

The use of social innovation to address femicide in South Africa: an exploratory qualitative study.



Student Name and number: Mbali Maleka 14019508

Qualification: BA Honours in Strategic Brand Communication

Module: Research Methodology

Module code: RESM8419

Assignment: POE

25 October 2019

Supervisor: Amalia VanSchalkwyk

Word count: 11 227

I hereby declare that the Research Report submitted for the BA Honours in Strategic Brand Communications degree to The Independent Institute of Education is my own work and has not previously been submitted to another University or Higher Education Institution for degree purposes.

Abstract

The results of social innovation being new ideas that meet unmet needs are all around us (Mulgan, 2007). Social innovation is not unique to the non-profit sector as it can be driven by any communities that come together with the same vision (Mulgan, 2007). Hence, this research explored ways in which SI can be employed to address femicide in South Africa. Research was conducted using the critical-realism paradigm and made use of an exploratory research design. In-depth interviews were used as they allowed the researcher to understand participant's subjective perspectives regarding SI when applied to femicide (Plooy-Cillers, 2016). Interviews were conducted at BRAND et al whereby qualitative data was collected from three brand specialists and feminist/Woman's rights activists in Pretoria. Through the use of thematic analysis, the researcher was enabled to explore both covert and overt themes embedded in transcripts (Schreier, 2014). Findings indicated that participants were eager to eradicate femicide but demand intervention from brands, government, cultural groups as well as civil society. Therefore, this research contributes to research and eradication of femicide in South Africa with new evidence that explores social innovation, in turn, is analysed at the level of social practice to better meet the emerging needs and problems of the social environment to which a social organization belongs, since this practice should be socially accepted and widespread (Brazilian Business Review, 2018). The researcher will provide the reader with the context needed to understand the research problem and its significance. It includes elements such as the background, rationale and the problem and purpose statement. It also details the research goal, research questions, and research objectives. A comprehensive theoretical foundation is discussed, core concepts for the research are defined, and a review of previous literature will be provided to facilitate a broader understanding of SI. Lastly, the research will begin the methodology process by going through the paradigm selected for the research, the research approach and design, population and sampling, the data collection method and the data analysis method used to systematically explore ways in which SI can be used to address femicide.

Table of Contents

Abstract	2
1. Introduction	5
1.1 Contextualisation.....	5
1.2 Rationale	5
1.3 Problem statement	6
1.4 Purpose statement	7
1.5 Research questions	7
1.5.1 Primary question.....	7
1.5.2 Secondary questions	7
1.6 Research objectives.....	8
2. Literature Review	8
2.1 Conceptualisation.....	8
2.2 Theoretical Foundation	10
2.2.1 Critical theory.....	10
2.3 Review of Literature	11
2.3.1 Social Innovation	11
2.3.2 Societal Marketing	13
2.3.3 Social issues in South Africa	14
3. Research Design and Methodologies	17
3.1 Research Paradigm	17
3.2 Research approach/design	18
3.2.1 Ontological position	19
3.2.2 Metatheoretical position.....	19
3.2.3 Methodological position	20
3.2.4 Epistemology position.....	20
3.2.5 Axiology position.....	20

3.3	Population	21
3.4	Sampling	21
3.5	Data Collection.....	23
3.6	Data Analysis	24
4.	Findings and Interpretations.....	25
4.1	Findings and interpretation of Themes.....	27
4.2	Validity, reliability and/ or trustworthiness	34
4.2.1	Credibility.....	34
4.2.2	Transferability.....	35
4.2.3	Dependability.....	35
4.2.4	Confirmability.....	35
5.	Conclusion and Recommendations.....	35
5.1	Implications of the Findings for Social Innovation on Femicide.....	35
5.2	Evaluation of the Research	37
5.3	Management Recommendations	38
5.4	Ethical Considerations and Limitations	38
5.4.1	Ethics concerning participants	38
5.4.2	Ethics concerning the researcher	38
5.5	Ensuring ethical research.....	38
5.6	Limitations.....	39
6.	Conclusion	39
7.	References.....	40
8.	Annexures.....	46

1. Introduction

The issue being investigated throughout this cross-sectional qualitative research study is to, explore ways brands can address different social issues, such as femicide, through the use of social innovation. The researcher strongly believes in empowering people especially in smaller communities and with the use of SI, citizens are able to implement in their communities as a whole while coming to terms with the issues they are facing as a community and then after, exploring ways in which citizens may use them, with external support from parties such as brands, government and organizations.

1.1 Contextualisation

Economists estimate that 50-80% of economic growth comes from innovation and new knowledge (Mulgan, 2007). Although there are no reliable metrics, innovation appears to play an equally significant role in social progress (Mulgan, 2007). Innovation is often given complex definitions, the researcher has concluded that it simply means 'new ideas that work' (Mulgan, 2007). This differentiates innovation from improvement, which may imply only incremental change; and from creativity and invention, which are vital to innovation but miss out the hard work of implementation and diffusion that makes promising ideas useful (Mulgan, 2007). Social innovation refers to new ideas that work in meeting social goals, which moreover, plays a decisive role in economic growth (Mulgan, 2007).

The researcher explored how Social Innovation (SI) can be used by brands to address the alarming statistics when it comes to social issues, directing to femicide. South African police recorded a total of 14,333 murders between April and December 2016 – 1713 of these were women (Africa Check, 2017).

From these findings, researchers from the South African Medical Research Council's Gender and Health Research Unit found that in cases where a perpetrator had been identified, 57.1% of the murders were by an intimate partner (Africa Check, 2017).

1.2 Rationale

Social innovation research has been increasing over the last decades in many countries and fields of study (Brazilian Business Review, 2018).

Social innovation, in turn, is analysed at the level of social practice to better meet the emerging needs and problems of the social environment to which a social organization belongs, since this practice should be socially accepted and widespread (Brazilian Business Review, 2018). In this sense, this research is justified for social and academic reasons. Regarding social issues, the researcher believes that social innovation is one of the routes to be followed in order to ensure a more just, democratic and enthusiastic society for the rights and essential guarantees of citizens (Brazilian Business Review, 2018). By doing this study on social innovation, the researcher explored ways brands are able to combat social issues, such as femicide. As a South African female, the topic of femicide is close to heart.

The researcher selected Social innovation as it is about creating, developing and implementing new practices where the benefits are enjoyed not just by the company but by society at large (Strandberg, 2015). Social innovation has the ability to generate and enable business models, organizations and system-level innovations to advance both business and social value (Strandberg, 2015).

1.3 Problem statement

Femicide is on the rise in South Africa, with Statistics South Africa reporting that the murder rate for women increased drastically by 117% between 2015 and 2016/17 (South Africa Government News Agency, 2018). According to the report, the number of women who experienced sexual offences also jumped from 31 665 in 2015/16 to 70 813 in 2016/17, which is an increase of 53% (South Africa Government News Agency, 2018). Brands have a huge responsibility to play their part towards progressive change, which should promote a free and fair society for all (South Africa Government News Agency, 2018).

The problem being investigated throughout this cross-sectional qualitative research study was to, explore ways brands can address different social issues, such as femicide, through the use of social innovation.

South African innovation has overcome many obstacles since stepping into democracy in 1994, yet the country still faces severe developmental challenges (Kocsiszký & Somosi, 2016).

Research suggests that the world is at the beginning of a trend shift, which has two main reasons: firstly, there has been a focus shift as an effect of the transition from the industrial society to a knowledge and service-oriented society (Kocsiszkzy & Somosi, 2016). Secondly, a natural need of the minor settlements and communities catch up with the rest of the society and local idea and recent initiatives have contributed to the process (Kocsiszkzy & Somosi, 2016). About two decades ago, a new notion appeared in literature: Social innovation.

The problem statement for the study is “how social innovation can be utilized to address femicide”.

1.4 Purpose statement

For the past couple of years, South Africa has been reeling at, and the country is making international headlines for all the wrong reasons (Head, 2019). The murders of a UCT student and a well-known boxing champ have lit a fire underneath an enraged society, as protests and demonstrations against gender-based violence and femicide get underway in South Africa (Head, 2019). President Cyril Ramaphosa issued a statement on twitter stating that communities have to come together to say ‘NO MORE’ as the nation builds homes, communities, schools, work place, public spaces and a country in which women are and feel safe in (Ramaphosa, 2019).

The purpose of the study is to explore ways on how brands can address femicide in South Africa.

1.5 Research questions

1.5.1 Primary question

- How can social innovation be used to address femicide?

1.5.2 Secondary questions

- Does Social innovation have the capability to bring change in communities?
- How has the rise of femicide impacted South Africans?
- Are brands contributing to femicide and other social issues?

1.6 Research objectives

- To explore the use of social innovation when applied to femicide.
- To investigate the impact femicide has on South Africans.
- To explore brand contributions towards femicide.

2. Literature Review

In this section the researcher discusses the theoretical foundation, core concepts for the research are defined, and a reviewed summary of previous literature is provided to facilitate a broader understanding of social innovation. The purpose of this literature review aims to provide further research and understanding into perspective, identifying relevant theories and models, and determining what is known and not known concerning social innovation (Plooy-Cilliers, 2016).

2.1 Conceptualisation

Key concepts relevant to the research have been refined and defined in the table below:

Table 1: KEY CONCEPTS

Terms	Definition
Critical Theory	Critical theory is a social theory focused on evaluating and shifting the society as a whole, in contrast to traditional theory oriented only to understanding or explaining it (Crossman, 2019). In the social sciences, the concepts, the aims, issues and the organization of science are part of the object itself, whereas concepts like society, subject and science were created by society, the scientific object itself (Rehbein, 2018).
Femicide	Femicide is a form of gender-based violence where women are murdered, usually by men, just because they are female (Maluleke, 2018).

Social Innovation (SI)	The development and application of new ideas (products, services, and models) to meet social needs while creating new social relationships or collaborations (Mihci, 2019). It represents new responses to pressing social demands, which affect the process of social interactions (Mihci, 2019). Empowering people in communities is essential and with the use of SI, citizens are able to implement in their communities as a whole while coming to terms with the issues they are facing as a community and then after, exploring ways in which citizens may use them, rather than to expect upliftment from external parties such as government and organizations (Mihci, 2019).
Social Issues	Social issues are matters that can be explained only by factors outside an individual's control and immediate social environment which affect many individuals in a society (Corris, 2018). The researcher is focusing on femicide, how the crime has affected South Africa and how brands can address the crime with the use of SI.
Societal Marketing	Societal Marketing is constructed based on the principle of societal wellbeing (Juneja, 2019). It emphasizes that an organization should make strategic marketing decisions keeping in mind the consumer wants, the organizational needs and most important the long term interests of the society (Juneja, 2019). It is essential for the researcher to explore ways in which the concept can be utilized to showcase good corporate citizenship while addressing social issues in South Africa.

2.2 Theoretical Foundation

By using a theoretical framework, the researcher has selected critical theory as the main theory. This foundation acts as the conceptual starting point and frames the research (Bezuidenhout, 2016).

2.2.1 Critical theory

This theory focuses on evaluating and shifting the society as a whole, in contrast to traditional theory oriented only to understanding or explaining it (Crossman, 2019).

Critical theories aim to dig beneath the surface of social life and uncover the assumptions that keep people from a full and true understanding of how the world works (Crossman, 2019).

Research suggests that the object may affect the subject, in this case, social issues influence the way of living for people in societies (Rehbein, 2018).

