)	.059*** (.015)	.008 (.018)	.314** (.099)	.043** (.014)	.012 (.019)	.060*** (.016)	.053** (.016)
TIP Interpersonal Discussion	.621*** (.135)	.027 (.038)	.028 (.029)	.136*** (.034)	1.037*** (.190)	.074** (.027)	.133*** (.037)	.316*** (.031)	-.003 (.031)
Migrant Network	.477*** (.091)	.000 (.026)	.041** (.020)	-.053** (.023)	.294** (.129)	.020 (.019)	-.030 (.025)	-.004 (.021)	-.016 (.021)
Community Level									
Hot Spot	-.124* (.174)	-.054 (.049)	-.045 (.037)	.035 (.044)	-.467* (.244)	.010 (.035)	.043 (.047)	.016 (.039)	-.065 (.040)
Comfortability with Hot Spot	-.325** (.165)	.015 (.046)	.064* (.035)	.025 (.042)	.781** (.232)	.109** (.034)	-.033 (.045)	-.096** (.037)	.099** (.038)
Environmental Push Factors	.440** (.213)	.125** (.057)	.303*** (.043)	.020 (.054)	.204 (.301)	.213*** (.042)	-.078 (.058)	.355 (.343)	.318*** (.047)

Note: OLS = ordinary least squares
*p < .10, **p<.05, ***p<.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 Information on Safe Migration	Information Seeking Behavior	Hotline Behavior	Interpersonal Discussion Behavior
Individual Level									
Gender	-.059 (.069)	-.688* (.401)	-.057 (.137)	-.191* (.107)	-.034 (.068)	-.323** (.158)	-.009 (.058)	.001 (.014)	.086 (.116)
Age	.009 (.009)	.031 (.050)	.030* (.017)	-.010 (.013)	-.005 (.008)	-.025 (.020)	-.011 (.007)	-.001 (.002)	-.005 (.015)
Born in Indramayu	-.104 (.220)	1.282 (1.282)	-.446 (.439)	.089 (.343)	-.016 (.216)	-.766 (.506)	.085 (.186)	.054 (.044)	.183 (.371)
Household Income	.352** (.124)	1.238* (.720)	.449* (.247)	.153 (.193)	.445*** (.121)	-.068 (.284)	.174* (.104)	.004 (.025)	-.015 (.209)
Education	.014 (.012)	.087 (.072)	.009 (.024)	.010 (.019)	.006 (.012)	.015 (.028)	-.001 (.010)	-.002 (.002)	.005 (.021)
Married	.118 (.169)	-1.225 (.984)	.103 (.337)	-.217 (.263)	.321* (.166)	-.486 (.388)	-.046 (.143)	.005 (.034)	.039 (.285)
Single	-.023 (.191)	-2.149* (1.112)	-.063 (.381)	.311 (.298)	.255 (.187)	-.576 (.439)	.001 (.161)	.001 (.038)	-.248 (.322)
Length of Residence	-.005 (.007)	-.073* (.039)	-.012 (.013)	-.001 (.010)	-.003 (.007)	-.023 (.015)	.001 (.006)	-.002 (.001)	.000 (.011)
Household Member Size	-.007 (.021)	.058 (.120)	-.034 (.041)	-.009 (.032)	-.025 (.020)	-.072 (.047)	-.045** (.017)	.000 (.004)	-.068* (.035)
Dependents	-.119*** (.030)	-.527** (.175)	-.009 (.060)	-.025 (.047)	-.100** (.030)	.085 (.069)	.044* (.025)	.001 (.006)	-.081 (.051)
Religiosity	.063 (.051)	.077 (.299)	-.026 (.102)	-.091 (.080)	.035 (.050)	-.252** (.118)	-.073* (.043)	-.030** (.010)	-.260** (.087)
Prior Experience with TIP	-.301** (.088)	1.189** (.557)	.131 (.188)	.028 (.144)	-.347*** (.086)	.310 (.212)	-.006 (.102)	.063** (.027)	.157 (.220)
Prior Experience with Migration	.087 (.077)	1.001** (.446)	-.272* (.153)	.260** (.119)	.273*** (.075)	-.469** (.176)	.529*** (.065)	.040** (.015)	.468*** (.129)
Media Exposure to TIP	-.011 (.009)	.051 (.055)	.034* (.019)	.032** (.015)	.007 (.009)	.012 (.022)	.032*** (.008)	.000 (.002)	.078*** (.016)
Interpersonal Level									
Influence on Migration	.095*** (.016)	.242** (.094)	.056* (.032)	.043* (.025)	.085*** (.016)	-.019 (.037)	.029** (.014)	-.002 (.003)	.142*** (.027)
TIP Interpersonal Discussion	.145*** (.031)	.345* (.181)	.209** (.062)	-.155** (.048)	.143*** (.030)	.034 (.071)	.038 (.026)	.004 (.006)	.153** (.052)
Migrant Network	.104*** (.021)	.408** (.122)	.038 (.042)	.126*** (.033)	.039* (.021)	.052 (.048)	.009 (.018)	-.005 (.004)	.195*** (.035)
Community Level									
Hot Spot	.095** (.040)	-.021 (.233)	.418*** (.080)	.057 (.062)	.062 (.039)	.098 (.092)	.025 (.034)	-.007 (.008)	.108 (.067)
Comfortability with Hot Spot	-.036 (.038)	-.299 (.221)	-.219** (.076)	-.079 (.059)	.011 (.037)	.046 (.087)	-.029 (.032)	-.002 (.008)	.033 (.064)
Environmental Push Factors	.370*** (.046)	1.059*** (.283)	.347*** (.097)	.183** (.076)	1.456*** (.298)	.011 (.016)	.067 (.041)	-.004 (.010)	.247** (.082)

