



# The Relationship Between Locus of Control, Social Dominance Orientation, and Sexual Harassment in Malaysia

\*Muhamad Izzuddin Zainudin<sup>1</sup>, Nur Wardina Maisarah<sup>2</sup>, Miza Izwanis Mangsor<sup>3</sup>

<sup>1,2,3</sup> Faculty of Applied Communication, Multimedia University, Cyberjaya, Malaysia

izzuddin@mmu.edu.my

**Abstract** The issue of sexual harassment is not new and has been the discussion of people all around the world. In fact, the number of sexual harassment case is believed to be increasing and if not controlled it can be dangerous for the future generations because we do not want the future generations to adapt these negative behaviors as make it as their norm. Thus, this research is conducted to measure Malaysian perceptions on the issue through measuring the effect locus of control and social dominance perceptions on sexual harassment awareness and attitude. Data was collected using a quantitative method, survey from 384 respondents and was distributed through online surveys. Result was generated using SPSS and the result shows that locus of control and social dominance does play a role in the development of Malaysian perception on the awareness and attitude on sexual awareness issues. Future suggestions to improve the conceptual framework proposed on this paper are shared in the discussion together with the elaboration of the result.

**Keywords:** Locus of Control, Social Dominance Orientation, Sexual Harassment Awareness, Sexual Harassment Attitude,

## 1 Research Background

Sexual harassment and various types of sexual violence in public places are prevalent for women and girls worldwide. It more commonly occurs in women than men. Thus, fear of sexual victimization may limit women's participation in school, work, and public life (UN Women, 2017).

According to The Royal Malaysia Police, there are 11,914 cases of sexual harassment recorded from 2018 until August 2021 with a percentage of 90% of the predator were act like they were naive. According to the local newspaper, Utusan Malaysia, the Chief Assistant Director of the Sexual, Women and Children Investigation Division in Bukit Aman reported that as many as 3,060 cases were reported in 2018 followed by 3,487 incidents recorded in 2019. Also, A total of 3,176 more cases were recorded in 2020 while 2,191 incidents were reported at the beginning of 2021 up until August of that year. According to her, during that period, rape was recorded as the highest sexual offence when a total of 5,030 cases were recorded followed by obscene (3,364 cases), shame (1,320 cases), unnatural sex (964 cases), incest (984 cases), gang rape (244 cases) and sharing inappropriate contents (209 cases). Also, PDRM stated that in most cases 90% of sexual predators are known individuals such as family, acquaintances or individuals who have a position in society while the other 10 percent of individuals are unknown.

Sexual harassment is increasing in schools and on college campuses cannot be denied and it is not merely a contemporary silent issue in Malaysian academic institutions but is a global problem [1]. Previous research has found that sexual harassment in academic contexts is common in many countries, including the United States, the Netherlands, Germany, Canada, Taiwan, Pakistan, the Philippines, Turkey, and Ecuador, to mention a few. Sexual harassment in an academic setting can be transmitted from educator to student, student to educator, or student to student. Sexual harassment between students is common and widely spread in secondary schools and tertiary institutions. This can take various forms, including vocal, nonverbal, physical, and written communication.

On top of that, men are also being sexually harassed but most academic literature does not centralize the issue as it commonly occurs to women rather than men. However, the numbers still exist and there are men out there who have been sexually harassed just like women. This can be seen in one study, 9.8% of male faculty acknowledged gender bias, compared to 66.3% of female faculty. Also, 4.2% of male professors reported harassment, compared to 30.4% of female faculty [2] [3]. According to a study of emergency medicine residents, 8% of the men reported sexual harassment [3], and another found far higher percentages, with 41.9% of males reporting sexual harassment of female faculty (Schnapp et al., 2016; [3]. This is consistent with recent research indicating a greater incidence of sexual harassment, with 44.1% -65.1% of men reporting at least one incident of sexual harassment [3]. These figures indicate that gender-based and sexual harassment are not uncommon among males with medical backgrounds, and due to that, scholars need to emphasize the need for additional research on men against sexual harassment.

The perception of sexual harassment can be determined by the locus of control. Locus of control is a measure of how effective results are viewed to be within: an internal locus of control or determined by external forces or chance: an external locus of control [4]. A person can be internally or externally oriented. Given the widespread discourse of victim blaming, the analysis of locus of control regarding perceptions of sexual harassment may be highly significant [4]. People who are internally oriented are more laid back in interpersonal relationships and trust they can control any situation [4], while those that are externally oriented are found to be more likely to be socially agitated and avoid interpersonal relationships (Lowe, Gormanous, and Kersey 1978 [4].