Critical theory is integral to the research as it underpins social issues such as femicide. In the social sciences, the concepts, the aims, issues and the organization of science are part of the object itself, whereas concepts like society, subject and science were created by society, the scientific object itself (Rehbein, 2018). Science takes place in society and cannot operate fully independently of it (Rehbein, 2018).

2.2.1.1 Case study: Carling Black Label #NoExcuse

The researcher has employed the Carling Black Label #NoExcuse campaign as the case which to display how brands have taken the responsibility to address femicide in South Africa. The holistic approach of the Carling Black Label #NoExcuse campaign was aimed at driving awareness, creating conversations and providing tools for people to take positive action as a means of driving a change.

Since femicide is a societal issue, the brand allowed the general population to participate in the campaign, especially men (Molefe, 2018). #NoExcuse refers to there being no excuse for men to perpetrate any form of violence, and no excuse for people to stand by and do nothing when others abuse (Molefe, 2018).

2.2.1.2 Case study: Duluth Model for tackling domestic violence

Duluth is a small community in Minnesota that has been leading an innovative model for holding offenders of domestic violence liable since the early 1980s (Farrelly, 2016). The Duluth Model is grounded in the experience of victims and focuses on a community effort to help offenders and society change (Farrelly, 2016). Those behind the Model say that helping offenders modify their behaviour is the most effective way to keep women affected by domestic violence safe (Farrelly, 2016). The community runs nonviolence courses which have been replicated all over the world, “to help abusive men look more closely at their actions, intentions and beliefs and the effect their actions had on their partners and others’ (Farrelly, 2016).

The researcher considers that the above mentioned case study, as well as the Carling Black Label campaign, depicts how the critical theory has been applied. The people behind both projects were able to dig beneath the surface of femicide and uncover the assumptions that keep people from a full and true understanding of domestic violence. With the assumptions being uncovered, the projects allowed residents of communities to part take in the resolution of domestic violence by applying new ideas (products, services, and models) to meet their social needs while creating new social relationships or collaborations in the communities (Farrelly, 2016).

2.3 Review of Literature

The present research literature reviews aim to explore three previous studies on how social innovation has been used to address social issues, such as Femicide.

2.3.1 Social Innovation

According to Hakah Michi (2019), SI is a term that many like but cannot fully understand what it means. Michi discussed the concept of Social innovation by defining it as the development and application of new ideas (products, services, and models) to meet social needs while creating new social relationships or collaborations (Mihci, 2019).

It represents new responses to pressing social demands, which affect the process of social interactions (Mihci, 2019). The term entered the vocabulary of the Western world as a reliant to the centuries-old judgemental use of innovation (Mihci, 2019).

Social Innovation has recently had been presented as a brand new phenomenon, or the increasing interest in this phenomenon has been considered as new by many authors (Mihci, 2019). Although South African innovation has overcome many obstacles since stepping into democracy in 1994, the innovation in South African is emerging as a potential solution to many social challenges. South African social innovation empowers communities to play a part in their upliftment (The Philanthropic Collection, 2018). The value of South African social innovations mainly stems from the upliftment in which citizens are able to implement in their communities as a whole, rather than to expect upliftment from external parties such as Government and organizations (The Philanthropic Collection, 2018).

Social innovation in South Africa is challenged by the fact that social innovators often function on the fringes of the formal economy (The Philanthropic Collection, 2018). WeCanChangeOurWorld (2018), an innovative online network involved in South Africa's social development sphere, says social innovation will thrive if South Africa's social innovators and entrepreneurs are included in the country's support structures that already exist for for-profit entrepreneurs (The Philanthropic Collection, 2018). The online network aims to enhance social innovators as well as to encourage and engage in the discourse between investors, government and business groups in order to access greater support and diversified sources of investment (The Philanthropic Collection, 2018).

2.3.1.1 Case Study: Afri-CAN

The Afri-CAN charity is an excellent example of how social entrepreneurship is encouraging social innovation at a grassroots level (Afri-CAN Children's Charity, 2018). It works with people in communities, to create a dialogue between different ideas and experiences in order to find solutions to existing social problems (Afri-CAN Children's Charity, 2018). For example, the fish farms not only provide employment for people within the community, but they also introduce new technology to the communities and create a more reliable, healthy food source for them and surrounding communities (Afri-CAN Children's Charity, 2018). Not only does the introduction of fish farms partly solve the immediate issue of access to healthy food sources, but it also creates a sustainable business that will grow as new technologies and new ideas are introduced.

The project has portrayed an example of how learning from each other and communities (both local and international) and can bring about sustainability for the country as a whole.

2.3.2 Societal Marketing

Societal Marketing is constructed based on the principle of societal wellbeing (Juneja, 2019). It emphasizes that an organization should make strategic marketing decisions keeping in mind the consumer wants, the organizational needs and most important the long term interests of the society (Juneja, 2019). The concept is also understood as an outgrowth of the principles of Corporate Social Responsibility (CSR) and Sustainable development (Juneja, 2019).

It underlines that an organization should not ignore society's long term welfare to achieve its mission and vision (Juneja, 2019).

An organization is encouraged to have moral and environmentally friendly strategies and should ensure that proper acts and laws are implemented (Juneja, 2019). The societal marketing concept urges marketers to build social and ethical considerations into their marketing practices (Bhasin, 2017). Societal Marketing is perceived as an affording opportunity for companies to enhance their corporate reputation, raise brand awareness, increase customer loyalty, build sales, and increase press coverage (Bhasin, 2017). It is believed that customers will increasingly look for demonstrations of good corporate citizenship (Bhasin, 2017). Therefore the researcher needs to explore ways in which the concept can be utilized to showcase good corporate citizenship while addressing social issues in South Africa.

2.3.2.1 Case study: The Body Shop

From its inception, The Body Shop had a focus on natural and organic goods (Dragon, 2014). Furthermore, throughout the company's history, the founders had been passionate supporters of various causes such as the eradication of poverty and bans on testing products on animals. Notable examples of The Body Shop's cause-related partnerships included those with Greenpeace and Cruelty-Free International (Dragon, 2014). While the brand is serious about its work with causes, it also displays an ability

to be light-hearted, fun, and a bit irreverent, as they portrayed this during the 2014 Oscars (Dragon, 2014).

The Body Shop hosted a Twitter "slumber party" around the hashtag, #GreatInBed, built around a product launch for Vitamin E Overnight Serum-in-Oil (Dragon, 2014). The Twitter campaign was The Body Shop's first formal online party. The online event included engagement with participants as well as product giveaways (Dragon, 2014). The brand has a certified program called Community Fair Trade, for instance, which is how they source many of their ingredients from around the world (Dragon, 2014). And, through this program, the brand cultivates ethical, long-term partnerships with their suppliers and their communities (Dragon, 2014).

2.3.3 Social issues in South Africa

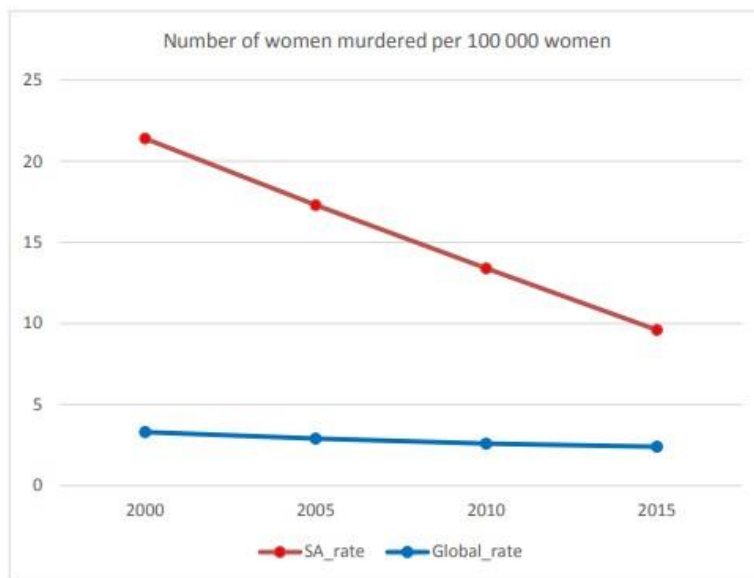
Undeniably, South Africa has been confronted with substantial economic and social challenges that continue to affect the financial security of many households and the achievement of inclusive economic growth (Darfoor, 2018).

The researcher is focusing on femicide, how the crime has affected South Africa and how brands can address the crime with the use of SI.

According to Risenga Maluleke, Statistician-General, femicide is a form of genderbased violence where women are murdered, usually by men, just because they are female (Maluleke, 2018). Feminist author Diana E.H. Russell, an early pioneer of the term, favours a variant of this narrow definition of femicide namely "the killing of females by males because they are females" (Maluleke, 2018). Briefly, it is defined as the death of females resulting from any form of abuse by males (Darfoor, 2018).

Despite the widespread use of the word in the media, femicide, in the narrow definition of the term, is a rare phenomenon in South Africa, while the rate of murder of women is unacceptably high compared to the global average (Maluleke, 2018).

Figure 1: Comparison of trends in murder rates of women, South Africa vs the world



(Maluleke, 2018)

Figure 1 indicates that in the year 2000, the South African murder rate of women was more than five times the global average (Maluleke, 2018).

According to the World Health Organization (WHO) data presented in Figure 1, the gap between South Africa and the World has consistently narrowed down between 2000 and 2015 (Maluleke, 2018). Africa Check used the WHO female homicide data to highlight the degree of femicide in South Africa compared to the world average (Maluleke, 2018).

South African police recorded a total of 14,333 murders between April and December 2016 – 1713 of these were women (Africa Check, 2017). This thus works out to a woman being murdered every four hours in South Africa, where at least half of these women die at the hands of their intimate partners (Africa Check, 2017). From these findings, researchers from the South African Medical Research Council's Gender and Health Research Unit found that in cases where a perpetrator had been identified, 57.1% of the murders were by an intimate partner (Africa Check, 2017). The global rate of femicide for 2015 was 2.4 per 100,000 women (Africa Check, 2017).

South Africa's rate for the same year was 9.6 per 100,000 women meaning South Africa's rate is four times that of the global average when considering the latest estimates (Africa Check, 2017).

When actual data for 2010 is considered, research shows that the country's femicide rate was then 5.1 times higher than the global average (Africa Check, 2017). There are countless of cases are coming to the fore, which begs the question: why do these men resort to killing their partners? Research suggests lawlessness, access to guns, an inferiority complex and other factors may be reasons why intimate partners kill their loved ones at such a shocking rate (Masweneng, 2018).

Jabu Baloi (2018) , spokesperson for the Commission for Gender Equality, said men kill women mostly because they fail to navigate their way around rejection. Baloi further reports that among the key reasons is an embedded inferiority complex that many men suffer from, many abusive men do not want to accept rejection from women, which may result to abuse as well as murder (Baloi, 2018). While women make up just 10 percent of gun homicide victims in South Africa, firearms play a significant role in violence against women - used to kill, rape, and to threaten and intimidate (Masweneng, 2018).

On the contrary, Justice and Correctional Services Minister Michael Masutha insists that there is no single answer to the question of why men abuse and kill women as he continues to point out some of the common elements that are usually present in abusive relationships (Masutha, 2018).