Note: OLS = ordinary least squares
*p < .10, **p<.05, ***p<.001

Community-Level and Environmental Factors

Community-level factors did not generate many meaningful interactions with the C-TIP related 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.

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 seen as 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 people might need 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.

Effects of the MTV EXIT Documentary on C-TIP Outcomes

RQ4: 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?

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 (Posttest 1) and four months (Posttest 2) after watching the documentary.

Knowledge (of human trafficking)

We found an effect of the MTV EXIT material on knowledge of human trafficking, F (2, 672) = 4.44, p <.05, η^2 =.013. Over time, knowledge increased in the treatment group from Posttest 1 to Posttest 2. Participants in the treatment group demonstrated significantly higher levels of human trafficking knowledge at Posttest 1, $t(525)= -3.54$, $p<.001$. However, similar levels of knowledge were found between the two groups at Posttest 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 Posttest 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 Posttest 2=10.23 and treatment mean at Posttest 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 Posttest, 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).

Attitudes

There are eight attitude variables in the multi-level behavioral model being tested in this study. At Posttest 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, $p=.07$, $\eta^2=.008$. At Posttest 1, the treatment group had a significantly more positive attitude than the control group, $t(525)= -3.50$, $p<.05$. The control group also showed higher trust in authorities but not as much as the treatment group. By Posttest 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 Posttest 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 Posttest 2. This likely means that the increase was due to learning that is a by-product of taking the surveys, and other "history" effects from their environment.

The attitudinal variables that were most impacted by the documentary were "trust in families to help workers migrate safely" and attitude toward "calling a hotline." In the case of attitudes toward calling the hotline, there was a significant positive increase at Posttest 1 (treatment group over the control group), which dropped slightly by Posttest 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 Posttest 1 but there was a significant positive difference between the treatment and control groups by Posttest 2—a delayed effect.

Attitudes toward migrating for jobs became significantly more negative for the treatment group at Posttest 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 Posttest 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, $F(2, 672) = 2.988$, $p = .051$, $\eta^2 = .009$: 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 Posttest 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, $F(2, 672) = 5.625$, $p < .05$, $\eta^2 = .016$. Compared to the control group, participants in the treatment group scored moderately higher at Posttest 2 with $t(336) = -1.711$, $p = .088$. The treatment also had a significant effect on the participant's skills to call the hotline, $F(2, 672) = 14.517$, $p < .001$, $\eta^2 = .041$. At Posttest 1, the treatment group scored higher than the control group $t(525) = -5.122$, $p<.001$ and improved its mean score to 2.51 from 1.92. However, at Posttest 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 Posttest 1 (and slightly but not significantly for the control group) but fell just as significantly by Posttest 2 (means for treatment group at Baseline=17.62, at Posttest 1=19.18 and at Posttest 2=17.36). For unexplained reasons, the control group for perceived risk of human trafficking dropped significantly from Posttest 1 (mean=19.70 to mean=16.77) at Posttest 2.

