

# Fifty Shades of Conversation:

## An Examination of Popular Novels as a Tool for Conversation

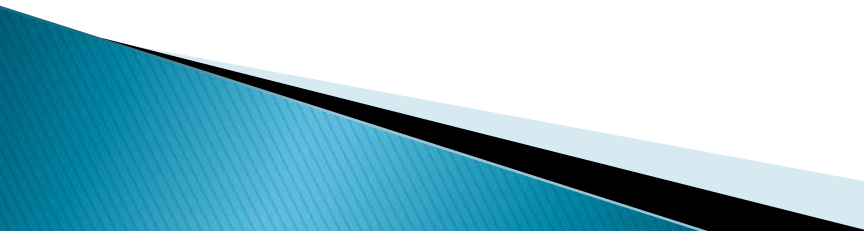
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# Introduction

- ▶ Intimate Partner Violence is physical, sexual, or psychological harm by a current or former partner or spouse” (CDC, 2013).
- ▶ Intimate partner violence does not require the partners to be sexually intimate (CDC, 2013).

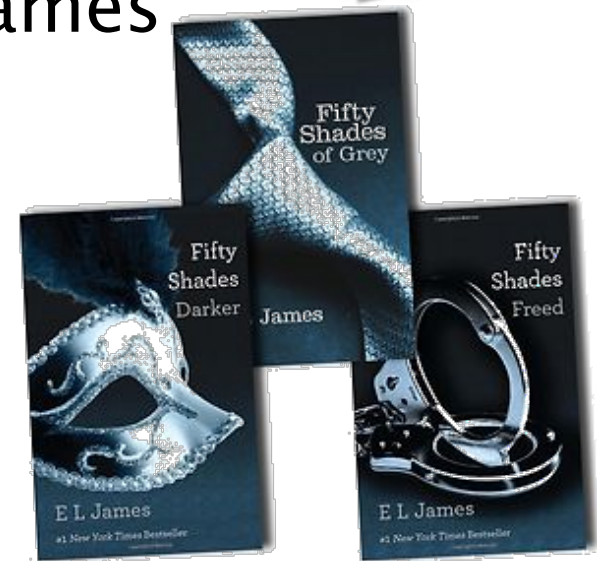


# Statistics

- ▶ 1 in 3 women & 1 in 4 men will experience intimate partner violence in their lifetime (APA, 2013)
  - ▶ In Wyoming during 2011, 3,097 arrests of domestic violence related crimes (Office of the Attorney General, 2012).
  - ▶ In 2011–2012 academic school year, 13 victims were assisted with sexual assault by UW STOP Violence program (Arthur, 2011).
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# Popular Novels Used

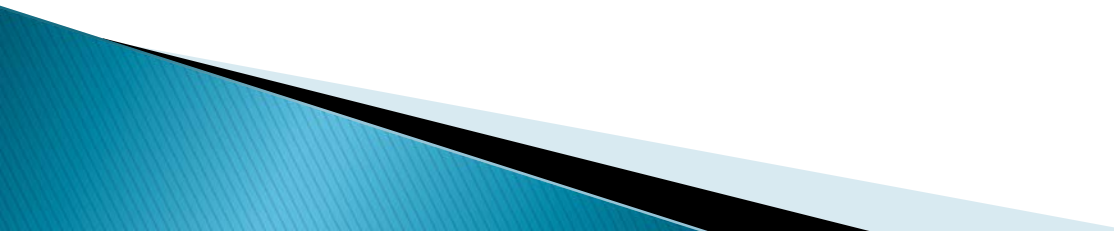
- ▶ Twilight Series by Stephenie Meyer
  - Twilight
  - New Moon
  - Eclipse
  - Breaking Dawn
- ▶ Fifty Shades Series by E.L. James
  - Fifty Shades of Grey
  - Fifty Shades Darker
  - Fifty Shades Freed



Photos from: <http://www.twilightlexicon.com/2013/03/30/stephenie-meyers-books-on-amazon-deal-of-the-day/>

<http://www.coupongal.net/2012/07/fifty-shades-of-grey-trilogy-set-28-71-shipped-40-off.html>

