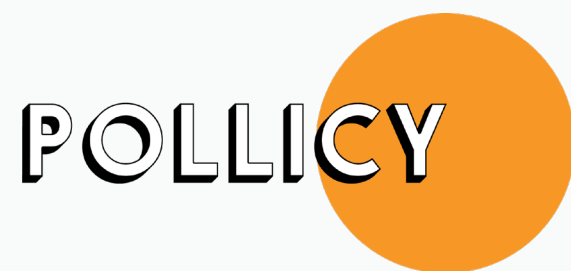


Perpetrator Personas for TFGBV Against Content Creators in Kenya



POLICY



This Brief was developed by Pollicy as part of the Social Media Analytics Pilot project conducted in partnership with Nendo with funding support by USAID. The goal of this project was to generate robust evidence, insights, and strategies for women navigating cyber abuse and technology-facilitated gender-based violence (TFGBV). We hope to empower prominent women with an online presence to protect against TFGBV without stifling their voices across digital platforms.

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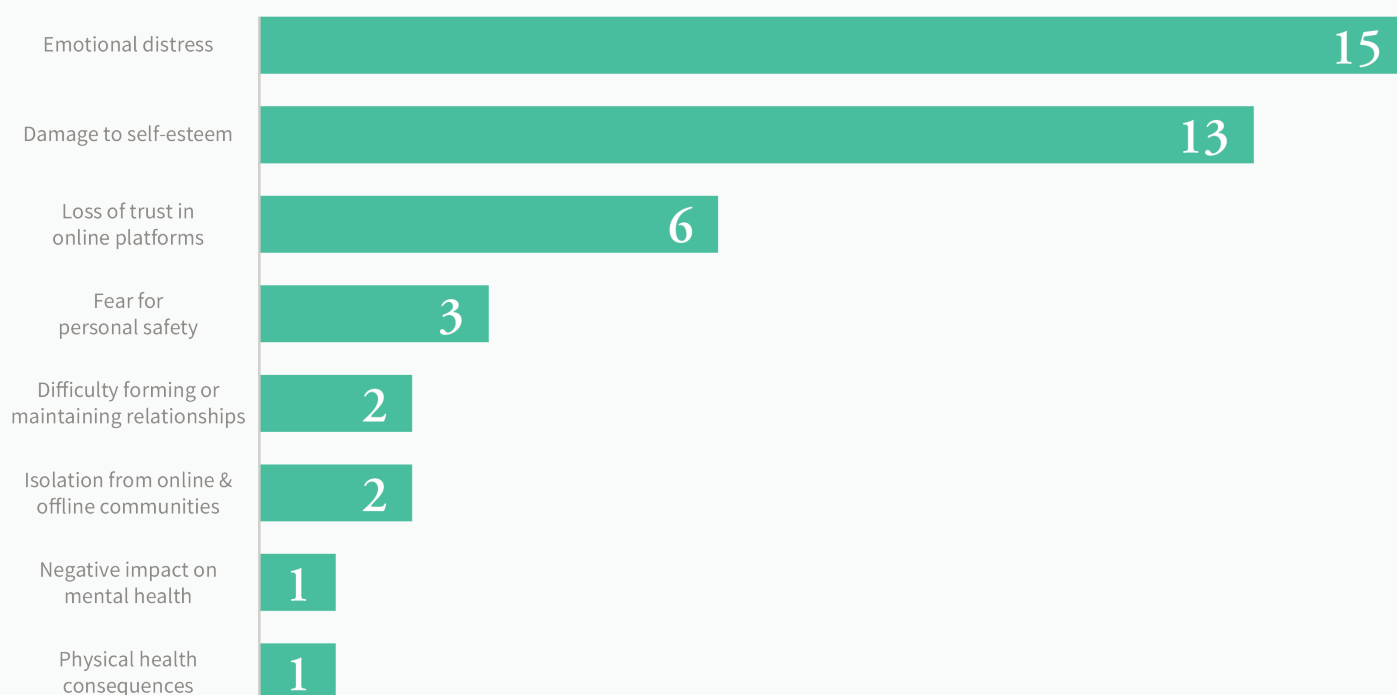
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Introduction

In collaboration with Nendo, our research delved into the intricate dynamics of technology-facilitated gender-based violence (TFGBV). Through rigorous data analysis, a striking revelation emerged, emphasizing the profound psychological toll inflicted by online violence.

Our study highlights a disturbing trend: victims frequently endure a profound erosion of self-esteem and confidence in the aftermath of online abuse, exacerbating their vulnerability to mental health challenges.

What impact did TFGBV have on you?



Why profiling these personas is important

Understanding Patterns and Motivations: help victims recognize that online abuse is often driven by specific factors such as power dynamics, insecurity, or anonymity rather than personal inadequacies.

Validation and Reduction of Self-Blame and foster a sense of understanding and empathy towards oneself.