Table 7 Documentary Effects on Knowledge, Attitudes, Efficacy, Perceived Risks, Skills, Intention, and Behavior at 1-week and 4-month Follow-up

Outcome Variables	Intervention		
Mean (95% CI)	Baseline	Posttest 1	Posttest 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 with 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 with 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 with NGO			
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)
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	12.32 (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 < .10, **p <.05, ***p <.001, the value is significantly different when compared to the same variable from the baseline exposed condition (within effects)

[a]p < .10, [b]p<.05, [c]p<.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)

Intention

Table 7 shows a moderate effect for participants' intention to practice safe migration, F (2, 672) = 2.584, p = .076, η^2 = .008, particularly at Posttest 2 when the treatment group scored significantly higher than the control group 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, $p < .05$, η^2 = .010. The control group also had positive growth in their scores from the Baseline (mean=12.32) to Posttest 1 (mean=13.52) to Posttest 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 study, 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 behavior. This probably means that there has been no need to engage in some of the behaviors such as calling the hotline. 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 Posttest 1 that generally persisted at Posttime 2 but it was not a significant change.

We checked to see to whom participants actually spoke with about trafficking to see if there were any discrepancies between those results and their earlier responses but these data are consistent.

Table 8: Since viewing the documentary, with whom have you discussed the dangers of working away from home?	Baseline	Post 1	Post 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 1	Post 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

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 Posttest 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 Posttest 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 KAP behavior change models that have been utilized 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 & 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 & Singal, 2008); lessons from branching storylines (Green & McNeese, 2007; Noda, Miki, Iwaka, Mitsuhara, Kozuki & Yano, 2012); and from the latest behavioral change theories (Fishbein & 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 & Fong, 2004; Moyer-Gusé & 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 Posttest 2 but 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 pre-testing 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 explaining the shortening of attention spans in youth raised with significant television viewing (quoted in Elias, 2004). According to the research on narrative transportation, an engaging narrative can reduce counterarguing and increase acceptance of the messages. Green & 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 in the design of message strategies since people with more income may not necessarily think of themselves as susceptible to being trafficked, and they may rely solely on the sponsors to make arrangements for their migration without checking with other sources to verify the job opportunities. We also found that people who live in larger households and those with more dependents to support tended to have less favorable attitudes and efficacy toward C-TIP behaviors and are 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 & Cook (2001) note, ". . . people's personal networks are homogeneous with regard to many sociodemographic, 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.

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 channels that they use more intensely such as television, Facebook, 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 the right media channel.

In addition to the current variables, scholars could explore creating pre-test 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.

Recommendations

- 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 tool-kit 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.

- 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 utilized 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 ways for people to "pull" the information rather than 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.

- 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.

- 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.

- 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.

- Out of the box: Given the level of expertise and research skills required to conduct high quality research and program evaluation in communication, media, and campaign design, policy makers 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.

Part II: Social Media Research

Human Trafficking and Social Media Issues in Indonesia

While social media can be used positively to generate awareness for social causes and increase civic participation, it has been found that social networking sites such as Facebook can also be used as a channel for human trafficking, especially in sex trafficking that involves 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 teenagers who were victims of sex trafficking through the Internet (Kristanti, 2010). The Chief of Crime and Investigation, Toni Surya Saputra, stated that all the victims were put on the market through a closed group page on Facebook, 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 TIP Report in 2014 on Indonesia also reveals that the government and NGOs recently reported an increase in university and high school students who are 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 2000 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.

This second study is exploratory research into social media discussions of awareness, attitudes, and behaviors 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 are:

RQ1: What are the top social media outlets that are most popular for human trafficking discussions?
RQ2: Where are the locations in which public conversations about human trafficking are most active on social media in Indonesia?
RQ3: What types of messages about human trafficking drive the largest conversations?
RQ4: What kinds of online sentiments (positive & negative emotions) are seen in public posts and comments about human trafficking are found in the social media in Indonesia?
RQ5: What types of human trafficking issues are discussed by Indonesian online users?
RQ6: What are the narrative frames of human trafficking on social media in Indonesia?

Methods

The social media study was designed to utilize 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 was expected.