Masutha claims that the control of the use of drugs and alcohol - which affects the sense of judgment and control of emotions - would be another critical intervention that the country would need to try out (Masutha, 2018). Alcohol abuse is often at the heart of many contact crimes which include murder, attempted murder, sexual offences, assault resulting in grievous bodily harm, common assault, and robbery (Masutha, 2018). Around 70% of domestic violence is estimated to be associated with alcohol (Masutha, 2018). The latter further acknowledges that until now, the government has put more emphasis on secondary prevention measures which address femicide and abuse of women after it has happened rather than on prevention measures, but how can Femicide and other social issue be addressed by not just the government but the

society as a whole? However Masutha states for South Africa to break the vicious cycle of gender-based violence, a lot more still needs to be done in terms of changing the mindset of South African men (Masutha, 2018).

3. Research Design and Methodologies

The methodology section is the specific procedure where the researcher identifies, collects, process and analyse data relating to a specific phenomenon (Leedy, 2013). The researcher will outline the appropriate paradigm selected for the researcher, research approach and design, population and sampling, the data collection method and the data analysis method used to thoroughly explore social innovation and how it can be used to address femicide.

3.1 Research Paradigm

The researcher selected critical realism (CR) as it aims to set basic principles at its core (Aaltonen & Tempini, 2014). The approach makes two essential assumptions concerning the methodology of empirical research: first, the world exists independently from our knowledge; second, the world can be observed only partially (Aaltonen & Tempini, 2014).

CR holds that those interpretations may carry traces of a reality that is independent of present factors (Aaltonen & Tempini, 2014). Thus CR is appropriate as the paradigm incorporates the idea that all knowledge is socially constructed and transitive, while scientific knowledge addresses intransitive structures of reality that do not depend on individual awareness of them and are independent of any given context (Aaltonen & Tempini, 2014).

Acknowledging the Carling Black Label #NoExcuse campaign enabled the researcher to achieve a greater understanding of social innovation and how it is able to be utilized to address social issues as brands as well as South African citizen's as a whole. Critical realism has been an important advance in social science methodology as it develops a qualitative theory of causality which avoids some of the pitfalls of empiricist theories of causality (Roberts, 2014). In this manner, reflecting the epistemological position of critical realism.

The researcher made use of CR as it is concerned with the nature of causation, in this case, the statistics of femicide in South Africa are very high to not pay attention to them, especially the brands' citizens look up to. With the use of qualitative data collection methods, the researcher will be able to investigate the undergirded by deeply philosophical ones. This is a more qualitative approach to the issue of causality because causal mechanisms are examined in the social world through real open contexts where they interact with one another in often reliant and unpredictable ways (Roberts, 2014).

The relevance of CR is summarised as follows: firstly, the research investigated social innovation in accordance with how it may use the concept to address social issues. Secondly, critical realism is appropriate as the paradigm incorporates the idea that all knowledge is socially constructed and transitive, with the population being in union to address social issues as well as brands, while scientific knowledge addresses intransitive structures of reality that do not depend on individual awareness of them and are independent of any given context (Aaltonen & Tempini, 2014).

3.2 Research approach/design

Critical realism is a meta-theory for social sciences (Fleetwood, 2013). It is concerned with aspects of philosophical science being ontology, epistemology, and aetiology, along with conceptions of what constitutes an explanation, a prediction, and what the objectives of social science ought to be (Fleetwood, 2013). Additionally, it means that CR is a compromise between the two extreme philosophical positions, namely positivism and interpretivism (Vega, *et al.*, 2010). For critical realists, the world functions at various levels, and each level has the ability to affect other levels in complex and localised ways. As such, the community residents coexist within the community, femicide has been increasing rapidly throughout the years, and hence the researcher is exploring ways in which SI can be utilized for the betterment of the residents as well for the brands, such as Carling Black Label.

Also, the real world is open and changes overtime gave the human agency in the reproduction and transformation of social structures and causal mechanisms (Vega, *et al.*, 2010). Research states that in order to explain and control the tendencies of events in the social world we have to understand the underlying processes of often

temporal, counteracting, and contingently-related structures and mechanisms that give rise to these events (Vega, *et al.*, 2010). Crucially, for science, social science, careful methodological practices form a bridge between our epistemological knowledge and ontological reality: good research means we can understand the world better (O'Mahoney, 2016).

This combination of epistemological relativism and ontological realism, however, presents different challenges to qualitative social scientists, though the question of how researchers make discoveries about any social formation from qualitative findings while participants may be unaware of or (consciously or otherwise) misrepresent the social formations of which they are a part (O'Mahoney, 2016).

Commonly, research suggests that critical realist researchers should be led by ontological concerns and, consequentially, they should embrace all qualitative research techniques (O'Mahoney, 2016). However, the approach to data collection and analysis is likely to be different from those who are committed to alternative ontological approaches because the methodologies to theorizing, which the researcher discusses below, is also distinctive (O'Mahoney, 2016).

3.2.1 Ontological position

Franzel du Plooy-Cilliers (2016) defines ontology as the study of being, existence or reality, and includes the assumptions that are made about certain phenomena. For critical realists, certain aspects of reality are seen as real and exist independently of human interpretation (Plooy-Cilliers, 2016). For better understanding Shanaaz Mathews states, in a research paper, that the act of killing a female partner does not occur “out of the blue”, it is most likely to happen after a long-standing history of violence (which can be understood as a reality as the violence mounts up), which could be both physical and psychological in nature (Mathews, 2010).

3.2.2 Metatheoretical position

Metatheoretical position relies on a core belief of critical realists is that the material, cultural and historical conditions in which people find themselves may hold them back for future opportunities (Plooy-Cilliers, 2016). Extracting another piece from Mathews' research paper, the researcher identified that locating men's use of violence within a

feminist discourse, it is construed as a product of gendered power differentials with violence construed as a means to control, or used when striving for control, which may or may not be realised, which might not be a conscious motivation (Mathews, 2010). With that in mind, females continue to believe that men are superior because of their physical strength.

3.2.3 Methodological position

The critical realists' idea of a multi-faceted reality that can be investigated from different viewpoints informs their beliefs that there is no single method that can provide definite results about any given object of research (Plooly-Cilliers, 2016). With the use of the statistics the researcher has explored, the numbers founds are alarming and that inspired the researcher to focus on qualitative research to explore ways in which SI can be used to address these quantitative findings.

3.2.4 Epistemology position

Critical realists do not see knowledge as permanent, but as something that should be considered within its historical and social context (Plooly-Cilliers, 2016). Here the researcher does not aim to merely gain knowledge for the sake of knowing or understanding but to gear the knowledge towards actions and should, therefore, have practical value (Plooly-Cilliers, 2016). The researcher has used Carling Black Label #NoExcuse campaign as the main case study as the brand acknowledged that it is responsible for promoting responsible drinking at all times (Villers, 2018). With the research done, their team acknowledged that abuse of any kind, including gender based violence, is unacceptable and their aim was to shift the perceptions of not just the brand but the social issues and how men are perceived in South Africa as well as victims (Villers, 2018).

3.2.5 Axiology position

The researcher found that critical realists are dependent on a degree of subjectivity in their research as it is almost impossible to do value-free research – the choice of the research topic often value laden (Plooly-Cilliers, 2016). Crucially, the researcher values equality and human freedom by exploring ways in which femicide can be addressed with the use of SI in South African communities, with the assistance of

brands. The study has an orientation towards emancipation as social innovation allows individuals to feel liberated.

3.3 Population

The population is made up of shared characteristics and the number of people of social artefact in the population parameters of the study (Pascoe, 2014). Thus, to effectively define the population, the researcher utilises three parameters namely the nature, size and unique characteristics of the population, allowing the researcher to distinguish between the target and accessible population (Pascoe, 2014).

- **The nature of the population:** consists of people, as the unit of analysis (Pascoe, 2014). The people selected are relevant as the questions are targeted towards social innovation as well as femicide aiming to gain the necessary information and insights required to resolve the research problem as femicide has been making headlines to a point where citizens are alarmed and at unease. With the chosen people, the researcher aims to gain insights from industry professionals as well as female activist, they would have interest in the study as well as the social issue.
- **The size of the population:** this is every one that falls within the population parameters established (Bradley, 2013). The target population for the research will be made up of 3 individuals within the geographical area of Pretoria in general.
- **The unique characteristics of the population:** The researcher plans to interview four people, a senior copywriter/strategist at an agency for industry insight, an employee from a woman's shelter for insight about femicide as well as the women dealing with domestic violence, and lastly, a public relations student for insights from someone who is a regular black female who is passionate about women's rights.

3.4 Sampling

Sampling is the method of selecting a predetermined number of units (people or objects) with the same relevant characteristics from a larger population under investigation, denoting a "sample" (Pascoe, 2014). It is a "subset" of the population and may be considered representative of the population (Pascoe, 2016). Therefore, the sample for this research encompasses people (unit of analysis), namely, branding

experts as well as females that possess a great interest in females rights and the feminist revolution. These people are those who will be referred to as the participants (McLeod, 2014).

Due to the qualitative and exploratory nature of this research, and it being difficult to gain access to the entire population of people who share the similar interests, it was identified that non-probability sampling would better suit the purpose of the research (Pascoe, 2014).

Non-probability sampling is also called as a judgment or non-random sampling as the selection of the sample is made based on the subjective judgment of the researcher (Alvi, 2016). There was no random selection as the researcher selected people who share similar interests to participate. The target population is defined as brand experts and feminists in Gauteng. The element of the research population is the people who have either been in the advertising field for several years, residing in Pretoria and having an interest in female rights or identify as femicides an element of our population. Non-probability techniques make it possible to take a sample of the population the elements of which are infinite in number (Alvi, 2016). Therefore, the sample size for the research will be three selected people who share similar interests to participate. Thus, the researcher will be focusing on a non-probability sampling method is well suited for exploratory research intended to generate ways in which SI may be used to address femicide, which brands may learn from.

Due to the applicability of non-probability sampling for the research, the sampling method identified as the most pertinent was that of purposive sampling. Purpose sampling refers to purposively choosing the elements that the researcher wishes to include in the sample, based on a list of the characteristics (Pascoe, 2014).

The researcher analysed the population accessible (people in Pretoria and close to the researcher) and the research question, and determine what characteristics from the population are important for the researcher (Pascoe, 2014). In purposive sampling the sample is approached having a prior purpose in mind, in the research, the researcher aims to explore ways in which SI is able to address femicide in South Africa.

3.5 Data Collection

The researcher focused on qualitative research which is often referred to as a 'whole-world experience' because the interest is in the depth of human experience, including all the personal and subjective characteristics associated with a particular phenomenon (Strydom & Bezuidenhout, 2016). In-depth, 20-30 minutes, interviews were held it allows the researcher to pose questions to participants with the aim of earning more about their views, opinions, and beliefs about how SI is understood and how it can be used to address femicide (Plooy-Cillers, 2016). the researcher understands how valuable sources of information and, if conducted correctly, it allows the interviewer to interpret and understand the participants answers to specific questions as femicide is a crucial issue in South Africa and needs a great respect when discussing with anyone as well as understanding what could be done.