Finally, social dominance orientation can also be determined towards the perception of sexual harassment. Social dominance is defined as a preference for social group inequality [4].[5] [6]. People who have a high social dominance orientation perceive less sexual harassment than those with a low social dominance orientation; additionally, males have a higher social dominance orientation than females [4][6].

Social dominance orientation is associated with perceiving positive things of in-group members and negative of out-group members [4][6]. Those high levels of social dominance are motivated to maintain intergroup inequalities. Hence, they tend to promote gender stereotypes and sexist beliefs, to the point where social dominance has been linked to a tolerance of sexually harassing behaviors.

Regardless, the involvement of locus of control [7] and Sexual Dominance Orientation in SH tolerance has

received less attention in the literature and writing papers. However, the sexual harassment hypothesis of underreporting cases of sexual victimization is explained by the hidden toll of stigma and fear of unwanted consequences or perceptions from others, which leads to the silence of shame [8]. The absence of awareness regarding sexual harassment among Malaysians, along with the fact that such cases go unreported, is cause for concern. News Street Times reported that there was still a stigma associated with victims reporting such situations. It shows the level of awareness and attitudes toward SH in Malaysia.

This can be seen in Malaysia's perspective where a child actress, Puteri Balqis Azizi, 15 years old, in a podcast hosted by Bros Gang TV, finally opens up about the nightmares she endured as a child. The show's two hosts questioned Puteri Balqis if she had any bad childhood memories. She shared, how she and her mother were sexually harassed and assaulted by her father. What makes matters worse is that many people have taken to social media to attack the child star for 'exposing' and 'humiliating' her father's horrible actions. Also, there is another case where Ain Husniza Saiful Nizam, a 17-year-old girl posted a TikTok video regarding how her teacher was making rape jokes casually in class. Once again, she got attacked by the netizens on social media regarding how she humiliated the teacher who clearly verbally sexualized the girls in the class and downgraded them. Hence, this research is conducted to see the relationship between the locus of control and social dominance orientation towards awareness and attitudes toward sexual harassment in Malaysia. It is important for us to have this research as we can see the root of the Malaysian perspective of sexual harassment.

### **1.1 Problem Statement**

Despite locus of control and social dominance orientation playing a role in identifying the public perception towards sexual harassment, attitudes and awareness will be the measurement to their perception. The main research problem is to identify the lack of quantitative research on sexual harassment attitudes and awareness being conducted in the Malaysian context. According to the Women's Aid Organization, In Malaysia, different and multiple organizations have launched awareness-raising campaigns to raise public attention to the subject of violence against women (VAW) which included sexual harassment.

They also added that although these campaigns may raise awareness of the issue of VAW as a public concern, experts say that effective preventative measures should focus on supporting changes in the attitudes, norms, and behaviors that contribute to VAW's persistence. Nevertheless, Malaysian public attitudes and awareness concerning sexual harassment are currently understudied, leaving a gap in our understanding of approaches that might fit within the Malaysian context to transform sexual harassment attitudes and awareness effectively.

More research is needed, according to Madson and Shoda, 2002 [9] to determine which individual and situational factors influence awareness and attitudes regarding sexual harassment, the likelihood of sexual harassment, results, and reactions to being sexually harassed. Additionally, SH research is essential because it can give insight into views and attitudes about other forms of sexual victimization, including domestic violence and rape which are also issues of social psychology.

Also, from previous studies, there is a lack of agreement on the locus of control and social dominance orientation towards sexual harassment awareness and attitudes. Thus, it is important for this research to be conducted as it will help to identify all the problems stated and increase awareness and attitude toward sexual harassment.

1.2 Research Objectives and Research Questions

Table 1 Research Objectives and Research Questions

Research Objectives	Research Questions
What is the relationship between locus of control and perception on sexual harassment among Malaysian	To measure the relationship between locus of control and perception on sexual harassment among Malaysian
What is the relationship between social dominance orientation and perception on sexual harassment among Malaysian	To measure the relationship between social dominance orientation and perception on sexual harassment among Malaysian

2.0 Literature Review

2.1 Sexual Harassment

Sexual harassment (SH) occurs when people are the objects of uninvited sexual comments, gestures, or actions based on their gender, gender expression, or sexual orientation, whether the statements are genuine or perceived [10]. SH may also be found on public transportation and other public areas, in academic and sports settings, households, social events, and online organizations. It can be communicated in various forms, such as face-to-face conversations, phone, text, social media, or e-mail; the exhibition of materials or items; or interference with individual territory and belongings [10]. Hence, sexual harassment can happen where they go.