The content analysis process first identified keywords used when discussing 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 (NGO workers and academicians) of the workshop we conducted in November 2013. The keywords and hashtags on our master list used in this research are all in the local language (Bahasa Indonesian).

Using DiscoverText, a text and social data analytics software that enables users to schedule feeds of messages from social media platforms, such as Twitter, Facebook and YouTube. We collected messages that contained the master list of 11 keywords and hashtags for a 3-month period—from May to July 2014, a period that coincided with our survey data collection period.

Data cleaning included a process called de-duplication to remove identical messages. Next a clustering process was conducted using the CloudExplorer feature from the software tools in order 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 7 keywords/phrases, including 2 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 7 keywords into a YouTube search, and sorted 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 8536 units, mostly from Twitter, with only 100 units from YouTube, and 73 units from Facebook.

Coding Scheme

The next step was to prepare datasets for coding purposes, first by de-duplicating and then clustering the items into datasets in order to eliminate repetitive content and eliminate single-item data units (as described in the appendix table, ranked from highest usage to the lowest). Three coders (all native Bahasa speakers from a partner 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 were randomly created from the data archives of terms by the software tool. 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 in order to check for intercoder reliability (which resulted in .90)—the kappa 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 7 datasets (which represent each of the keywords). Each dataset was coded for five main communication categories, namely: (1) Sentiment (assessing whether the message contains positive, negative, neutral feelings described by the words or symbols used); (2) Types of message (awareness-raising, news sharing, supporting victims/survivors, seeking information, and promoting events) (De la Torre-Díez et al., 2012); (3) Types of human trafficking (sex trafficking, labor exploitation, domestic workers, organ trafficking) (Denton, 2010; Gulati, 2010; Wallinger, 2010); (4) Demographics of trafficking victims (men, women, children, girls, boys) and (5) Grievance targets (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	Awareness-raising, news sharing, support victims/survivors, seeking information, and promoting events • *Awareness-raising*. Defined as any form of educational information being distributed, driving attention to the importance/concern of combatting human trafficking. • *News sharing*. Defined as any form of news article or blog about human trafficking issues. • *Support victims/survivors*. Defined as any other form of evidence/effort about supporting the victims/survivors of human trafficking. • *Seeking information*. Defined as any messages where people are asking questions about topics related to human trafficking. • *Promoting events*. 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 a government, legislators, human traffickers or corporations that are targeted by the social media message, so as to pressure them to address the issue.

Results

For RQ1, based on the compiled data archives, using tweets and posts created between May-June 2014, Twitter is the most popular social media for human trafficking discussions, with 8363 unique tweets from a total of 8536 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 keyword/phrase.

Table 11 Rank of Data Units

No.	Keywords	Data Unit	%
1	Human Trafficking	5288	61.95
2	Victims of Trafficking	2456	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		8536	100.00

Table 12 User Locations

No	Locations	Count of Users
1	Indonesia	738
2	Jakarta	453
3	Bandung	99
4	World	68

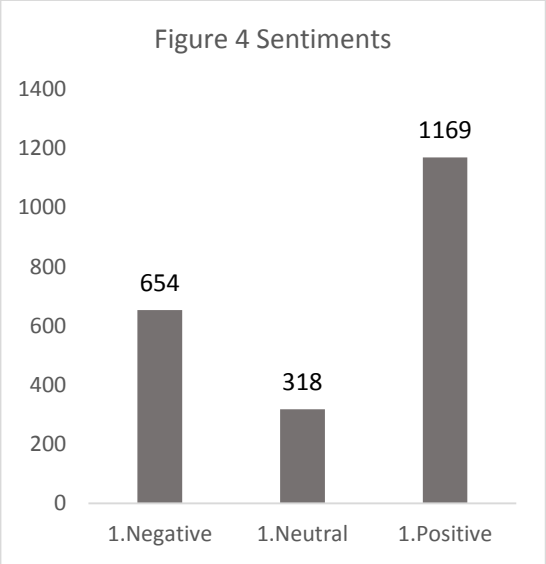
5	Yogyakarta	54
6	Unidentified	40
7	Semarang, Central Java	37

RQ2 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 (N=704) and as best we can tell, the rest of the world (N=68), we identified a number of posts from Jakarta (N=453), 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 (N=99), followed by Yogyakarta (N=54), and the fourth place, Semarang (N=37). 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.