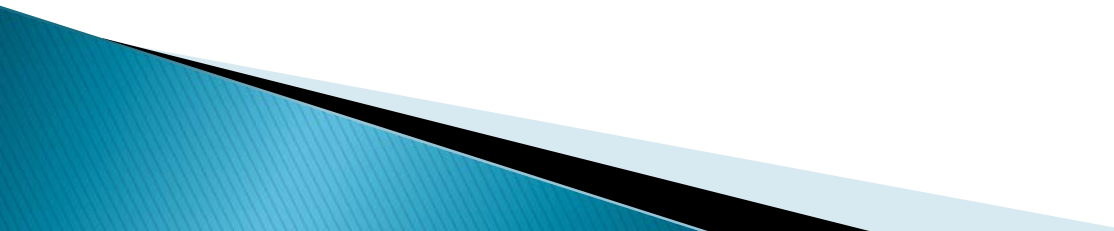
# Issues Found

- ▶ Socialization of society through media
  - ▶ Media messages of Twilight and Fifty Shades Series
  - ▶ New Discussion of Sexual Relationships as a consequence of these novels
  - ▶ Lack of parent education about intimate relationships
  - ▶ Use of Novels for Discussion
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# Method

- ▶ Ethnographic Content Analysis
  - An integrated method and procedure to look for significance and meaning (Babbie, 2004).
- ▶ Qualitative and Quantitative Data Collected
- ▶ Coding Process
  - Codes Developed from a study by Collins and Carmody (2011) and the Daruth Power and Control Wheel from Domestic Abuse Intervention Program (2011)

# Coding

- ▶ Physical, Sexual, Secondary Violence
  - ▶ Controlling Behaviors—Physical Control, Verbal Orders, Emotional Control
  - ▶ Stalking
  - ▶ Jealousy
  - ▶ Male Aggression—Male Territorial, Anger, In Defense of a woman
  - ▶ Dependency
  - ▶ Obsession
  - ▶ Awkward Features of a woman
  - ▶ Crying
  - ▶ Intimidation
  - ▶ Electric Touch
  - ▶ Isolation
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# Results

Type of Behavior	# of Incidences in Twilight Series	# of Incidences in Fifty Shades Series
Physical Violence	38	20
Secondary Violence	24	13
Sexual Violence	7	6
Controlling Behaviors		
–Physical	22	42
–Verbal Orders	25	110
–Emotional	20	18
Stalking	14	24
Jealousy	23	55
Male Aggressiveness		
–Male Territorial	38	21
–Anger	30	39
–In Defense of a Female	23	14
Traditional Gender Roles	48	20
Dependency	35	27
Obsession	36	13
Awkward Woman	45	12
Crying	28	53
Intimidation	26	21
Electric Touch	34	23
Mental Health	14	14
Isolation	22	26