There is a movement to raise awareness of sexual harassment worldwide. The movement is called #MeToo. Tarana Burke founded the 'me too.' movement in 2006 to help survivors of sexual violence, predominantly young women of color from low-income communities, find pathways to healing. The vision of the movement has always been to discuss both the scarcity of resources for survivors of sexual violence and to build a strong community of advocates and allies. The #MeToo hashtag blew up in October 2017, and survivors from all over the world came forward to share their stories of sexual harassment. Perhaps we might see the hashtag #MeToo on Twitter, Facebook, Instagram, and other social media platforms. What began as a way for survivors of sexual harassment, assault, and bullying to connect and share their experiences has evolved into a global movement that has led to tremendous social and legal shifts.

Harvey Weinstein was accused of sexual harassment by the New York Times in 2017. Actors Ashley Judd and Rose McGowan were fearlessly speaking out concerning Weinstein's actions, which inspired numerous others to do the same. Besides that, actress Alyssa Milano has emphasized the #MeToo hashtag on social media. She'd been unaware of the phrase's roots or how instantly it would spread, viewing it as a simple way to promote awareness, seek support, and establish a community of survivors and victims' [11]

As stated on Twitter, the hashtag was used nearly a million times in two days after Milano's tweet. The movement spread to Facebook, where approximately 4.7 million users shared 12 million posts in less than 24 hours. People are still sharing their stories with the hashtag #MeToo on social media platforms even years later. The reaction was incredibly significant for those who work on a regular basis with survivors of sexual assault and harassment. Finally, the issue they had been trying to emphasize was growing rapidly and gaining global attention. Burke's community justice action had indeed evolved to include a community of surviving victims from all walks of life. According to Sherrie Gordan, an author and bullying prevention expert, The #MeToo movement has changed a lot of things that secured most of the people that are being sexualized in their life.

The changes that were made are:

- Reassuring survivors that they are never alone,
- Creating a stronger community in which survivors have a voice show.
- Social norms and attitudes toward the issue have shifted.
- Exposed belief systems that facilitate abuse Compassion for survivors has grown.
- Updated and enacted legislation and policies established channels for survivors to speak out and share their stories.
- Breaking the silence about sexual harassment, assault, and bullying.
- The issue was de-stigmatized and declared safe for discussion.

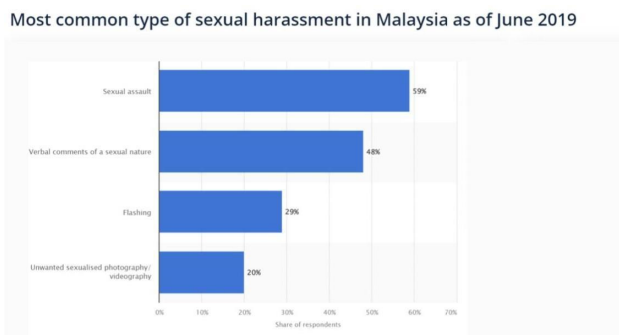
- Many powerful men have been punished through legal action and negative public opinion. highlight the role of formal anti-harassment policies.
- Several states have banned non-disclosure agreements, which allow influential individuals to conceal their doings by buying survivors' silence.
- The Time's Up Legal Defense Fund was established, which has offered legal assistance to thousands of victims.
- The International Labor Organization formed new legal standards as an outcome.

All these outcomes are from a movement that is made through social media as simple as a hashtag. It is an eye-opener to people that sexual harassment is a serious issue and cannot be taken lightly. However, the question is how far from this kind of movement such as #MeToo changing public opinion regarding the issue [11]. Social movements can eventually give effect change by expanding influence on a wider public target [12].

Nevertheless, most research on mass action has centered on the motivations that encourage people to act instead of the impact that social movements may have on the public [13]. The debates concerning the #MeToo movement, and especially the resulting negative reaction, have showcased a key issue in discussions of sexual harassment: there is little agreement on what defines "sexual harassment" [4].