Tailored Support and Resources: Personas provide insight into diverse experiences and motivations, enabling the customization of support and resources to address specific needs effectively. By understanding individual perspectives and challenges, tailored approaches can be developed to provide targeted assistance and promote meaningful outcomes.

Empowerment through Awareness: including setting boundaries, reporting abusive behavior, and seeking appropriate support

Community Building and Solidarity: This sense of solidarity can be empowering and reduce feelings of isolation and helplessness commonly associated with online gender-based violence.

Advocacy and Policy Development: Data derived from perpetrator profiling can inform advocacy efforts and policy development aimed at preventing and addressing online abuse

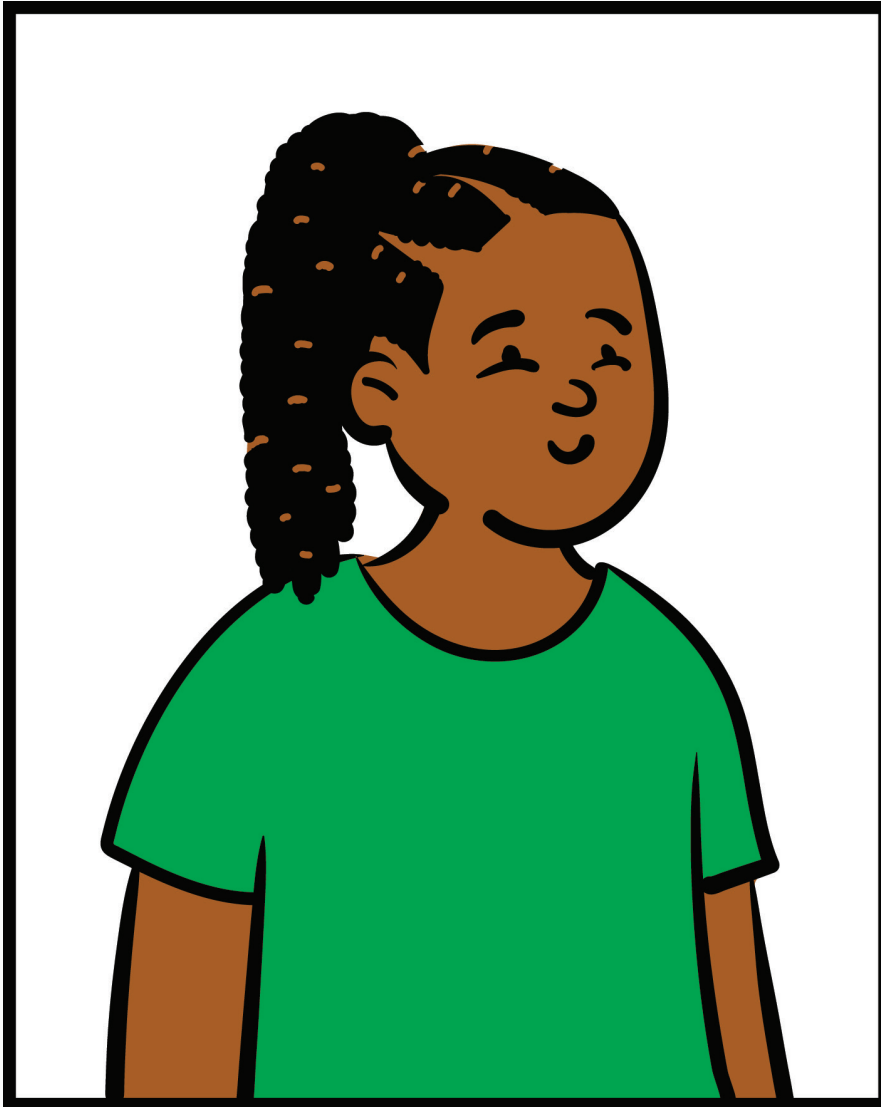
Perpetrator Personas for Technology facilitated gender based violence curated during the Co Creation workshop with women content creators in Kenya.



Fellow content creator on instagram

Jane is a 24-year-old female, known by her Instagram handle @janescholar-0901x, comes from a middle-class background and has faced significant challenges growing up. Her parents, who eventually divorced, pressured her to pursue professional courses, but she chose the path of a content creator instead. Despite her strong academic performance, she is currently unemployed. Psychologically, she holds conformist beliefs about gender roles and power dynamics, and she struggles with mental health issues. Her behavior on Instagram is marked by attacks on fellow content creators, especially targeting those who speak out on issues related to women's empowerment. Driven by jealousy and a desire to control others, she projects her views aggressively online.

Suggested mechanism: To deal with such a perpetrator, it is advisable not to engage with her directly. Instead, using platform tools to block and report her actions is recommended to mitigate the impact of her behavior.