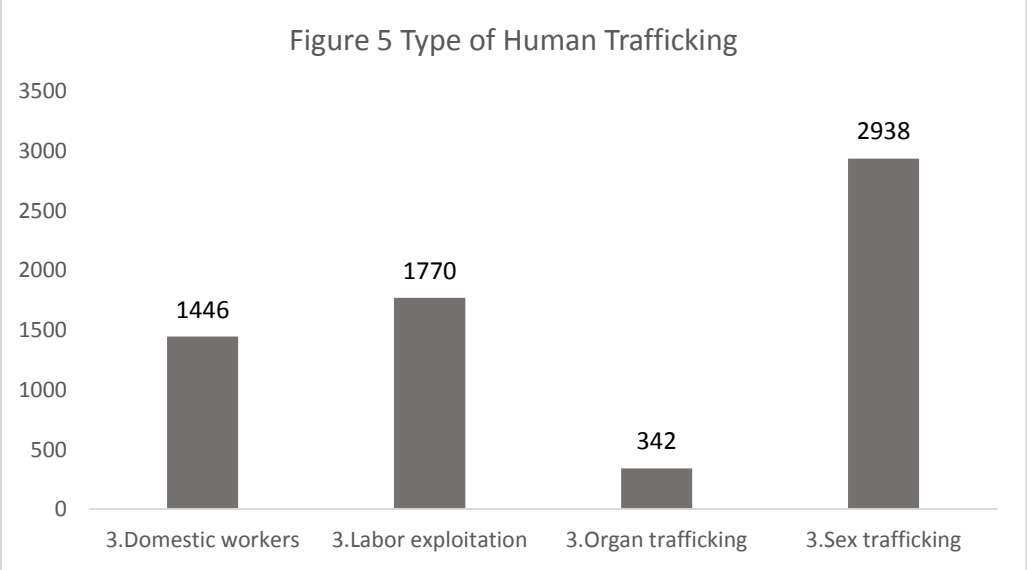
To examine RQ3, on what type of messages on human trafficking generated the largest number of conversations, we compared coding results on message type, and identified that "awareness raising" (49.61%) was the most popular type of conversation, while "news sharing" was the second largest (40.79%), followed 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 relevant items (not related to human trafficking issues). See Table 13 for the break down of the message counts and their respective percentages.

Table 13 Type of Messages

No	Type of messages	Counts	%
1	Awareness-raising	8228	49.61
2	News sharing	6764	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



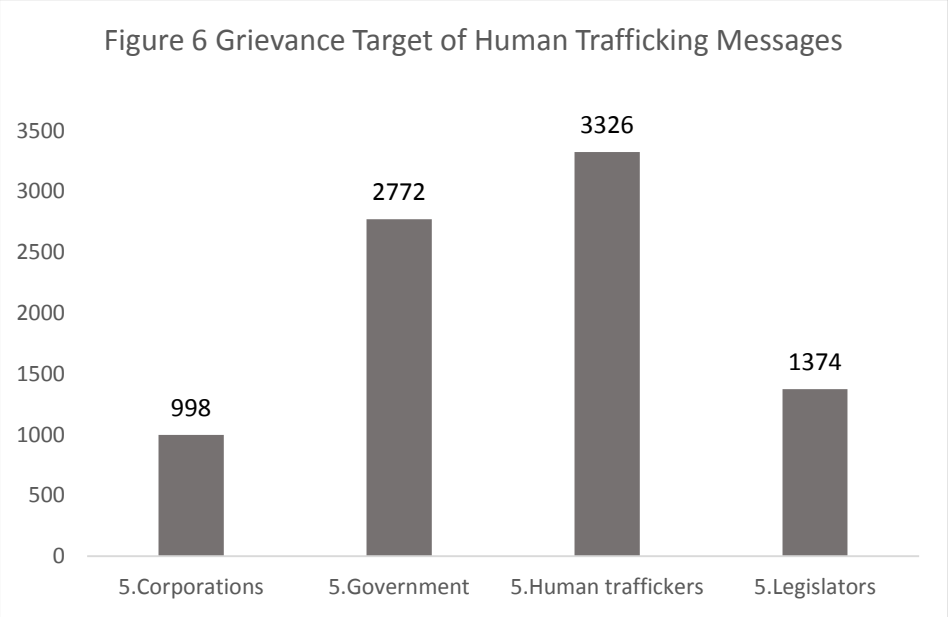
RQ4 focuses on the kinds of online sentiments regarding human trafficking that are found in social media. We coded the data to determine whether there were more positive, negative or neutral emotions or feelings, described by words and expressions (in the forms of text and pictures) with respect to human trafficking. The coding indicates that positive sentiments were the highest (54.60%), compared to negative sentiments (30.55%) and neutral messages/posts (14.85%).