## 2.2 Sexual harassment In Malaysia

As reported in the Statista Report Department on 22 October 2022, there are different types of common sexual harassment conduct in Malaysia. The type of conduct that can be seen in Malaysia is a sexual assault (59%), verbal comments of sexual nature (48%), flashing (29%) as well as unwanted sexualized videography and photography (20%). This shows how concerning this issue is in Malaysia



**Figure 1: Most Common Type of Sexual Harassment in Malaysia June 2019**  
Source: Statista Report Department (2019)

Several studies have been conducted to investigate the role of locus of control on victim blaming as the result of SH public attitudes toward rape and perception and disclosure of SH events [7]. Previous research has been conducted as the result illustrating that those with an internal locus of control are less likely to identify sexually harassing behaviors, whereas those with an external locus of control are more likely to identify sexually harassing behaviors [14] [15].

This finding is supported by previous studies, that people who have an internal locus of control assign more causality, fault, and blame to victims of rape than those who are externals. Paulsen (1979) [16] stated that participants that have a low result on internal locus of control allocate more fault to the victim of rape regardless of sexual orientation than participants who are externals. Also, the statement was supported by another finding from Yalcin (2018) [17] that stated the internal locus of control was related to unpleasant attitudes toward rape victims, while the external locus of control was not related to unpleasant attitudes toward rape victims. This is because the respondents with a high external locus of control might interpret the same incident as less controllable; high internal locus of control perceive the incident as more controllable, hence they blame rape victims more. As rape is one of the conducts of sexual harassment [10], it shows that locus of control indeed has a relationship

towards the perception of sexual harassment.

Social Dominance Orientation influences the level of acceptance of ideologies that justify inequality. A person with a high SDO, for instance, will support hierarchy-enhancing practices while opposing hierarchy attenuating practices (Ho et al., 2012). According to the theory, regardless of setting, men will have a higher SDO than women [18] [19], reflecting their widespread acceptance of sexist beliefs that justify and maintain a patriarchal society. This desire for group-based dominance is crucial for comprehending ingroup favouritism and unequal privilege to social roles that support the degree of hierarchy [5] [18].

Individuals with high levels of social dominance are driven to preserve intergroup inequalities, and in doing so, they are likely to promote stereotypes of gender roles and sexist ideologies, to the point in which social dominance has been attributed to a tolerance of sexually harassing conduct [4][5][6]. Promoting in-group individuals and belittling out-group members are correlated with a social dominance orientation [4][6]. This shows that [22][23] social identity theory generates a framework for connecting these varied findings [20][21].

Social groups, either large or small task-oriented groups, offer their members a collective identity that defines and judges who they are, what they should believe, and how they should behave. Critically, social identities illustrate how the in-group contrasts with relevant out-groups in a given social context [22][23]. Social identity determines and assesses one's self-concept and how others will treat and perceive others. Consequently, when comparing their own group with an out-group, they want to make sure that their own group is exceptional as it is explicitly distinguished from and regarded more than the relevant out-group.

Social groupings compete not only for material resources but also for positive differentiation. Positive uniqueness refers to members of a group feeling superior in aspects relevant to their group. However, if the in-group does poorly in an intergroup comparison, social identity is jeopardized, and members will try to reestablish positive distinctiveness. Hence, it is clearly explained that social dominance orientation is correlated with social identity theory as it can be categorized by one structure of self-belonging in a group of people.

### **2.3 Relationship between locus of control and social dominance orientation towards sexual harassment perception**

The relationship between locus of control and sexual harassment awareness and attitude can be distinguished under one theory which is ambivalent sexism theory. Ambivalent sexism, which has received much attention in the literature, is acknowledged as a determinant of attitudes toward SH. [24] examined the impact of gender and ambivalent sexism on perceptions of sexual harassment.