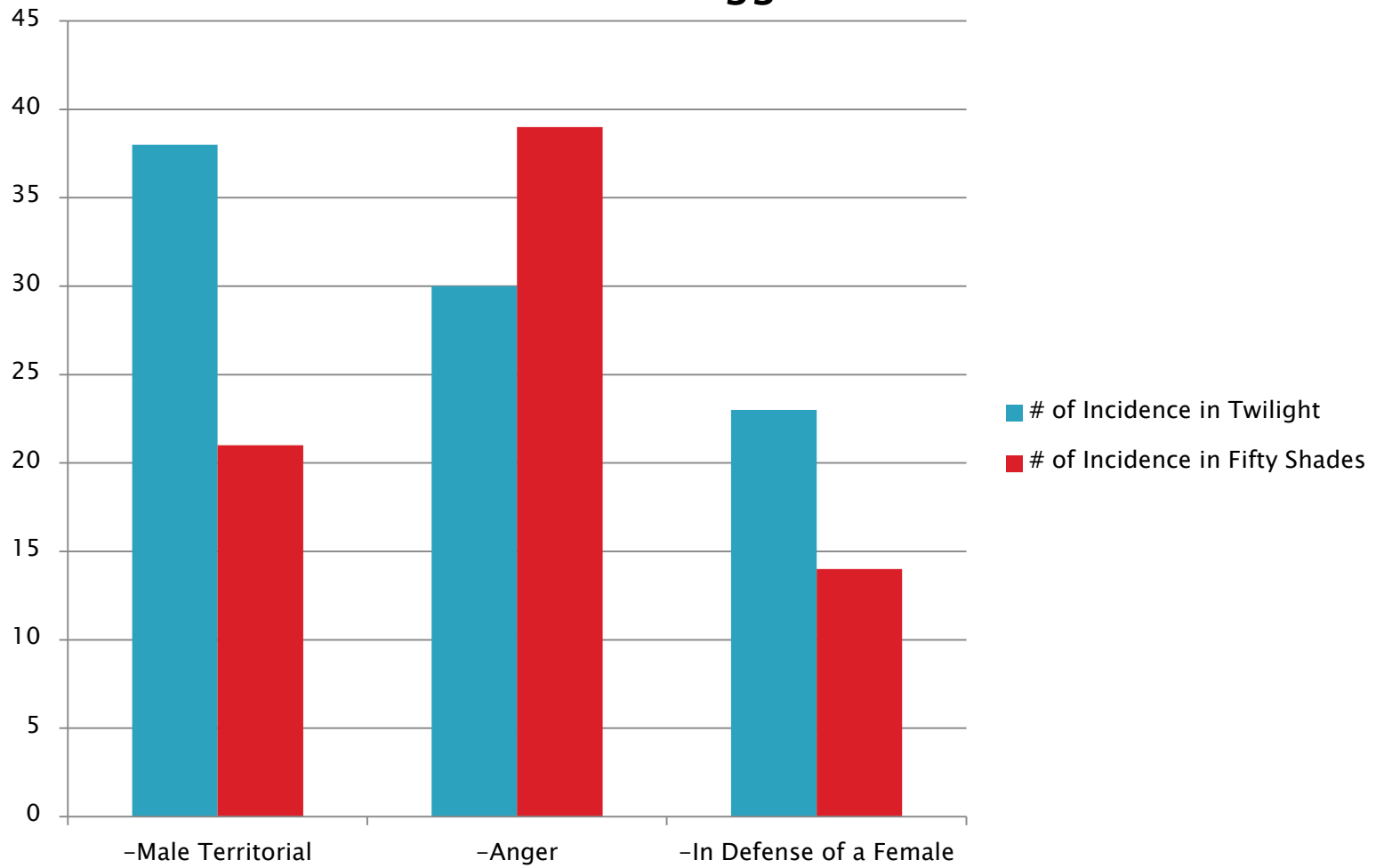


# Results by Prevalence

Type of Behavior	# of Incidences in Twilight Series	Type of Behavior	# of Incidences in Fifty Shades Series
Traditional Gender Roles	48	Verbal Orders (CB)	110
Awkward Woman	45	Jealousy	55
Physical Violence	38	Crying	53
Male Territorial (MA)	38	Physical (CB)	42
Obsession	36	Anger (MA)	39
Dependency	35	Dependency	27
Electric Touch	34	Isolation	26
Anger (MA)	30	Stalking	24
Crying	28	Electric Touch	23
Intimidation	26	Male Territorial (MA)	21
Verbal Orders (CB)	25	Intimidation	21
Secondary Violence	24	Physical Violence	20
Jealousy	23	Traditional Gender Roles	20
In Defense of a Female (MA)	23	Emotional (CB)	18
Physical (CB)	22	In Defense of a Female (MA)	14
Isolation	22	Mental Health	14
Emotional (CB)	20	Secondary Violence	13
Stalking	14	Obsession	13
Mental Health	14	Awkward Woman	12
Sexual Violence	7	Sexual Violence	6