Based on the sensitivity of the topic as well as the great interest the researcher has in SI and female based issues, a general interview approach will be used to also allow a conversational approach (Bezuidenhout, 2014). Although the researcher will have a predetermined set of questions, a great degree of freedom is given to the interviewee to express any other views they may have on the topic (Bezuidenhout, 2014). This is a very adaptable approach and allows the researcher to adjust the focus of the interview when needed (Bezuidenhout, 2014). This method was appropriate as it enabled the researcher to have greater opportunity to ask follow-up questions, probe for additional information, and circle back to key questions later on in the interview to generate a rich understanding of attitudes, perceptions, motivations (Steber, 2017).

The interviewer will be able to monitor changes in tone and word choice to gain a deeper understanding, and as the interviewer will be doing face-to-face, in-depth interviews, the interviewer will be able to focus on body language (Steber, 2017).

The data collection process will involve gaining permission from **et al GROUP** brand manager to conduct an in-depth interview with the senior copywriter. Once permission was obtained, one interview was conducted at **et al Group** agency in Pretoria, and the additional two interviews were conducted at the participants' homes - three interviews in total. Interviews were conducted over three weeks from Monday to Friday, between 10 am to 5 pm.

Interviews will be verbally recorded using a smartphone which will be later on be transcribed in Word for analysis. Before beginning an interview, all participants will be required to complete a consent form. The interviewer will follow predetermined SI and femicide questions. Lastly, the researcher thanked the participants for their time and for sharing their views and opinions during the interview.

After all the interviews were conducted, the data will then be transcribed, analysed and interpreted using thematic analysis to derive findings (Nieuwenhuis, 2016).

To enhance the trustworthiness of the research and effectively test the collection method, a pre-test will be conducted among two participants that fall within the population parameters but were not drawn from the sample. This will allow the researcher to establish an approximate time to conduct interviews and acted as a pre-waring system for changes, additions, deletions or other amendments required to modify the collection method (Koonin, 2016).

3.6 Data Analysis

Research describes qualitative data analysis as the process of bringing order, structure, and meaning to the mass of data and involves sifting, sorting, selecting and organising collected data to gain an enriched understanding of phenomena (Bezuidenhout & Cronje, 2016).

With the researcher making use of the qualitative nature of the study, the researcher took an in-depth look at non-numerical data. Therefore, the data analysis method that supports the exploration of SI, as to how it can be used to address femicide in South Africa, included is thematic analysis (Bezuidenhout & Cronje, 2016).

Simply, data was processed by organising and examining information according to themes (Joffe, 2012). Thus, thematic content analysis was suitable as it facilitated the exploration of both covert and overt themes from the transcriptions (Schreier, 2014) and enabled the identification, inspection, analysis and reporting on of themes from in-depth interviews in detail (Schreier, 2014). A step by step process the researcher will be following is as below:

Table 2: Thematic Analysis process (Schreier, 2014)

Steps	Description
Step 1: Collect data	The researcher conducted 4 separate interviews with two branding experts, one PR student and woman activist as well as a psychology student who has great passion for the femicide epidemic. A smartphone was used to record 3 of the interviews. The researcher then transcribed all verbal interviews.
Step 2: Coding data	The researcher coded the data per paragraph with the use of Microsoft Word. Open coding was used as there were no pre-set codes, rather codes were established and modified throughout the coding process.
Step 4: Themes/Frameworks identification	Related codes were combined and labelled to create preliminary themes which were then reviewed, modified and collated into four principal themes.
Step 5: Information consolidation, finalize theme names	Themes were defined and discussed in terms of findings and supported by verbatim quotes from participants.
Step 6: Interpretation of findings	Findings were interpreted, related to theory and/ or literature and evaluated in context of the primary and secondary research questions

4. Findings and Interpretations

In this section, findings for the research are presented and interpreted. The researcher made use of the thematic analysis approach to analyse the data gathered by identifying codes/patterns and themes within the qualitative data set (Schreier, 2014).

The researcher became familiar with the data by going through the recorded interview, as well as the filled in questionnaires whereby the initial impressions were made and jotted down. Secondly, codes were generated with the use of Microsoft Word to tabulate the data to facilitate organising and reducing the data into smaller, more meaningful chunks. The researcher utilised open coding as there were no pre-set codes, rather codes were established and improved throughout the coding process (Maguire & Delahunt, 2017). Thirdly, codes were combined and labelled to create preliminary themes which were then reviewed, revised and collated into principal themes (Maguire & Delahunt, 2017). Finally, in this section emergent themes are discussed, interpreted and related to literature, theory, and the research questions. The below table provides a summary illustrating the predominant themes, the interview questions themes emerged from and the research objective addressed by the theme.

Table 3: Theme Summary

Theme	Interview Question	Objectives
Theme 1: Obstacles faced by Citizens	Question 3, 5 and 9	Objective 1
Theme 2: Impact on citizens	Question 3 and 7	Objective 2
Theme 3: What can be done?	Question 5, 7, 8 and 9	Objective 1 and 3
Theme 4: Motivation	Question 1, 2, 3, 4 and 9	Objective 2

As illustrated above, four main themes were identified from the three interviews conducted, being: Obstacles faced by citizens; impact on citizens; what can be done; and motivation. The researcher will define each theme and discuss it by linking it to social innovation when being applied to femicide. This will be followed by an interpretation which describes what each finding means.

4.1 Findings and interpretation of Themes

Theme 1: Obstacles faced by citizens

Obstacles faced by citizens to social innovation can be detected at different structural levels; with the research done through the interviews, these barriers were found to be barely formalized or interconnected (Oganisjana, et al., 2017). There were three prominent obstacles that were expressed throughout the interviews on social innovation on femicide. These obstacles include: Toxic masculinity, unity and funding.

Toxic masculinity is a collection of behaviours, thoughts and feelings associated with being “masculine” (Helman & Dery, 2018). These behaviours, thoughts and feelings allow men to have power over women who are often expected to be passive, submissive, nurturing and emotional (Helman & Dery, 2018). Two participants expressed their opinion on masculinity and how it poses as an obstacle when facing femicide.

*“A **man’s ego** doesn’t want to be challenged and one way of doing that is by questioning that ego” - Participant 3*

*“A culture of **toxic masculinity** may inform certain brands and organisations” - Participant 2*

Participant 3 stated that he believes that a man ego needs to be challenged by questioning that ego. This finding is supported by Jabu Baloi’s (2018) spokesperson for the Commission for Gender Equality, perception that men kill women mostly because they fail to navigate their way around rejection. Baloi further reports that among the key reasons is an embedded inferiority complex that many men suffer from, many abusive men do not want to accept rejection from women, which may result to abuse as well as murder (Baloi, 2018).

The second obstacle is the lack of funding in social innovation projects. Participant 3 alluded to lack of funding as the primary problem they face in getting their businesses off the ground. A few of social innovation entrepreneurs realise that this lack of funding is actually a consequence of a far bigger concern – lack of a credible deal pipeline in their ventures

*“Another barrier for some brands is **funding**; because if their funding is not enough then they cannot address the issue to a lot of people.”* - Participant 3

Research suggests that, in fact, plenty of money out there as local and international investors alike are searching for innovative venture to put their money into (Makinane, 2015).

Lastly, participant 1 expressed a genuine concern on how brands need to be at the forefront of social innovation in South Africa. Research states that a number of multinational corporations, recognised global brands, are investing their time and resources to shift their business practice from top-down to bottom-up, involving their key stakeholders along the way as much as possible (Violo, 2018). Though, most brands underestimate the diversity of the communities, organisations and people they impact within their ecosystem which is an untapped source of innovation (Violo, 2018). In order to build innovative and sustainable businesses, one can easily understand the necessity to collaborate with its different parts. Participant 1 mentions that “consumers are more empowered to make demands on brands...” suggesting the need to have brands at the forefront when addressing femicide as they possess the power to reach a bigger audience would create a bigger impact.

*“Consumers are more empowered to make demands on brands, and there are consequences when **brands do not come to the party**.”* - Participant 1

In response to Social innovation being applied to social issues such as femicide, participants have expressed their views of barriers that are in place of successfully practicing social innovation. The researcher found that participants felt that once community members have support from brands and organizations. These findings were congruent with Harvard Business School professor Michael Porter (2018) as he made the case that businesses can help address community problems, such as femicide, as organisations and communities dealing with them don't have nearly enough resources to finance the necessary change (Violo, 2018).

Therefore, this finding indicates that due to the lack of finance and resources, brands are needed by community residents to address femicide as there with the implementation of Social innovation.

Theme 2: Impact on citizens

This theme incorporates participants view on how femicide impacted citizens of South Africa. The main impact here being fear. When the participants were asked their views when it comes to femicide in South Africa, all participants shared a sense of fear. The South African president, Cyril Ramaphosa (2019), disclosed that the country is facing a national crisis of violence against women as protesters took to the streets for a third successive day. Participants 1 and 3 showed very similar views on femicide being fear. The fear expressed throughout the nation similarly urged Ramaphosa to address the nation with a plan of action to curb the scourge of gender-based violence, comprising of the proposal to make a register of offenders public (Francke, 2019). He claimed laws would be reviewed in parliament imminently as laws on domestic violence and sexual offences will be reviewed to prioritise the needs and interests of survivors (Francke, 2019).

The South African-born Hollywood actor Charlize Theron (2019) has spoken out against violence against women in the country. Responding to a tweet that shared a 1999 advertisement in which she starred as part of an anti-rape campaign, Theron said the justice system had failed women (Francke, 2019). The femicide epidemic made international news therefore Theron also urged men to call out potential perpetrators to protect the women in South Africa (Francke, 2019). She continues to urge men to stand up, speak up and to not be bystanders as men have the power to change this (Francke, 2019).

*"I feel that it is unacceptable that **women have to watch what they wear in public and also have to be careful about the places they socialise at, with a fear of possibly facing violent reprisals, such as rape and even death.** In our country, femicide and rape rates keep increasing.." – Participant 1*

*"Femicide is **very scary**, especially in South Africa, because the numbers are so high. It makes me **fear for the women of this country**" – Participant 3*

*"I'm **not at ease** because of this" – Participant 3*

“I worry about them every day because we don’t know if they’ll see the next day” –

Participant 3

With the findings established, the researcher employed the Carling Black Lable #NoExcuse campaign as the case which to display how brands have taken the responsibility to address femicide in South Africa. The Carling Black Lable #NoExcuse campaign shared the similar views on Femicide as Theron and the participants that women certainly feel fear towards the men in South Africa as there is no excuse for men to perpetrate any form of violence, and no excuse for people to stand by and do nothing when others abuse (Molefe, 2018).

The findings have indicate that the rise of femicide has negatively impacted the nation as citizens have been inflicted with fear for the lives of women in South Africa.

Theme 3: What can be done?

The third theme discusses how femicide could be addressed using SI. There were three main points that were identified throughout the data collected, both primary and secondary research. First point being that there is a great interest in addressing and eradicating femicide from citizens as well as the participants. In response to a wave of protests following a series of brutal attacks on women, South African President Cyril Ramaphosa has again committed himself to addressing this problem urgently (Westhuizen & Dykes, 2019). The President emphasized the need for harsher sentences for the perpetrators of gender-based violence and femicide as he announced that an “emergency action plan” to combat the social issue (Westhuizen & Dykes, 2019). The plan to be implemented includes, but not limited to, the need to address patriarchal attitudes and practices that encourage domination and violence, this plan is similar to those shared by Participant 2 as they think certain patriarchal structures will resist, but the majority of people are calling for an end to this misogynistic culture. The other plan in action is to make sure that women’s rights and gender/power relationships form part of the educational system, additionally amending laws to ensure harsher punishment for perpetrators (Westhuizen & Dykes, 2019). Research shows that none of these interventions will work unless government and civil society work together (Westhuizen & Dykes, 2019).