Dominant authoritarianism, which emphasizes male dominance over women, is a form of hostile sexism. It implies that men should govern women, thereby supporting patriarchy. Similarly, competitive gender distinction serves to justify men's structural power. This distinction stresses the assumption that men can direct social institutions, resulting in a downward comparison of males and females. Finally, antagonistic heterosexuality stresses the perception of women as simply sexual objects. Women are thought to be feared because they can use sexual attraction to manipulate males [7][25]

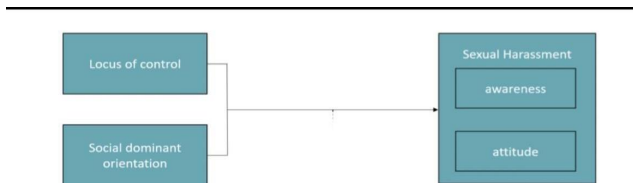
Benevolent sexism, in contrast, comprises subjectively good sentiments toward women while maintaining gender inequity. Protective paternalism, which emphasizes male care and protection for women, is an example of benevolent sexism. It emphasizes that men have a responsibility to defend women since they hold authority. Furthermore, because men are dependent on them, women should be appreciated, respected, and adored. Complementary gender differentiation emphasizes men's and women's interpersonal dependency, which justifies the traditional division of labor between the sexes. Women round out men by staying at home and caring for family members. In this approach, males do not view women negatively, but instead as an additional or better half of men [7][25].

They proposed that those who hold hostile sexist ideas are less likely than those who have benevolent sexist beliefs to identify evidence of a hostile work environment as sexual harassment. Because friendly sexists are more protective than hostile sexists, they are more sensitive to women who claim to have been sexually harassed [7] [24]

Russell and Trigg (2004) [6] studied the impact of gender, gender roles (masculinity, femininity), ambivalent sexism, and social dominance orientation on tolerance of sexual harassment inside another research. In their study, they discovered that ambivalent sexists (those with high hostility and high benevolence) and hostile sexists (those with high hostility and low benevolence) had a higher tolerance for SH. Interestingly, even though gender differences are dependable and resilient, regression analysis showed that ambivalent sexists (i.e., high hostility and high benevolence) have a stronger predictive ability on SH tolerance than gender.

Thus, this research hypothesized that:

- H1: There is a significant relationship between Locus of Control and Sexual Harassment Awareness among Malaysians
- H2: There is a significant relationship between Locus of Control and Sexual Harassment Attitude among Malaysians.
- H3: There is a significant relationship between Social Dominance and Sexual Harassment Perception among Malaysians.
- H4: There is a significant relationship between Locus of Control and Sexual Harassment Awareness among Malaysians.



**Figure 2 Conceptual Framework**

Figure 2 above depicted the conceptual framework for this research based on the hypothesis below:

### 3.0 Research Methodology

The researcher decided to collect data throughout this paper using the quantitative technique. Quantitative research is defined as a precise assessment to get together quantifiable information and perform quantifiable, numerical, or computational systems. Quantitative research compiled data from existing and new targets by employing testing methodologies and transmitting web traces, online assessments, research, and so on. The prolonged results can be defined numerically. After a close study of these figures, one can predict the fate of an item or an entity and make necessary modifications.

Quantitative research was chosen as the approach for several reasons, one of which is because it is more scientific. A large amount of data is accumulated and then thoroughly assessed. This essentially minimizes bias, and if other researchers did the investigation on the data, the results would be consistently identical. Furthermore, we chose this approach since it is more efficient. Additionally, Statistical software like SPSS will be used to analyze the collected data, and it is also rather less laborious.

The method was also considered since it deals with a bigger sample size, which is advantageous because the researcher's unit of analysis is the public. The results are based on larger sample estimates representative of the population. The large sample size is used to identify statistically significant effects on participants' perceptions.

The preferred method is to run a research survey. The researcher can ask several questions, gather information from several participants, and then break down this obtained data to establish numerical outputs by conducting research surveys. It is the first step in obtaining data for any research.

Respondents will be approached regardless of their gender, age, and background in order to complete the

questionnaire via Google Forms. The Google Form will be sent via WhatsApp, Instagram, Messenger, and Facebook along with other social media platforms.

The reason the researcher uses social media as a platform to collect data is that online survey research is much more impactful than traditional research. Considering the feasibility of the access to communicate and reach many respondents along with the cost savings that it comes with. Also, people have moved many activities online due to social distancing and decreased mobility; social media has played a significant role in facilitating those changes. Social media platforms allow users to create social networks, communicate and spread information, and interact on a variety of issues and themes using comments, likes or dislikes, sharing, and so on. On top of that, research is about constructing new data, and social media offers unique opportunities to deliver new content [26]. Hence, using social media will help the researcher to gather larger data and create a community in social media in a way to promote the research that is conducted. It is also due to a lack of time to gather the data as the researcher must collect it individually.