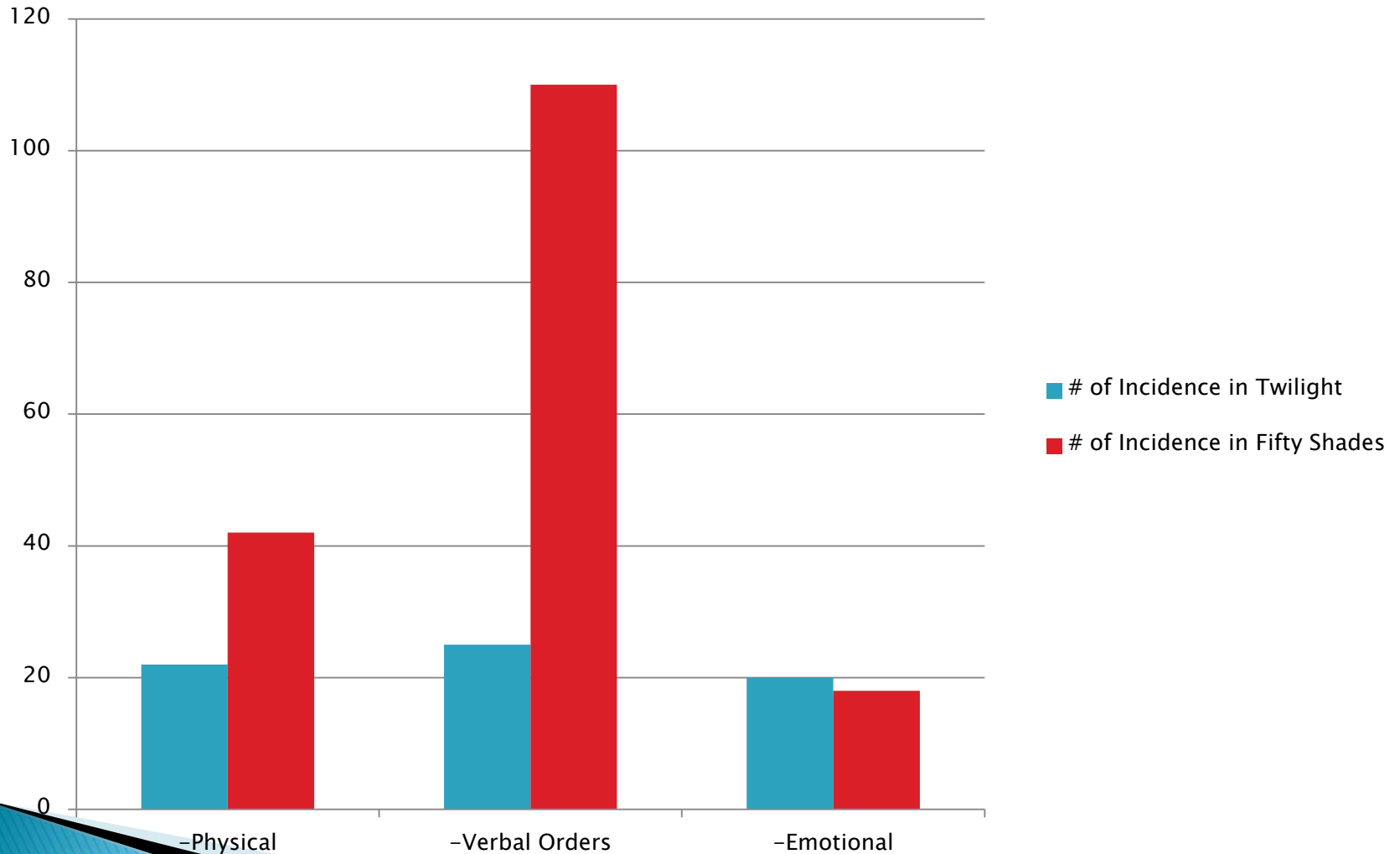
# Comparison of Male Aggression

Chart 10: Male Aggression

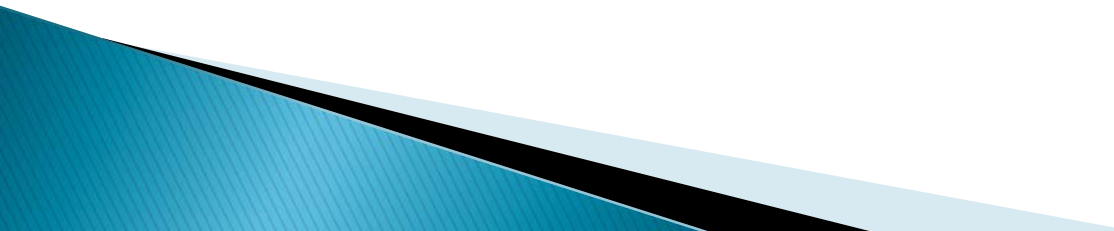


# Comparison of Controlling Behaviors


Chart 11: Controlling Behaviors



# Limitations

- ▶ Subjectivity of content analysis
  - ▶ Only one researcher analyzed the data
  - ▶ Data will expire
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# Implications

- ▶ **Micro**
    - Helping a client recognize IPV
  - ▶ **Mezzo**
    - Within group sessions, utilizing the books as a way of discussing issues and recognizing IPV
  - ▶ **Macro**
    - Education on IPV through the characters
    - Community Awareness
    - Recognize IPV
  - ▶ **Overall Implications**
    - Popularity
    - Accessibility
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# Conclusion

- ▶ *Twilight* and *Fifty Shades* offer a catalyst for conversation
  - ▶ Media acts as a socialization for acceptable behavior
  - ▶ IPV is not discussed in society, but it is present in our media
  - ▶ Media can be used for discussing difficult subjects
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