

Men as Allies: A Case Study of White Ribbon Australia

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This research project is an investigation into the White Ribbon Australia organization and, in particular, the men who identify as “allies.” White Ribbon Australia will be presented as part of a social movement in the struggle to stop men’s violence against women. This research will offer an analysis of the motivations, challenges, and personal perspectives of a representative sample of men within White Ribbon Australia and how they sustain their contribution to preventing violence against women. Through the combination of interviews and a survey, viewed through the lens of masculinities and social movement theory, a narrative of men’s development and involvements as “allies” will emerge. This research will produce practical and applied sociological knowledge about what inspires and sustains men’s motivation and commitment while overcoming challenges. The practical knowledge gained from this research will contribute to increasing ally involvement and efficacy in White Ribbon Australia and other anti-violence against women organizations both nationally and internationally.

Key Words: research informing practice, lived experience, social justice & inclusion