Frustrated or Anonymous Fan on Facebook

Beatrice, a 39-year-old female, works in Human Resources and runs a small kitchenware business on the side. Her job is not very engaging, leaving her with ample time on her hands. Beatrice's family life is complicated; she has two school-aged children, a car loan, and a husband who is unfaithful. She finds a perverse satisfaction in seeing other relationships break down. A devout Christian, she frequently prays and imposes her conservative beliefs on those around her, often criticizing women who wear short skirts. Beatrice is deeply jealous and insecure, going through a severe mid-life crisis, and her hypocrisy is evident in her online behavior. She uses Facebook to abuse and criticize other women, particularly those she views as immodest, using her conservative beliefs as a justification. Her posts are often judgemental and harsh, aimed at undermining the confidence of her targets.

Suggested Solution: To address the issues posed by Beatrice, blocking and reporting her on the platform are effective measures. Additionally, recommending therapy could help her address the underlying mental health issues contributing to her toxic behavior.



Frenemy on Tik Tok

Clare, a 27-year-old female from a middle-class background, has a complex mix of personal struggles and conservative beliefs. Growing up in a family where she lacked attention, she has developed deep-seated issues with self-esteem. She graduated from a public university in Kenya and now works a typical 9am-5pm job. Despite her education and employment, she is highly conservative and submissive, often sucking up to men, which is indicative of her addictive personality. Her jealousy is evident, and she holds a conservative mindset that limits her ability to progress socially and personally. Additionally, she suffers from mental health issues, has low self-esteem, and struggles with substance abuse. On TikTok, Clare manifests her insecurities by targeting other women, especially those who are successful or express progressive views. She leaves derogatory comments, spreads rumors, and attempts to undermine their confidence through subtle but persistent harassment.

Suggested Solution: To overcome the challenges posed by this perpetrator, treating her with kindness can be effective in building her self-esteem and potentially mitigating her harmful behaviour.



Group (The Control Clique) on Twitter

The Control Clique predominantly consists of men from low economic backgrounds who often come from unstable family situations, such as “can-we-stay” arrangements and delusional relationships. Despite holding bachelor’s degrees, many work as bank associates and feel underutilized in their roles, resulting in substantial free time. These men hold deeply regressive beliefs about gender, viewing women as subservient and undeserving of a voice. This mindset stems from their upbringing, where male dominance was strictly enforced by their fathers and grandfathers. Online, The Control Clique manifests their control freak tendencies and seeks attention and fame through aggressive and abusive behavior on Twitter. They frequently engage in trolling, targeting women who express opinions or challenge traditional gender roles. They use derogatory language, spread misogynistic content, and organize coordinated attacks to silence and intimidate women. Their actions are often fuelled by their own insecurities, experiences of heartbreak and rejection,

and ongoing struggles with alcoholism and mental health issues. These factors collectively drive their bitterness and abusive online behavior.

Suggested Solution: To address these perpetrators, blocking them and reporting their behavior to social media platforms or authorities is crucial. This not only helps protect potential victims but also holds the perpetrators accountable for their actions.



The Misguided Activist

Meet Rachel, a 32-year-old woman hailing from a suburban neighborhood with a history of involvement in social causes. Rachel's upbringing was marked by a lack of validation and attention, contributing to deep-rooted self-esteem issues. Despite earning a degree from a reputable university in Canada, Rachel's conservative upbringing and submissive disposition have shaped her worldview.

In her professional life, Rachel holds a steady job in an administrative role, yet she struggles with asserting herself and often seeks validation from men. This dependency hints at underlying issues with addiction and insecurity. Rachel's jealousy of women who embody progressive ideals or attain success is palpable, fueling her tendency to target them on social media platforms like Instagram.

On Instagram, Rachel manifests her insecurities through covert attacks, leaving disparaging comments and spreading rumors to undermine the confidence of her targets. This behavior reflects her internal struggle with low

self-esteem and an inability to cope with perceived threats to her beliefs.

Suggested Solution: To address Rachel's harmful behavior, a compassionate approach aimed at bolstering her self-worth and providing support to navigate her insecurities could prove effective in fostering positive change.

Conclusion

In conclusion, our exploration of various personas involved in technology-facilitated gender-based violence (TFGBV) underscores the complex interplay of psychological factors, social dynamics, and online platforms. From the misguided activist to the fellow content creator, the anonymous troll, and the disgruntled fan, each persona represents a unique manifestation of underlying issues such as insecurity, jealousy, and the desire for validation.

As we navigate the digital landscape, it's imperative to recognize the impact of TFGBV not only on its immediate targets but also on broader social discourse and community well-being. By understanding the motivations and behaviors of different personas, we can develop more effective strategies for prevention, intervention, and support.

Moving forward, let us commit to fostering a safer online environment that promotes inclusivity, empathy, and respect. Through education, advocacy, and collaborative efforts, we can work towards mitigating the harmful effects of TFGBV and creating a digital space where everyone can thrive free from fear and harassment.