The sample size of respondents is being collected by using the Krejcie and Morgan (1970) [27] sampling method. The use of this sampling method is to determine whether the sample size is appropriate when the objective is to estimate population percentages from sample percentages. This is due to the number of populations that the researcher targeted in the paper being more than one million numbers of the population. Hence, the total of respondents that should be included is 384 respondents.

This research will use a purposive sampling method based on a few criteria. This is since there is no data that shows a lack of awareness and attitudes towards sexual harassment. Also, there are a few criteria to gather the respondents' data throughout this paper. The first one is their residency, followed by their knowledge on sexual harassment. For this research basic knowledge on sexual harassment is expected from the respondent. Another criterion is their social media usage. It is vital to ensure that the respondent has experienced using social media for knowledge seeking and not only using it for socialization purposes.

The data will be collected using google form and will be distributed to the residents of 3 states which are Selangor, Kuala Lumpur, and Johor Bahru. In this part of the chapter, the data of the participants will be collected mainly in Selangor, Kuala Lumpur, and Johor Bahru. The reason behind it because according to the Women's Aid Organization, the top three states in Malaysia were recorded in 2017 with the highest cases of sexual harassment is from Kuala Lumpur, Selangor, and Johor Bahru. Hence, the researcher wants to know the level of awareness and attitudes among people in these hotspot states in Malaysia. However, the other parts of Malaysia will be participating in the research as the researcher's target respondents are the public among Malaysians.

Respondents will be screened first prior to approaching them to avoid any bias and to maintain the validity and reliability of the data. Screening questions will consist of their residency and knowledge about sexual harassment. This is quantitative research with a survey as the research instrument. The questionnaire will be sent via the Google Forms platform. The Google Form will be distributed primarily through various social media platforms such as WhatsApp, Facebook, Tiktok and Instagram and direct messages. This instrument is used because questionnaire surveys may obtain much more data. Furthermore, a questionnaire survey can reach many people at the same time. It is less expensive and takes less time than interviews.

The questionnaire will be divided into 4 parts which are sections A, B, C and D. In section A, they will be asked for the basic demographic information. Sections B and C will be based on the independent variables which are Locus of Control and Social Dominance Orientation. Next, sections D and E will be based on the dependent variables which are Sexual harassment awareness and attitude. Also, the last section will be section F which focuses on social media.

On top of that, in this paper, the researcher will be using the adopt and adapt method in developing the questionnaire questions. First, once the instrument is adopted, the reliability and validity of research studies on that instrument can be applied to the study, reducing the need to collect validity data. However, when an instrument is adapted, it has been altered, and the evidence of reliability and validity will no longer apply to the study. Second, using an instrument connects the study to all previous research studies that used the same instrument. Finally, using the instrument saves the researcher time and energy when making major adjustments.



The questions that will be asked in the survey will be using a Likert scale. The scale point that will be applied in this paper is the 5-point Likert scale. The 5-point Likert scale is straightforward to comprehend and apply for both survey administrators and participants. Higher-point scales require more time and effort to finish. Higher-point scales fit mobile device screens better. Respondents have options without getting pressured. A five-point Likert scale ranging from 'strongly disagree' to 'strongly agree' was used because it was recommended by the researchers to minimize the respondents' discomfort and boost response rate and response quality [28]. The scale will be divided into 5 which are strongly disagree, disagree, neutral, agree and strongly agree.

#### 4.0 Result

The findings of the research are presented in this section. The findings are summarized and discussed using tables and figures to ensure thorough explanations are provided for better understanding.

To make sure that there is no violation of association assumption, preliminary analysis was conducted using Pearson correlation coefficient. This is to ensure that the variables are related to one another before the researcher proceeds with the hypothesis testing using multiple regression [29]. Taylor (1990) [30] added that correlation analysis represents the concept of association between the independent variables and dependent variables that are fundamental to regression analysis; it is a prerequisite that should be fulfilled before any simple or multiple regression analysis could be performed. The findings are presented in Table 2.