Non-governmental organisations should be supported to develop their services further. Above all else, the government needs to make sure that the South African Police Service, court system, correctional services, social development, health and education are reformed (Westhuizen & Dykes, 2019).

The second point then addressed how brands, government as well as civil society need to collaborate in order to successfully address femicide with the use of SI. Sonke Gender Justice is an NGO devoted to gender equity in its many forms (Smith, 2019). Patrick Godana, manager of Sonke Gender Justice, shared in an ABC News article that “gender norms are fuelling violence against women, social norms are fuelling violence against women, alcohol abuse and poverty, because some men feel like they are less of a man, their esteem as men is low and therefore they can only present their own authority by shaking and beating up women,” (Smith, 2019). He then admits that his responsibility is to look up and say, ‘What can I do as a man to engage other men in making that change?’”. One of the NGO’s beliefs is that men should play a primary role in ending gender-based violence, so Godana hosts workshops all across the country in an attempt to transform how men think about domestic abuse (Smith, 2019). The work that Sonke Gender Justice is one of the many ways SI can be implemented as the aim of SI is to represents new responses to pressing social demands, such as Femicide, which affects the process of social interactions (Mihci, 2019). Commonly, the participants stated that plans that have been put in place may work but the larger issue is the laws and cultural practices need to be readdressed as those may be the root to femicide.

Lastly, the point identified is the law amendments in South Africa. Research shows that boy children who are exposed to family violence or childhood victimisation are more likely to direct violence at an intimate partner (Westhuizen & Dykes, 2019). In addition, men who show aggression to their partners are at risk of falling victim to violence in the future (Westhuizen & Dykes, 2019). It’s important not to ignore attitudes towards this kind of violence as research has identified a common thread across socio-political, religious, cultural and personal attitudes that support or condone spousal assault (Westhuizen & Dykes, 2019). These implicitly or explicitly encourage patriarchy, misogyny and the use of violence to resolve conflict. Participant 2 adds to this point by stating that patriarchal structures will resist, but the majority of people are

calling for an end to this misogynistic culture which then requires readdressing laws as well as cultural practices.

With the mentioned points stated, it has been acknowledged that femicide requires more than just brand intervention, but with the co-operation of the government, the social and cultural communities need to be highly involved.

*“... Women are actively fighting for justice there is also a **"Play your part"....**” – Participant 1*

*“... **Gender norms should change** and we need to see it in branding, through content that will have a positive impact on the public...” – Participant 1*

*“... **it is not enough to ‘say’ it**. Brands must do it: through revisiting their corporate culture and its gender biases and inequalities...” – Participant 2*

*“... I think certain patriarchal structures will resist, but the majority of people are **calling for an end to this misogynistic culture**...” – Participant 2*

*“... they **put it out there** and show that it is not a myth...” – Participant 2*

*“... Yes, because it is one of the biggest issues in South Africa and so **we want a way to stop it**...” – Participant 3*

Theme 4: Motivation

Lastly, this theme discusses how SI can be beneficial to all parties involved. Although South African innovation has overcome many obstacles since stepping into democracy in 1994, the innovation in South Africa is emerging as a potential solution to many social challenges. South African social innovation empowers communities to play a part in their upliftment (The Philanthropic Collection, 2018). The value of South African social innovations mainly stems from the upliftment in which citizens are able to implement in their communities as a whole, rather than to expect upliftment from external parties such as Government and organizations (The Philanthropic Collection, 2018). Regarding brands/businesses/organizations, it has been stated that social innovation is about developing products to serve society better (Slavin, 2013).

Though this statement has been disregarded by Paul Ellingstad, leader of the social innovation programmes at IT giant Hewlett-Packard (Slavin, 2013). He argues business shouldn't be dabbling in social innovation at all, because market-based approaches are about profits, not people (Slavin, 2013). He provides his representation of social innovation that it is not about products, but putting innovative new systems in place so companies can rise to growing social and environmental challenges (Slavin, 2013). The researcher has employed the Carling Black Label #NoExcuse campaign as the case which to display how brands have taken the responsibility to address femicide in South Africa. Their #NoExcuse campaign reached more than 45 million people worldwide, and was recently awarded a bronze Loerie award (Villiers, 2018). The campaign trended on Twitter, and helped to increase Black Label social media mentions by 823% and increased positive brand sentiment by 86% though sales were not measured during the campaign because that was not the objective of the movement as the main goal is to reduce and eradicate gender-based violence (Villiers, 2018).

The findings indicate that social innovation, when applied on femicide, has the best chance to benefit brands, the government as well as civil society.

*“... The campaign **openly shows how the rights of women are being violated**...” – Participant 1*

*“... Social innovation enables **change and the redefinition** of existing systems of belief and behaviour...” - Participant 2*

*“... Brands may be seen as a form of **cultural expression**; brands are an **articulation of our needs, dreams and desires, and these are constantly shifting and evolving**...” – Participant 2*

*“... The more **people work together**, the more action can be taken against femicide...” – Participant 3*

*“... the **youth is the future** and shaping them, shapes the future...” – Participant 3*

“... a smart way of addressing the issue because it forces people to stop and listen...” – Participant 3

“... a lot of brand loyal people to pay close attention to the issue, because if a brand as big as Black Label is talking about the issue then it is something to take seriously...” – Participant 3

“... The fact that Black Label is an alcohol brand (and we know that alcohol abuse also causes women abuse) shows that they are taking responsibility and are trying to help rectify this problem.” - Participant 3.

4.2 Validity, reliability and/ or trustworthiness

In research, it is vital to be able to conduct findings that readers are able (Koonin, 2014). The purpose of qualitative research is not to find causal relationships or to generalise results to a broader population but rather, to provide an in-depth understanding of a phenomenon such as femicide (Koonin, 2016). Qualitative researchers prefer to use the concept trustworthiness to measure reliability and validity within qualitative studies as the main aim of qualitative research is not to generalise results. The overarching term that is used for validity and reliability in qualitative research is ‘trustworthiness’, which is further divided into credibility, transferability, dependability, and confirmability (Koonin, 2016). Thus the researcher will not make use of ‘reliability’ and ‘validity’ as research suggests that the terms are not useful within these types of studies (Koonin, 2016).

4.2.1 Credibility

Credibility will refer to the accuracy with which the researcher will interpret the data that was provided by the participants during the interview (Koonin, 2016). This was reached through the collection of the data (in-depth interview and questionnaires) and the analysis of the data (Thematic content analysis) (Nieuwenhuis, 2016), implementing a research design (exploratory) that is carefully aligned with the research question relating to Social innovation. The research spent the interviewed participant sufficient time while giving their responds in order to gain comprehensive understanding (Koonin, 2016). Frequent supervisor sessions were held on the Vega School premises to ensure the research was still adhering to the standards as well as ethics put in place.

4.2.2 Transferability

Transferability can be achieved when the researcher is able to apply the findings to a similar situation and delivering similar results (Koonin, 2016). In this study, the researcher was able to then provide the evidence that it could be applicable for the study through the literature review (Statistics Solutions, 2019).

4.2.3 Dependability

Dependability refers to the quality of the process of integration that takes place between the data collection method, data analysis and the theory generated from the data (Koonin, 2016). The researcher describes and documents the research process relating to the SI exploration.

4.2.4 Confirmability

Confirmability refers to how well the data collected support the findings and understanding of the researcher (Koonin, 2016). The researcher maintained professionalism by seeking guidance from the research supervisor whom provided professional and ethical direction for this investigation.

5. Conclusion and Recommendations

5.1 Implications of the Findings for Social Innovation on Femicide

The primary objective of this research was to explore ways in which SI can be applied to femicide in South Africa. Upon analysing and interpreting the research findings, it became clear that citizens are interested in combating the alarming femicide cases that have rose in the past couple of years. Therefore, the implications of findings include: guaranteed support for SI programs, eliciting safety on the lives of women in South Africa, intervention from brands, the government and civil society and lastly, SI motivations in all parties involved.

Through the pursuit of addressing femicide, the rise of digital technologies over the years has been creating new opportunities to address social issues which provides directions to the growth of the social innovation sector (Missikoff & Silvestrini, 2018). In the human rights sector, many apps and digital tools have been designed and implemented. Research has proved that funding for SI enterprises is available as

corporations such as the SAB Foundation's main objective is to provide funding for small, medium and micro-sized enterprises, in order to contribute to the economic and social empowerment of historically disadvantaged persons, primarily (but not necessarily exclusively) by means of entrepreneurship development and with a priority focus on providing opportunities within small, medium and micro-sized enterprises for women and youth in the rural areas, as well as persons with disabilities (SAB Foundation, 2018). The implications of the funding provision create a sense of hope as citizens and organizations are able to combat femicide with the help of corporations such as the SAB Foundation.

Furthermore, the rise of femicide has negatively impacted citizens indicated, women live in fear for their lives not knowing who is next. At a BrandSA breakfast, President Cyril Ramaphosa was to address femicide and what to do about violence against women (Merten, 2019). The cabinet have concluded on legislative changes which may be considered, 8,750 traditional leaders are being trained and work towards establishing the gender-based violence and femicide council is continuing (Merten, 2019). At the official signing of the declaration while also opening a sexual offences court, Ramaphosa acknowledged the reality of harassment, abuse and violence. When Parliament hosted a women's parliament on 29 August to start the process of reviewing the 1994 Women's Charter for Equality, it emerged that a steering committee is in place and more work to fully establish the gender-based violence and femicide council is unfolding (Merten, 2019). Thus the safety of women in South Africa has been addressed and as research states, laws are being reviewed in favour of women's rights.

Continuing, the intervention of brands, the government and civil society have been encouraged as NGO's such as Sonke Gender Justice. Research suggests that social innovation is preparing the ground for a bigger revolution in how companies do business (Smith, 2019). Ultimately, is predicted for business is a recognition of the need for system-level change. Social innovation has an important role to play in getting us to a place where breakthroughs can happen at a systems level (Merten, 2019). Thus, with organizations such as Sonke, victims and perpetrators are able to seek help and work towards having a gender-free society.

Lastly, the motivation behind SI for all parties involved is grounded in the need for need for system-level change. The researcher has employed the Carling Black Label #NoExcuse campaign as the case which to display how brands have taken the responsibility to address femicide in South Africa. Their #NoExcuse campaign reached more than 45 million people worldwide, and was recently awarded a bronze Loerie award (Villiers, 2018). The campaign trended on Twitter, and helped to increase Black Label social media mentions by 823% and increased positive brand sentiment by 86% though sales were not measured during the campaign because that was not the objective of the movement as the main goal is to reduce and eradicate gender-based violence (Villiers, 2018). Even though the concept of SI is based on a human centric approach, organisations stand a chance to amplify its brand name when addressing social matters as citizens contribute to their revenue at the end of the day.

5.2 Evaluation of the Research

This researcher successfully completed the research. The above implications validate that firstly the femicide surge took South Africa by a storm which was reflected on social media. Though with the use of social innovation, communities seems to be warm to tackle femicide in innovative ways as its predicted to be a great way of bringing the community of South Africa together by addressing femicide and more social issues at large. Many citizens believe that brands should be of help to social issues in South Africa, as Carling Black Label addressed femicide through the use of SI, citizens felt heard and full of hope.