RQ5 asks what types of human trafficking are discussed by Indonesian online users. We found that sex trafficking cases were ranked as the highest issue (45.23%), with labor exploitation cases ranked second (27.25%), domestic worker cases were third (22.26%), and the fewest were on organ trafficking cases (5.26%).

The last question, RQ6, explores the narrative frames of human trafficking posts/messages in the social media in Indonesia. Results found that tweets and posts about trafficking cases primarily highlighted the news and focused on raising awareness of issues regarding children (N=3437 or 37.18%) with no specific mention of gender. In a very close second place are narratives about teenaged girls (N=3423 or 37.03%), while the rest were about women (N=1946 or 21.05%), men (N=261 or 2.82%) and boys (N=177 or 1.91%). Most of the messages targeted human traffickers (39.27%) as the persons who are committing crime, while other discussions revolve 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 mostly mentioned in regard to labor exploitation issues. The top 5 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 (N=64), #ARBforpresident (N=29), #Indonesia or #TuitIndonesia (N=27). The hashtag #ARBforpresident appeared mostly because the time period 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) at the top of the list, while top 10 users included anonymous users, academicians, news content providers and civil society organizations discussing women's issues.



Discussion

Conversations about human trafficking issues mostly took place on Twitter, compared to other social media tools, such as YouTube and Facebook, where the difference in numbers is quite

large. Indonesia is one of the countries with an extremely large number of Twitter users compared to the rest of the world with almost 20 million active users (Suryadhi, 2014). Jakarta has become the most active city in posting tweets in the world according to TechCrunch in 2012 (Asih, 2012). The main findings indicated that sharing and awareness-raising were the most popular forms in social media messages related to human trafficking, with mostly positive sentiments compared with smaller numbers of negative and neutral posts/messages.

During the coding process, there were discussions about the massive growth of robotic accounts on Twitter for promoting tweets in Indonesia that lead to concerns that it might become difficult to distinguish between the actual messages and those that promoted a given topic topics by design (Simanjuntak, 2014). Our data contained mostly original posts with some retweeted news links, although one robotic account was found in the 10th position, using the top meta data for user descriptions.

The content of the news sharing and awareness raising topics mostly covered investigations of sex trafficking cases and illegal and under-age prostitution, with girls (N=2371) and children (N=1198) as the targets, followed by women (N=758). These findings echoed the facts that sex trafficking cases with women and girls are prominent concerns in Indonesia, where many victims were originally recruited with offers of jobs in restaurant, factory or domestic work before they were coerced into prostitution. Most news and information posts and messages highlighted the victims' circumstances. Recent data from TIP Report 2014 revealed that most cases of forced labor and prostitution that involved 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 (N=970). From news sharing contents, it was also found that Sukabumi (N=204) and Indramayu (N=278) were mentioned as the areas where most of the trafficking cases originated, which further validates Indramayu as the site for the survey in the first section of this research project.

Examples of the most shared postings in the category of supporting victims/survivors, included news sharing about government support and mentoring programs for victims of trafficking, as well as posts about research on the importance of legal protection for victims of trafficking in Indonesia and ASEAN (Association of South East Asian Nation). 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 combatting 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 counter human trafficking 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 where police and security forces managed to investigate and prosecute human trafficking cases, and highlighted public support for combatting human trafficking problems. On the other side, examples of negative sentiments were identified in the form of concerns about labor exploitation, seeing that it still remains a serious problem for the Indonesian government. Other negative responses were about the 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 popular as sex trafficking posts, labor exploitation narratives were also 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 where 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 labor workers, as the time period occurred concurrently with Indonesia's presidential election in July.