**Table 2 Correlation Analysis**

Variable	SD	Mean	1	2	3
Mean_Locus of Control	0.70232	3.8071			
Mean_Social Dominance	0.57589	3.7850	0.580**		
Mean_Sexual Harassment Awareness	0.71356	3.7450	0.650**	0.510**	
Mean_Sexual Harassment Attitude	0.59941	3.7628	0.510**	0.614**	0.492**

Table 4.1 depicted the outcome of correlation between locus of control, social dominance, sexual harassment awareness and sexual harassment attitude. From the finding, locus of control has moderate correlation with sexual harassment awareness ( $r = 0.650$ ,  $p < 0.05$ ) and moderate correlation with sexual harassment attitude with ( $r = 0.510$ ,  $p < 0.05$ ). On the other hand, social dominance also has a moderate relationship with sexual harassment awareness ( $r = 0.510$ ,  $p < 0.05$ ) and sexual harassment attitude with ( $r = 0.614$ ,  $p < 0.05$ ),

To answer the first and the second research objectives, multiple regression analysis is conducted to measure the relationship between independent and dependent variables. Both analyses will be presented in Table 3 and Table 4.

**Table 3 Multiple Regression between Locus of Control and Social Dominance with Sexual Harassment Awareness**

Model	Standard Coefficients Beta
Locus of Control	0.137**
Social Dominance	0.540**
R	0.613

R Squared	0.376
Adjusted R Squared	0.373
F Value	30.023
Significance F Change	0.000

As illustrated in Table 4.2, the F value was 30.023 and this is significant ( $p < 0.05$ ). The F-value explained the details of the relationship between the regression and the residuals. The R squared of 37.3 per cent was the variance in the sexual harassment awareness which could be predicted by locus of control and social dominance. Based on the findings, both independent variables are proven to have a significant relationship with the dependent variable at ( $p < 0.05$ ). Therefore, it can be concluded that the hypotheses are accepted, and null hypotheses are rejected for all the below:

H1: There is a significant relationship between locus of control and sexual harassment awareness.

H2: There is a significant relationship between social dominance and sexual harassment awareness.

**Table 4 Multiple Regression between Locus of Control and Social Dominance with Sexual Harassment Attitude**

Model	Standard Coefficients Beta
Locus of Control	0.114**
Social Dominance	0.305**
R	0.600
R Squared	0.361

Adjusted R Squared	0.329
F Value	43.025
Significance F Change	0.000

As illustrated in Table 4, the F value was 43.025 and this is significant ( $p < 0.05$ ). The F-value explained the details of the relationship between the regression and the residuals. The R squared of 36.1 per cent was the variance in the sexual harassment awareness which could be predicted by locus of control and social dominance. Based on the findings, both independent variables are proven to have a significant relationship with the dependent variable at ( $p < 0.05$ ). Therefore, it can be concluded that the hypotheses are accepted, and null hypotheses are rejected for all the below:

H3: There is a significant relationship between locus of control and sexual harassment attitude.

H4: There is a significant relationship between social dominance and sexual harassment attitude.

Based on the result of the analyses below we can conclude that there is a significant relationship between both independent variables with the dependent variable. The conclusion is represented below:

**Table 5 Multiple Regression between Locus of Control and Social Dominance with Sexual Harassment Awareness and Attitude**

Hypotheses	Result
H1: There is a significant relationship between locus of control and sexual harassment awareness	Supported
H2: There is a significant relationship between social dominance and sexual harassment awareness	Supported
H3: There is a significant relationship between locus of control and sexual harassment attitude	Supported
H4: There is a significant relationship between social dominance and sexual harassment attitude	Supported

## 5 Discussions

Based on the result above, it can be concluded that the locus of control and social dominance does play a role on their awareness and attitudes towards the sexual harassment issue. Thus, this research has successfully contributed to all the objectives and gap addresses in the problem statement and therefore highlighting the contribution of this research in highlighting the new rationale on the study of locus of control and social dominance.

In terms of practical contribution, it is vital for the government and nonprofit organizations to continue educating society to stop blaming the victim in any case of sexual harassment. This will only prevent the victims from getting the necessary help that they need. Initiative to educate the society that sexual harassment is not the problem of those involved in the act, rather the victim or the harasser but the entire society is responsible to play their role to stop it from being the disease in our society. Perhaps a more effective awareness campaign that involved society members participation on social media should be organized to show support to the government efforts to stop sexual harassment. For a communication campaign that supports a positive cause, it is important to emphasize the content and message of the materials. Unfortunately, now Malaysia lacks such elements in our communication campaign.