Therefore, having addressed these three objectives, it is clear that social innovation can be used to address femicide and other social issues and hence, has the ability to bring communities together to alleviate femicide. It is important to recognise that the power of social innovation and its ultimate worth to femicide resides in the collaboration of communities as well as brand.

5.3 Management Recommendations

Based on the findings of the research, the following recommendations are suggested for brands, the government and civil society to employ SI when addressing femicide and:

1. Dedicated I funding for a host of new interventions, as well as for sexual offences courts,
2. The need to address patriarchal attitudes and practices that encourage domination and violence,
3. Gender sensitivity training for the police, prosecutors, magistrates and policy makers,
4. Amending laws to ensure harsher punishment for perpetrators.

5.4 Ethical Considerations and Limitations

Ethical consideration focuses on the disciplines that study standards of conduct, such as philosophy, theology, law, psychology, or sociology (Gajjar, 2013). The researcher identified ethical considerations pertaining to the participants as well as the researcher under the investigation.

5.4.1 Ethics concerning participants

The researcher ensured informed consent, voluntary participation, ethical data collection, the protection of sensitive information, appropriate and ethical incentives, and secured confidentiality (Resnik, 2018).

5.4.2 Ethics concerning the researcher

The researcher acted ethically by avoiding bias, never falsifying or misusing information, evading the use of inappropriate methods and never distorting results (Resnik, 2018).

5.5 Ensuring ethical research

The above ethical considerations were upheld throughout the research by drawing up a personal ethics code prior to the research being conducted to serve as a personal ethical guide for the researcher. Furthermore, the researcher conducted the research according to *IIE Ethical Guidelines and Clearance* and all participants were formally

informed of the purpose of the research, the procedures that were to be followed and the rights of volunteers concerning participation. Moreover, prior to any research being conducted, volunteers had to sign a consent form to participate and confidentiality was maintained by ensuring that data could not be linked to individual names. Finally, the researcher formed an ethical partnership with the research navigator whom would warn and advise the researcher concerning ethical grey areas and whom guided the researcher in ensuring ethics were upheld throughout the entire research process (IIE, 2016).

5.6 Limitations

According to Enslin (2016), limitations are defined as constraints that are out of the researchers control whereas delimitations transpire based on the decision's researchers make. Limitations related to the research involved time, resources and sample technique (Pascoe, 2014) and a delimitation identified involved the sample size (Larson, 2010).

Time: The time frame for the research limited the amount of evidence the researcher was able to collect. Furthermore, the researcher was not able to go into as much depth as was desired resulting in findings that were less robust than what was intended (Larson, 2010). To address this, further answers were provided to the research via WhatsApp voice notes.

6. Conclusion

The resolve of this research comprehended the exploration of social innovation and its application on femicide. The data collected among participants confirmed that SI can be employed when addressing social issues such as femicide as organisations provide support communities. Thus, the femicide study confirms that by successfully leveraging Social innovation, brands, the government as well as the civil society can create important opportunities for trust, loyalty, growth and sustainable competitive advantage in communities (Porter & Kramer, 2011). Hence, further investigation into the topic of social innovation and its application on femicide within South Africa is recommended.

7. References

Aaltonen, A. & Tempini, N., 2014. *'Everything Counts in Large Amounts'*; London: The London School of Economics and Political Science.

Africa Check, 2017. *Femicide in South Africa: 3 numbers about the murdering of women investigated.* [Online]

Available at: <https://africacheck.org/reports/femicide-sa-3-numbers-murdering-women-investigated/>

[Accessed 24 May 2019].

Alvi, M., 2016. *A Manual for Selecting Sampling.* [Online]

Available at: <https://mpira.ub.uni-muenchen.de/70218/>

[Accessed 31 July 2019].

Baloi, J., 2018. *Femicide in South Africa: Why men kill women.* [Online]

Available at: <https://www.timeslive.co.za/news/south-africa/2018-05-29-femicide-in-south-africa-why-men-kill-women/>

[Accessed 24 May 2019].

Bezuidenhout, R.-M., 2016. Theory in research. In: S. C. v. d. Merwer, ed. *Research Matters*. Cape Town: Juta and Company Ltd, pp. 36-59.

Bhasin, H., 2017. *Societal Marketing Concept.* [Online]

Available at: <https://www.marketing91.com/societal-marketing-concept/>

[Accessed 22 May 2019].

Brazilian Business Review, 2018. *An Overview On Social Innovation Research: Guiding.* [Online]

Available at: http://www.scielo.br/scielo.php?script=sci_arttext&pid=S1808-23862017000400385

[Accessed 17 March 2019].

Corris, I., 2018. *What is "social issue"?*. [Online]

Available at: <https://www.quora.com/What-is-social-issue>

[Accessed 1 August 2019].

Crossman, A., 2019. *Understanding Critical Theory*. [Online]
Available at: <https://www.thoughtco.com/critical-theory-3026623>
[Accessed 22 May 2019].

Darfoor, A., 2018. *OPINION:New ideas needed on economic, social challenges*. [Online]
Available at: <https://www.iol.co.za/business-report/opinion/opinionnew-ideas-needed-on-economic-social-challenges-16389629>
[Accessed 24 May 2019].

Farrelly, J., 2016. *What is the Duluth Model for tackling domestic violence?*. [Online]
Available at: <https://www.criterionconferences.com/blog/social-services/duluth-model-tackling-domestic-violence/>
[Accessed 17 July 2019].

Fleetwood, S., 2013. *What is (and what isn't) critical realism?*. [Online]
Available at: <https://www2.uwe.ac.uk/faculties/BBS/BUS/Research/CESR/What%20CR%20is%20and%20is%20not.pdf>
[Accessed 28 May 2019].

Francke, R.-L., 2019. *South Africa in a crisis of violence against women, says president*. [Online]
Available at: <https://www.theguardian.com/world/2019/sep/06/south-africa-faces-national-crisis-of-violence-against-women-says-president>
[Accessed 6 September 2019].

Head, T., 2019. *Femicide rates: South Africa vs the rest of the world*. [Online]
Available at: <https://www.thesouthafrican.com/news/how-many-women-killed-south-africa-femicide/>
[Accessed 6 September 2019].

Helman, R. & Dery, I., 2018. What is toxic masculinity, and why do we need to be talking about it?. *IOL*, 6 September, pp. 1-2.

IIE, 2016. *IIE ethical guidelines: Research and postgraduate studies policy*. Cape Town: The Independent Institute of Education.

Juneja, P., 2019. *Societal Marketing Concept*. [Online] Available at: <https://www.managementstudyguide.com/societal-marketing.htm> [Accessed 1 July 2019].

Kocsiszky, G. & Somosi, M. V., 2016. Generating Social Innovation with Knowledge Engineering. *Science Direct*, 223(1), pp. 167-174.

Koonin, M., 2016. Validity and reliability. In: S. C. v. d. Merwe, ed. *Research Matters*. Cape Town: Juta & Company Ltd, pp. 252-260.

Leedy, O., 2013. Practical research: Planning and design. *Boston: Pearson*, Volume 10.

Makinane, S., 2015. *The real barriers to entrepreneurship in South Africa*. [Online] Available at: <https://www.howwemadeitinafrica.com/the-real-barriers-to-entrepreneurship-in-south-africa/52560/> [Accessed 23 October 2019].

Maluleke, R., 2018. *Crime against Women in South Africa*, Pretoria: Statistics South Africa.

Masutha, M., 2018. *Holistic approach needed to stamp out Femicide*. [Online] Available at: <https://www.sanews.gov.za/features-south-africa/holistic-approach-needed-stamp-out-femicide> [Accessed 24 May 2019].

Masweneng, K., 2018. *Femicide in South Africa: Why men kill women*. [Online] Available at: <https://www.timeslive.co.za/news/south-africa/2018-05-29-femicide-in-south-africa-why-men-kill-women/> [Accessed 24 May 2019].

Mathews, S., 2010. *Understanding Intimate Femicide in South Africa*. Johannesburg: University of the Witwatersrand.

Mihci, H., 2019. Social innovation: a conceptual survey and implications for. *Innovation Development*, 9(1), pp. 105-123.

Molefe, L., 2018. #NoExcuse to Women Abuse. [Online] Available at: <http://www.alexfm.co.za/za/2017/11/15/noexcuse-to-women-abuse/> [Accessed 17 March 2019].

Mulgan, G., 2007. *social innovation what it is, why it matters and how it can be accelerated*, London: The Young Foundation.

Nieuwenhuis, J., 2016. Qualitative research designs and data-gathering techniques. In: K. Maree, ed. *First Steps in Research*. Pretoria: Van Schaik, pp. 72-100.

Oganisjana, K. et al., 2017. Systemics, cybernetics and Informatics. *Barriers to Social Innovation and Ways of Overcoming Them in Latvia*, 15(1690), pp. 34-37.

O'Mahoney, J., 2016. *Critical Realism and Qualitative Research: An introductory Overview*. [Online] Available at: [https://www.researchgate.net/publication/312069991 Critical Realism and Qualitative Research An introduutory Overview](https://www.researchgate.net/publication/312069991_Critical_Realism_and_Qualitative_Research_An_introduutory_Overview) [Accessed 28 May 2019].

Pascoe, G., 2014. Sampling. In: S. C. v. d. Mervwe, ed. *Research matters*. Cape Town: Juta % Company Ltd, pp. 131-145.

Plooy-Cillers, F. d., 2016. Research paradigms and traditions. In: S. C. v. d. Merwe, ed. *Research Matters*. Cape Town: 2014 Juta & Company Ltd, pp. 19-.

Plooy-Cilliers, D. B., 2016. Research Matters. In: *The literature review*. Cape Town: Juta and Company Ltd,, pp. 100-106.

Ramaphosa, C., 2019. [Online] Available at: https://twitter.com/CyrilRamaphosa?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetemb%7Ctwterm%5E1168950204525158402&ref_url=https%3A%2F%2Fwww.thesout

hafrican.com%2Fnews%2Fhow-many-women-killed-south-africa-femicide%2F
[Accessed 6 September 2019].

Rehbein, B., 2018. Critical theory and social inequality. *SciELO*, 3(3), pp. 49-65.

Resnik, D., 2018. *What is ethics in research & why is it important?*. [Online]
Available at: <http://www.niehs.nih.gov/research/resources/bioethics/whatis/>
[Accessed 18 October 2019].

Roberts, J., 2014. Critical Realism, Dialectics, and Qualitative Research Methods1. *Journal for the Theory of Social Behaviour*, 44(1), pp. 1-23.

Schreier, M., 2014. Qualitative content analysis. In: *The SAGE Handbook of Qualitative Data Analysis*. s.l.:Jacobs University Bremen, pp. 17-183.

Slavin, T., 2013. *Social innovation means business becoming a force for good*. [Online]
Available at: <https://www.theguardian.com/sustainable-business/blog/social-innovation-business-force-for-good>
[Accessed 24 October 2019].

Smith, C., 2019. *How communities are addressing violence against women in South Africa*. [Online]
Available at: <https://genderjustice.org.za/news-item/how-communities-are-addressing-violence-against-women-in-south-africa/>
[Accessed 24 October 2019].

South Africa Government News Agency, 2018. *Gender based violence on the rise*. [Online]
Available at: <https://www.sanews.gov.za/south-africa/gender-based-violence-rise>
[Accessed 17 March 2019].

