

MOVING BEYOND TRADITIONS: ANALYSING GENDER-BASED VIOLENCE VIA ARTIFICIAL INTELLIGENCE PROGRAMS

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ABSTRACT

This article explores university students' perceptions of gender-based violence (GBV) using artificial intelligence (AI) for qualitative data analysis. GBV, a pervasive yet under-reported global issue, manifests in various physical, psychological, social, and economic forms, disproportionately affecting women and girls. Through in-depth interviews with 525 students from Iğdır University, words and themes associated with violence, women, and men were analyzed using AI tools like GPT-4 and Voyant Tools. The AI-assisted analysis revealed recurring themes such as gender roles, physical and psychological violence, and societal stereotypes. By combining traditional qualitative methods with AI-driven text mining and theme identification, this study uncovered nuanced insights into the perceptions of violence and gender roles among university students. The findings demonstrate the multifaceted nature of violence, highlighting the importance of addressing both physical and psychological aspects of GBV. Furthermore, AI's ability to identify missing themes, such as economic factors and media influence, contributed to a deeper understanding of how gender-based violence is perceived. This study emphasizes the value of integrating AI into social research to enhance the accuracy and depth of qualitative analysis.

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