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VNIVERSITAT
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NEW METHODOLOGY AND APP FOR PREVENTION OF GENDER VIOLENCE IN ADOLESCENT

INVENTION DESCRIPTION

It is well known that gender violence is a social problem. Moreover, nowadays it seems to be a major issue in the current societies.

In spite of the many efforts carried out by entities such as foundations, associations, volunteers, educators and authorities, in order to control and erase gender violence, however, not all the job is done. In fact, not only it continues being an issue but also several studies show a tendency to increase.

Recent research on the topic of youth violence highlights the importance of preventive work for adolescents. Among the best approaches is to promote adolescents' relational dynamics through tools on a daily basis and which they habitually socialize. In this way, Liad@s is a pioneering App that allows them to learn prosocial behaviors while they are playing.

Taking into account the social need for new developments to prevent gender violence and with the use of gamification ("learning to play") to engage the adolescent, a group of Professors in the areas of Social Work, Psychology and Computers, in collaboration with the Institute of Robotics and Information and Communication Technologies (IRTIC) and the InterUniversity Institute of Local Development (iidL) of the University of Valencia, have created "Liad@s". Liad@s in Spanish means Eng@ged and the "at" or @ included in the name encourages its ungendered approach. It's a new App that tries to identify sexism and the myths of romantic love.

With the attempts to beef up social skills and to favor the healthy relationships, likewise, Liad@s is redirecting dynamics that could generate risks and violent behaviours.

The tool consists of a didactic game, which allows players to know their position against gender violence, through the answers of questions and tests related to situations that can occur in their lives.

The objective is preventive education for adolescents, from the age 12 to 17, to manage the affective emotions in the couple relationships, like respect, tolerance and affection. Additionally, the game is useful to identify aggressive behaviours in relationships.

The idea is registered both as App and as board game. In the board game, playing face to face, allows the socialisation of knowledge and the ability to interact with other players.

The main advantages of App are the ease of access and dissemination of the knowledge among young people. In addition, it allows playing individually and in-group.

During the research work, the tool efficiency in preventive education has been evaluated by using different testing techniques. With the objective to progress further and guarantee its effectiveness, it has been implemented in a sample of more than 1000 young people. It has been proven that the use of the tool is effective in preventing gender conflicts and violence.

BUSINESS APPLICATION SECTORS

The main application of the tool is in the sectors of education, social education, psychology and criminology since the tool is designed for allowing healthy relationships and preventing gender violence.

TECHNICAL ADVANTAGES AND BUSINESS BENEFITS

It allows and facilitates:

- Early identification of indicators of gender violence.
- Differentiate between physical, psychological and sexual violence
- Identification of benevolent sexism, paternalistic attitude
- Empowering teenagers
- Report cases of gender violence

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These could be useful for the public sector since it is built on values as respect, tolerance, and human development; the benefits are of interest in Education, Equality, Social Services, Science and Technology, Justice, Leisure and Sustainable Development.

In relation to private sector, they would be useful for companies with related Corporate Social Responsibility (CSR) and for brand image purposes.

DEVELOPMENT STATUS OF TECHNOLOGY

Because of its social value the tool development receives the funding of the Proof of Concept Program “Valorization and Transference” of the Office of the Vice-Principal for Research and Science Policy of the University of Valencia. Nowadays, the App is public, free for download. In case of transfer of Technology with Intellectual Property Rights (IPR), by license, the Research Group could offer maintenance and updating.

INTELLECTUAL PROPERTY RIGHTS

Both, the App and the board game are registered for Intellectual Property protection, being the owner of the IPR the University of Valencia.

COLLABORATION SOUGHT

- Transfer the Game App to public administrations or licensing companies
- Public or private collaborations for the development of research projects, with the aim of opening new research lines or implementing novel technological developments.
- Collaboration with companies whose market target are young people, affective/sexual relationships, interactive games, leisure and family time.
- Collaborations with companies whose lines of action, business, promotion and CSR have similar ideological bases.
- Financing for further developing of the App

RELATED IMAGES

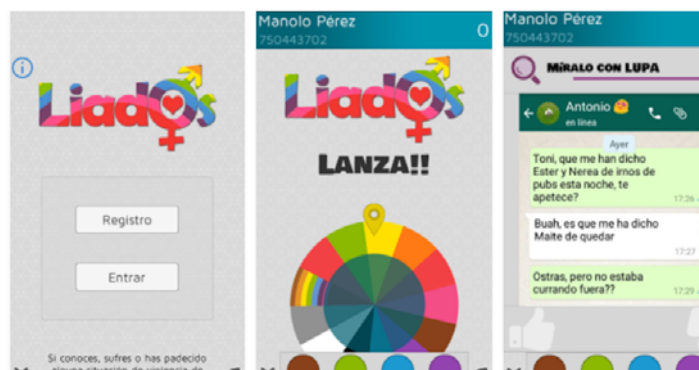


Imagen 1. Image of the game App



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