Statistics Solutions, 2019. *What is transferability in qualitative research and how do we establish it?*. [Online]
Available at: <https://www.statisticssolutions.com/what-is-transferability-in-qualitative->

research-and-how-do-we-establish-it/

[Accessed 25 October 2019].

Steber, C., 2017. *In-Depth Interviews: Data Collection Advantages and Disadvantages*. [Online]

Available at: <https://www.cfrinc.net/cfrblog/in-depth-interviewing>
[Accessed 31 July 2019].

Strandberg, C., 2015. *Social innovation benefits one, all*. [Online]

Available at: <https://corostrandberg.com/social-innovation-benefits-one-all/>
[Accessed 28 June 2019].

Strydom, A. & Bezuidenhout, R.-M., 2016. Qualitative data collection. In: S. C. v. d. Merwe, ed. *Research Matters*. Cape Town: 2014 Juta & Company Ltd, pp. 172-194.

The Philanthropic Collection, 2018. *Social Innovation In South Africa: Fostering A Culture Of Entrepreneurial Philanthropy*. [Online]

Available at: <https://thephilanthropiccollection.com/social-innovation-in-sa-entrepreneurial-philanthropy-culture/>
[Accessed 22 May 2019].

Vega, A., Chiasson, M. & Brown, D., 2010. Critical Realism, Multidisciplinarity and. *Americas Conference on Information Systems*, 1(8), pp. 1-4.

Villers, J. d., 2018. *How Carling Black Label reached more than 45 million people worldwide to fight violence against women*. [Online]

Available at: <https://www.businessinsider.co.za/carling-black-label-noexcuse-anti-gender-based-violence-campaign-reach-45-million-people-loerie-award-2018-8>
[Accessed 29 May 2019].

Villiers, J. d., 2018. *How Carling Black Label reached more than 45 million people worldwide to fight violence against women*. [Online]

Available at: <https://www.businessinsider.co.za/carling-black-label-noexcuse-anti-gender-based-violence-campaign-reach-45-million-people-loerie-award-2018-8>
[Accessed 24 October 2019].

Violo, M., 2018. *25 companies carrying out corporate social innovation*. [Online] Available at: [25 companies carrying out corporate social innovation](#) [Accessed 23 October 2019].

Westhuizen, M. V. D. & Dykes, G., 2019. 10. [Online] Available at: <https://theconversation.com/insights-from-research-on-how-to-break-cycle-of-violence-against-women-123934> [Accessed 24 October 2019].

8. Annexures



RESM8419P_2019_HB1P_VGPT1 - RESM8419P_VGPT1

Research Report 1

Mbali Maleka

on Fri, Oct 25 2019, 11:17 AM

17% highest match

Submission ID: 9ea8fdce-79cc-4020-a541-151f16fe1936

Attachments (1)

Submission_Text.html 17%

Word Count: 11,227

Attachment ID: 2263894126

Annexure A: Final Research Report Summary Document Template

TITLE: the use of social innovation to address femicide in South Africa: an exploratory qualitative study.

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	Recommendations
What did how social innovation can be applied when addressing femicide.	How can social innovation be used to address femicide?	The researcher explored ways brands are able to combat social issues, such as femicide and As a South African female, the topic of femicide is close to heart.	*Hakan Mihci *The Philanthropic Collection	Theme 1: *Critical Theory Theme 2: Femicide Theme 3: Social Innovation Theme 4: Social Issues Theme 5: Societal Marketing	Paradigm Critical Realism <u>Epistemology</u> The researcher was able to gear the knowledge gained towards actions therefore, was able provide meaningful insights. <u>Ontology</u> After unravelling the reality of Femicide, the researcher was then able to generate insights. <u>Axiology</u> What do you value in terms of research? What should research be or do?	Qualitative	In-depth, 20-30 minutes, interviews were held it allows the researcher to pose questions to participants with the aim of earning more about their views, opinions, and beliefs about how SI is understood and how it can be used to address	What type of ethical challenges did you face in conducting the research? How did you address these?	Brands are needed by community residents to address femicide as there with the implementation of Social innovation. The findings have indicate that the rise of femicide has negatively impacted the nation as citizens have been inflicted with fear for the lives of women in South Africa. Femicide requires more than just brand intervention, but with the co-operation of the government, the social and cultural communities need to be highly involved.	1. Dedicated I funding for a host of new interventions, as well as for sexual offences courts, 2.The need to address patriarchal attitudes and practices that encourage domination and violence, 3.Gender sensitivity training for the police, prosecutors, magistrates and policy makers, 4.Amending laws to ensure harsher punishment for perpetrators.
						Population				
						The population is made up of shared characteristics and the number of people of social artefact in the population parameters of the study				

	•How has the rise of femicide impacted South Africans? •Are brands contributing to femicide and other social issues? <u>Research objectives</u> •To explore the use of social innovation when applied to femicide. •To investigate the impact femicide has on South Africans. •To explore brand contributions towards femicide							the research via WhatsApp voice notes.		
--	---	--	--	--	--	--	--	--	--	--



ANNEXURE C: EXPLANATORY INFORMATION SHEET AND CONSENT FORM FOR PARTICIPANTS

To whom it may concern,

My name is Mbali Maleka and I am a student at Vega School. I am currently conducting research under the supervision of Amalia van Schalkwyk about how can social innovation be used to address femicide in South Africa. I hope that this research will enhance our understanding of social innovation as a concept as well as the social issues being femicide in South Africa as the statistics have shown that the murder rate for women increased drastically by 117% between 2015 and 2016/17 (South Africa Government News Agency, 2018).

I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

What will I be doing if I participate in your study?

I would like to invite you to participate in this research because I would like to know what brands have done so far to address femicide in South Africa. If you decide to participate in this research, I would like to have an online interview (WhatsApp, Skype or Google Hangout App) in order for us to get to know each other and create a level of trust and comfortability for the betterment of the research conducted.

You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.

Are there any risks/ or discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your limitations when it comes to the sensitivity of the topic. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

- Your inclusion in this study is completely voluntary;
- If you do not wish to participate in this study, you have every right not to do so;
- Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody Vega School, will have access to your interview information. I would like to use quotes when I discuss the findings of the research but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my BA Honours in Strategic Brand Communications. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Mbali Maleka

061 458 1973

Mbalimaleka25@gmail.com

The contact details of my supervisor are as follows:

Amalia van Schalkwyk

079 914 3495

amaliavanschalkwyk@gmail.com

Consent form for participants

I, _____, agree to participate in the research conducted by Mbali Maleka about how social innovation be used to address femicide in South Africa.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

1. I agree to be interviewed for this research.
2. My confidentiality will be ensured. My name and personal details will be kept private.
3. My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
4. I may choose not to answer any of the questions that are asked during the research interview.
5. I may be quoted directly when the research is published, but my identity will be protected.

Signature

Date

Questionnaire

1. How do you define social innovation? (Anthony, 2010)
2. Why do think social innovation is important for brands as well as South African communities? (Anthony, 2010)
3. How are your views when it comes to femicide in South Africa? (Schall & Muthien, 2012).
4. How do you think brands have dealt with the femicide?
5. What do you think are the barriers for brands to make social difference when regarding femicide at the moment? (Whittlestone, 2013)
6. What do you think are the factors that motivate social innovation or any form of social initiative activities among brands (Schall & Muthien, 2012)?
7. Do you think South Africans would have interest in social innovation to address social issues such as Femicide?
8. What ways do you think brands should be addressing femicide in South Africa ? ref
9. Have you seen the Carling Black Lable #NoExcuse campaign? What are your thoughts on it and how brands can learn from it?

Questionnaire - ~~Core~~

Participant 2

1. How do you define social innovation? (Anthony, 2010)

Social innovation allows the culture to renew itself, to break beyond its current limitations, and to recalibrate. Social innovation enables change and the redefinition of existing systems of belief and behaviour. Without it, the culture (mainstream society) remains stuck, and is at risk of remaining static and irrelevant. At a more dangerous level, it runs the risk of becoming oppressive.

Commented [M1]: Impact

Commented [M2]: Impact

2. Why do think social innovation is important for brands as well as South African communities? (Anthony, 2010)

Brands may be seen as a form of cultural expression; brands are an articulation of our needs, dreams and desires, and these are constantly shifting and evolving. As for brands, so for communities. To innovate it to renew, redefine and remain relevant and responsive.

Commented [M3]: Power

3. What are your views when it comes to femicide in South Africa? (Schall & Muthien, 2012).

Femicide is a social injustice and abomination that must be routed out, but it is also the result of a form of collective emasculation n that goes back 350 years to the colonial occupation of SA. But this feeds into the existing patriarchal tribal culture that predated colonisation. An emasculated patriarchy is the most murderous.

Commented [M4]: Effects of History

Commented [M5]: Effects of history

4. How do you think brands have dealt with the femicide?

They have not called it out enough, and have often been complicit in the objectification of women's bodies. But this is not true of all brands, though. Some have actively campaigned for the empowerment of women. However, it is not enough to 'say' it. Brands must do it through revisiting their corporate culture and its gender biases and inequalities.

Commented [M6]: Power

Commented [M7]: Action

5. What do you think are the barriers for brands to make social difference when regarding femicide at the moment? (Whittestone, 2013)

Brands cannot be separated from the culture in which they are founded. A culture of toxic masculinity may inform brands and organisations. But creative, innovative and disruptive thinking should be a force that overcomes these limitations.

Commented [M8]: Impacts

Commented [M9]: solution

6. What do you think are the factors that motivate social innovation or any form of social initiative activities among brands (Schall & Muthien, 2012)?

Brands are all about perception – how they are perceived by their market – and they are held to account by their target audiences. Brands need to

Commented [M10]: Brand image

answer to their audiences, and they have to keep pace with social change if they are to remain relevant.

Commented [M11]: Solution

7. Do you think South Africans would have interest in social innovation to address social issues such as Femicide?

I think certain patriarchal structures will resist, but the majority of people are calling for an end to this misogynistic culture.

Commented [M12]: right

8. What ways do you think brands should be addressing femicide in South Africa?

Hard-hitting campaigns; crowd-funding for women's empowerment initiatives, and initiatives to educate boys and men. Providing positive role models for the nation to mirror.

Commented [M13]: Action

9. Have you seen the Carling Black Label #NoExcuse campaign? (if you haven't, please watch it) What are your thoughts on it and how brands can learn from it?

I have to say I am rather cynical of a brand that aggressively and cleverly markets alcohol (which is a LEADING factor in women abuse) and then cries innocence. However, I think it was a brilliant campaign in that it was staged in a football stadium, and it spoke (through the song lyrics) to a chain of events that is all too familiar for abused women. Calling it out is important. But continuing to make billions off alcohol is a problem for me. Are you really part of the solution, if you are such a part of the problem?

Commented [M14]: Brand position

Participant 1
Questionnaire - Summary

1. How do you define social innovation? (Anthony, 2010)

It can be sharing of ideas and dreams for a prosperous world while seeking innovative ideas to solve complex social problems.

