

POSTER

Evaluation of Prevention Project Dunkelfeld Website

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Theory: The ongoing German 'Prevention Project *Dunkelfeld* (PPD)' was officially launched in 2004 with an extensive media campaign that informed about the opportunity for help-seeking pedophiles/ hebephiles to receive therapeutic help that aims to prevent future child sexual abuse (CSA), as well as child pornography (CP) offenses. In conceptualizing the media campaign it was possible to refer to the PPD's research findings from a pilot study in which pedophiles/ hebephiles already known to the research team were simply asked to name features of a media campaign to which they most likely would have responded (Feelgood, Ahlers, Schaefer, & Ferrier, 2002). The project's website 'www.kein-taeter-werden.de' (English: www.dont-offend.org) was set up with reference to the findings of the pilot study and provides help-seeking pedophiles/hebephiles general information about the PPD and the confidential treatment free of charge. It also wants to inform press, professionals, as well as related persons about the objectives of the project. For the evaluation of the PPD's website and the development of our design this study is based on communication study's researches that predominantly evaluate political campaigns (Besson, 2008; Coffman, 2002; Benoit, 2009).

Aims: In line with this year's ATSA conference in Chicago and under the aspect 'Effective strategies for framing communication for the media, policy makers and the community,' present study wants to present the evaluation of the PPD website focussing on how the visitors took notice of the site in the first place, the perception of content (i.e. gaps of information, length of text, etc.) and layout, as well as comprehensibility and acceptance of the web presence among the website users.

Study: The questionnaire appeared as a pop-up window on the main page of the PPD website for seven weeks and was filled out by a total of 123 participants, offering information about the perception of the website, as well as valuable clues on how to improve the webpage. According to the questionnaire, about 60 % of the visitors of the website are male and the majority was under the age of 27. About 30% of the sample considered themselves to be 'affected persons' (pedophiles/ hebephiles) while 90 % of them were male and 31 % of them were under the age of 27.

Results: When asked for their reason for visiting the website, 35% of the recipients stated that they are generally interested in the PPD and 26% considered themselves 'affected persons'. Only 10% of all participants claimed to be journalists or relatives. Most visitors of the website followed links provided by Google, heard about the website in advertising TV-campaigns, followed by articles in newspapers. The majority of the recipients were satisfied with the extent of the provided information, the length of the texts and the layout. For example, 73% stated that the provided information was sufficient, whereas only 4% considered them as too much. Substantially, several recipients would have liked more information about content and approaches of the therapy. Furthermore, a lot of people wanted more information about PPD's regional chapters and confidentiality.

Implications: According to the user, the PPD website provides information of high quality on the topic of pedophilia/hebephilia and preventive treatment of CSA and CP offenses and contributes to enlighten about possible ways of dealing with sexual preference and/or sexual offending. According to the high access rate of the website, people are very interested in the homepage and its topic. Based on the results, suggestions for improving the web presence of the 'Prevention Project Dunkelfeld' will be discussed.