Recommendations

This study explores the current use of social media by Indonesian speaking users as they post/discuss human trafficking. It highlights the potential use of social media platforms for anti-trafficking efforts such as awareness-raising, and seeking information about the issue. Twitter and other social networking platforms offer tremendous and yet unrealized potential in engaging users to become involved in human trafficking prevention efforts. Nevertheless, trending topics represented in the current data mostly originated from sharing news content rather than identifying the efforts of individuals or groups participating in anti-trafficking activism (e.g., organizing fundraising events, and pushing for legislative change).

Future research is needed to explore whether the popularity of social media can be leveraged to disseminate evidence-based human trafficking prevention strategies on a national and global scale. Anti-trafficking practitioners can use social media to attract people to their sites, and harness its ability to allow for live interactive mobile support groups for local activists and campaigners. Social media, especially Twitter, can increase public awareness and distribute information on human trafficking news and issues but in this mediascape in Indonesia, social media branding for C-TIP organizations appears to be underutilized. 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 on Twitter. (Another rising star on Twitter is Pope Francis so it would be interesting to see if he would be interested in participating in a campaign in other countries, but obviously not in Indonesia, which is largely Islamic). In general, a sophisticated, phased strategic communication plan seems to be needed.

Policy makers and anti-trafficking organizations can also use social media to gain insight into the public's level of awareness and understanding regarding the rules and regulations associated with human trafficking.

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. What we learn from those differences could be very helpful to future academic research and to C-TIP intervention campaigns.

Appendix A: List of Organizations that Participated in the Survey Construction Stakeholders' 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 Instruments

INDIVIDUAL LEVEL

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**

Years

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 Christians	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

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/stalls	3
D	Vegetable stalls	4
E	Cafe	5
F	Market	7
G	School	8
H	Library	9
I	Park	10
J	Neighborhood watch base	11
K	Bus stop	12
L	Community Center	13
M	Barber shop	14
N	Community organization	15
O	Mosque	16
P	Business	17
Q	Gym/Recreational Center	18
R	Restaurant/Coffee Shop	19
S	Shopping Mall	20
T	Local Government Office	21
U	Local Leader's House	22
V	Other (Specify)_____	23

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/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
Authority						
A	Police	1	2	3	4	5
B	Government officials	1	2	3	4	5
NGOs						
D	NGO workers	1	2	3	4	5
E	Other migrant workers	1	2	3	4	5
Family Members						
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 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 safe migration for work.	1	2	3	4	5
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	Neither	Agree	Strongly

		disagree		agree nor disagree		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

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 Who did you recommend this documentary 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

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 Instragram	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	
No, but I watched it from the start to about 18 minutes into the film	2	CONTINUE
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
1	2	3	4	5

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	1	2	3	4	5

	forest)					
III	Ika (a girl who was deceived into sex work in Batam)	1	2	3	4	5
IV	Jerry (the 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 (the man who was the client for a sex worker)	1	2	3	4	5

ENGAGEMENT & TRANSPORTATION

QA9 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	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	1	2	3	4	5

	wandering while watching the documentary.					
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 how I live my life.	1	2	3	4	5
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 families 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

POST-TRAFFICKING RESPONSE

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 them 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.	Archieve Name	Total units	De-Duplicated	No. of Cluster	Single Items content	Total Relevant
1	Perdagangan Manusia (*Human Trafficking*)	6553	5414	327	770	3842
2	Korban Trafficking (*Victims of Trafficking*)	3086	2820	126	475	2456
3	Perdagangan Orang (*Human Trafficking*)	2353	2073	146	532	1446
4	Perdagangan Anak (*Child Trafficking*)	1674	1088	104	516	333
5	Perbudakan Modern (*Modern Slavery*)	761	494	67	248	316
6	Perdagangan Perempuan (*Woman Trafficking*)	351	249	28	109	79
7	Eksploitasi Buruh (*Labour Exploitation*)	116	88	15	60	64

No.	Dataset Name	Total units coded	First coding			Second coding		
			(units coded)			(units coded – 10% units)		
			Hera	Olivia	Renold	Hera	Olivia	Renold
1	Perdagangan Manusia	3842	0	0	3842	0	385	0
2	Korban trafficking	2456	2456	0	0	0	0	246
3	Perdagangan	1446	0	1446	0	145	0	0

4	Orang 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	Eksploitasi buruh	64	0	64	0	0	0	7
	Total		2535	2159	3842	210	385	261

2710 total single items

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