Commented [M1]: Hope

2. Why do think social innovation is important for brands as well as South African communities? (Anthony, 2010)

A social environment is a great place for innovation as it gets people energised about your brand. Brands should cultivate a community where they can source great ideas, which serves as an important tactic as it promotes continuous trust to shift from institutions to social networks

Commented [M2]: Human centre approach

3. How are your views when it comes to femicide in South Africa? (Schall & Muthlen, 2012).

It is a national priority, a national crisis a lot of women are being killed in South Africa because of their gender. The lives of women, of all ages. In South Africa, it took savage dragging on social media platforms and rolling mass action on campuses for the president to raise the issue of femicide as the most extreme form of violence. A woman cannot say no or disagree in some cases, and are forced into sex at some stage or else she is raped and silenced in the form of death (women are buried alive on a daily in our country). This has become a commonplace that it barely makes headlines, I feel that it is unacceptable that women have to watch what they wear in public and also have to be careful about the places they socialise at, with a fear of possibly facing violent reprisals, such as rape and even death. In our country, femicide and rape rates keep increasing countrywide

Commented [M3]: Urgent

Commented [M4]: Power

4. How do you think brands have dealt with the femicide?

FlySafair, for example, has lowered its price of air travel, making it more accessible to South Africans from all walks of life, to show its compassion. JSE was also demanded to charge 2% levy on profits to help fund the fight against gender-based violence, as the risk is loud and clear.

Commented [M6]: CSI

5. What do you think are the barriers for brands to make social difference when regarding femicide at the moment? (Whittlestone, 2013)

The risk is mainly losing customers. Consumers are more empowered to make demands on brands, and there are consequences when brands do not come to the party. It now has to go deeper than corporate social responsibility, as consumers need brands to take a stand on key issues more than before, they need to find their purpose and lead with it at the end of the day.

Commented [M7]: Barrier

Commented [M8]: Brand positioning

6. What do you think are the factors that motivate social innovation or any form of social initiative among brands (Schall & Muthien, 2012)?

It is all about solving a social problem as a mission, for example, access to clean water. Within the celebrity culture, we often see stars building brands by "doing good" for instance Matt Damon has done good work with the development of affordable and accessible clean water resources in developing countries and in partnership with committed professionals and for the long haul. We can only fix the things we measure.

7. Do you think South Africans would have interest in social innovation to address social issues such as Femicide?

After the tragic murder of the University of Cape Town student, Uyinene Mrweyana, there has been a national shutdown protest of femicide. Women are actively fighting for justice there is also a "Play your part" initiative which encourages all South Africans to play their part towards progressive change that promotes a free and fair society for all, through the #IAM campaign. Men took part and put red lipstick to emphasize the importance of collective responsibility as a nation.

Commented [M9]: Solution

Commented [M10]: Solution

8. What ways do you think brands should be addressing femicide in South Africa?

Encourage society to acknowledge that violence against women and children is not a government or criminal justice system problem but a social problem and that failure to view it as such will result in all efforts to eradicate this problem in our communities. Every brand has a responsibility because femicide knows no socioeconomic sector, it knows no educational sector, and it is part and parcel of every part of our society. Gender norms should change and we need to see it in branding, through content that will have a positive impact on the public.

Commented [M11]: Responsibility

Commented [M12]: Strategy change

Commented [M13]: Brand image and perception

9. Have you seen the Carling Black Labie #NoExcuse campaign? (If you haven't, please watch it) What are your thoughts on it and how brands can learn from it?

It's a powerful campaign and it is relatable, the research they conducted matches the behaviours of men we live amidst in our society, and alcohol abuse is often used as an excuse by men to committing gender-based violence. It is an informative campaign and discourages men from being abusive. It shows that abuse takes place within the family and even in public spaces and can be committed by private individuals. The campaign openly shows how the rights of women are being violated, even in the household by those we trust and call our family. The impacts were positive as it increased brand sentiment on Twitter, and it was considered to be a movement rather than a campaign

Commented [M17]: Creating sustainable movements and not campaigns

Commented [M16]: Realization

Commented [M15]: Campaign connected with the main problem

Commented [M14]: Human truth

Participant 3
StuSis

Questionnaire -

1. How do you define social innovation? (Anthony, 2010)

Social innovation, in my understanding, is a new way/idea of meeting the needs, wants or issues within the society.

Commented [M1]: Development

2. Why do think social innovation is important for brands as well as South African communities? (Anthony, 2010)

It is important because the country (and the world) is forever changing and so new ways of addressing issues, needs and wants have to be considered to fit in with the times.

Commented [M2]: Evolution

3. How are your views when it comes to femicide in South Africa? (Schall & Muthien, 2012).

Femicide is very scary, especially in South Africa, because the numbers are so high. It makes me fear for the women of this country. I am a male but this also affects me because I have a mother, girlfriend, friends and family that are female, and I worry about them every day because we don't know if they'll see the next day. I'm not at ease because of this.

Commented [M3]: Statistics

Commented [M4]: Discomfort

Commented [M5]: Discomfort

4. How do you think brands have dealt with the femicide?

I feel like brands serve a very important role when it comes to femicide because they put it out there and show that it is not a myth. The campaigns that they set up for this issue spreads awareness of the importance of femicide, and so more people are exposed to the issue. The more people work together, the more action can be taken against femicide.

Commented [M7]: Unity

5. What do you think are the barriers for brands to make social difference when regarding femicide at the moment? (Whittestone, 2013).

One of the social barriers that come to mind is culture. Brands can't step on the foot of culture, which restricts them to what they can mention. Traditions need to be changed in order for brands to fully express this issue. Another barrier for some brands is funding, because if their funding is not enough then they cannot address the issue to a lot of people.

Commented [M8]: Diversity and inequality

Commented [M9]: Governmental support

6. What do you think are the factors that motivate social innovation or any form of social initiative among brands (Schall & Muthien, 2012)?

Timing is one of the factors, because things change and time passes. Commonality is another factor, because nothing brings people together more than facing a common issue that should be addressed.

Commented [M10]: Solution

Commented [M11]: Solution

7. Do you think South Africans would have interest in social innovation to address social issues such as Femicide?
Yes, because it is one of the biggest issues in South Africa and so we want a way to stop it.

Commented [M12]: Positive

8. What ways do you think brands should be addressing femicide in South Africa? ref

Commented [M13]: Solution

By using public figures to address the issue might make more people stop and listen. Another way is by focusing on the youth so that they can see the full extent of the youth, because the youth is the future and shaping them, shapes the future. Another way is by releasing limited addition items that solely focus of femicide and the profits can be added to the fight against femicide.

Commented [M14]: Results

9. Have you seen the Carling Black Labie #NoExcuse campaign? (if you haven't, please watch it) What are your thoughts on it and how brands can learn from it?

My thoughts about the campaign is that it is a smart way of addressing the issue because it forces people to stop and listen. Seeing that Black Label is a huge brand in South Africa is causes a lot of brand loyal people to pay close attention to the issue, because if a brand as big as Black Label is talking about the issue then it is something to take seriously. The fact that the campaign has a caption that says "Champion men take action" is clever because men want to be seen as champions, and a way of being on is by taking action against femicide. A man's ego doesn't want to be challenged and one way of doing that is by questioning that ego. So this psychological message is very effective in doing that, because if a man asks himself "am I a champion man?" and if the answer is 'no' then they will want ways to be that champion man. The fact that Black Label is an alcohol brand (and we know that alcohol abuse also causes women abuse) shows that they are taking responsibility and are trying to help rectify this problem.

Commented [M15]: Disruptive innovation

Commented [M16]: Strong brand loyalty

Commented [M17]: Barrie

Commented [M18]: Brand responsibility

	Phrases	Codes	Themes
①	... sharing of ideas and dreams ...	Hope	Motivation
②	... it promotes continuous trust to shift from institutions to social networks...	Human centric approach	Strategy What to do What can be done.
③	...national priority...	The social issue has become an urgent matter	Motivation
③	...are being killed in South Africa because of their gender...	Power	Obstacle faced by citizens.)
③	...,I feel that it is unacceptable that women have to watch what they wear in public and also have to be careful about the places they socialise at...	Excuses	Barriers obstacles faced by citizens
④	...JSE was also demanded to charge 2% levy on profits to help fund the fight against gender-based violence...	CSI	Strategy What to do can be done.
⑤	... Consumers are more empowered to make demands on brands, and there are consequences when brands do not come to the party...	Barrier	Obstacles faced by citizens.

⑤	... they need to find their purpose and lead with it at the end of the day...	Brand Positioning	Strategy
⑦	... Women are actively fighting for justice there is also a "Play your part"....	Solutions	Strategy
⑧	... Encourage society to acknowledge ...	Responsibility	Strategy
⑧	... is not a government or criminal justice system problem but a social problem ...	Strategy change	Strategy
⑧	... Gender norms should change and we need to see it in branding, through content that will have a positive impact on the public...	Brand image	Strategy
⑧	... Gender norms should change and we need to see it in branding, through content that will have a positive impact on the public...	Brand perception	Strategy
⑨	... It's a powerful campaign and it is relatable...	Human truths	Strategy/Barriers

what can be done

④

... and alcohol abuse is often used as an excuse by men to committing gender-based violence. It is an informative campaign and discourages men from being abusive...	Campaign connected with the main problem	Strategy What can be done.
... The campaign openly shows how the rights of women are being violated...	Realization	Motivation.
.... The impacts were positive as it increased brand sentiment on Twitter, and it was considered to be a movement rather than a campaign...	Creating sustainable movements and not campaigns	Strategy/ Benefits What can be done.
... Social innovation enables change and the redefinition of existing systems of belief and behaviour...	Impact	Motivation.
... Brands may be seen as a form of cultural expression; brands are an articulation of our needs, dreams, and	Power	Motivation.

①

②

	desires, and these are constantly shifting and evolving...		
③	... the result of a form of collective emasculation n that goes back 350 years to the colonial occupation... An emasculated patriarchy is the most murderous....	Effects of History	Barriers obstacles faced by citizens.
④	..., it is not enough to 'say' it. Brands must do it: through revisiting their corporate culture and its gender biases and inequalities...	Action	Strategy What can be done.
⑦	... I think certain patriarchal structures will resist, but the majority of people are calling for an end to this misogynistic culture...	Fight	Strategy What can be done.
①	... is a new way/idea of meeting the needs, wants or issues within the society...	Development	Motivation.
②	... the country (and the world) is forever	Evolution	Motivation.

	changing and so new ways of addressing issues...		
3	... the numbers are so high...	Statistics	Motivation.
2	... Femicide is very scary, especially in South Africa, because the numbers are so high. It makes me fear for the women of this country...	Discomfort	Emotions Impact on citizens
1	... they put it out there and show that it is not a myth...	Awareness	What can be done.
4	... The more people work together, the more action can be taken against femicide...	Unity	Motivation.
5	... One of the social barriers that come to mind is culture...	Diversity and inequality	Obstacles faced by citizens.
5	... Another barrier for some brands is funding...	Governmental support	Strategy/Barriers What can be done.
6	... Yes, because it is one of the biggest issues in South Africa and so we want a way to stop it...	Positive	Emotions Impact on citizens

8

... the youth is the future and shaping them, shapes the future...

Results

Benefits

9

... a smart way of addressing the issue because it forces people to stop and listen...

Disruptive innovation

Benefits

9

... a lot of brand loyal people to pay close attention to the issue, because if a brand as big as Black Label is talking about the issue then it is something to take seriously...

Strong brand loyalty

Benefits

9

... The fact that Black Label is an alcohol brand (and we know that alcohol abuse also causes women abuse) shows that they are taking responsibility and are trying to help rectify this problem.

Brand responsibility

Benefits

...

Motivation