New communication technique such as storytelling and emotional content should be considered by the content creator to enhance the support towards the sexual harassment efforts because psychologically people are more attach and easily remember messages through the narratives of others. In fact, it is believed that storytelling techniques in these modern years are the most effective ways to persuade others to start acting.

Other than that education about sexual harassment and stop blaming the victims should be taught earlier at the primary education institution so that the future generations can look at this issue from the same perspectives to produce a more concrete rules and law as consequences to the harasser.

Future research is suggested to use this model as reference and expand the ideas to provide a better understanding of this sexual harassment issue. Other factors such as the dimension of perceptions should be use as the independent construct to check on its relationship with the issue of sexual harassment. Other element such as information accessibility and availability on sexual harassment should be investigate as moderated variable to test on the affect and its functions to improve Malaysian awareness and attitude towards the issue. Moreover, future researcher is also encouraged to gauge new perspectives on the sexual harassment awareness and attitude issues by exploring the best communication strategies in addressing the issue.

## References

1. Mohamed, A. A. (2015). Sexual harassment in Malaysian educational institutions: Causes and solutions. *IJASOS- International E-Journal of Advances in Social Sciences*, 1(1), 17. <https://doi.org/10.18769/ijasos.38340>
2. Jagsi, R., Griffith, K. A., Jones, R., Perumalswami, C. R., Ubel, P., & Stewart, A. (2016). Sexual harassment and discrimination experiences of Academic Medical Faculty. *JAMA*, 315(19), 2120. <https://doi.org/10.1001/jama.2016.2188>
3. Farkas, A. H., Scholcoff, C., Machen, J. L., Kay, C., Nickoloff, S., Fletcher, K. E., & Jackson, J. L. (2020). The experience of male physicians with sexual and gender-based harassment: A qualitative study. *Journal of General Internal Medicine*, 35(8), 2383–2388. <https://doi.org/10.1007/s11606-020-05695-4>
4. Malone, D., & McHugh, C. (2021). Individual differences in perception of sexual harassment in university students. <https://doi.org/10.31234/osf.io/mxtr8>
5. Pratto, F., Sidanius, J., Stallworth, L. M., & Malle, B. F. (1994). Social Dominance Orientation: A personality variable predicting social and political attitudes. *Journal of Personality and Social Psychology*, 67(4), 741–763. <https://doi.org/10.1037/0022-3514.67.4.741>
6. Russell, B. L., & Trigg, K. Y. (2004). Tolerance of sexual harassment: An examination of gender differences, ambivalent sexism, social dominance, and gender roles. *Sex Roles*, 50, 565–573.
7. Salman, Selin (2007, September). The predictors of attitudes toward sexual harassment: Locus of control, ambivalent sexism and gender differences. Retrieved January 23, 2023, from <https://etd.lib.metu.edu.tr/upload/12608847/index.pdf>
8. Baqutayan, S. M., Salah, A., Jusman, J., Sharudin, S., Muhamad, S., & Saleh, A. (2021). Is sexual harassment an issue in Malaysia? Level of awareness among workforce. *Journal of Techno-Social*, 13(1). <https://doi.org/10.30880/jts.2021.13.01.001>
9. Madson, L., & Shoda, J. (2002). Identifying sexual harassment: A classroom activity. *Teaching of Psychology*, 29(4), 304–307.
10. Burn, S. M. (2019). The psychology of sexual harassment - shawn Meghan Burn, 2019. *The Psychology of Sexual Harassment*. Retrieved January 23, 2023, from <https://journals.sagepub.com/doi/10.1177/0098628318816183>
11. Gordon, S. P. (2022). Justice and Peace. In *Developing Successful Schools: A Holistic Approach* (pp. 135–159). Cham: Springer International Publishing.
12. Szekeres, H., Shuman, E., & Saguy, T. (2020). Views of sexual assault following #MeToo: The role of gender and individual differences. *Personality and Individual Differences*, 166, 110203. <https://doi.org/10.1016/j.paid.2020.110203>
13. Burstein, P., & Linton, A. (2002). The impact of political parties, interest groups, and social movement organizations on public policy: Some recent evidence and theoretical concerns. *Social forces*, 81(2), 380–408.
14. Louis, W. R. (2009). Collective action—and then what?. *Journal of Social Issues*, 65(4), 727–748.
15. Foley, L. A., & Pigott, M. A. (2000). Belief in a just world and jury decisions in a civil rape trial. *Journal of Applied Social Psychology*, 30(5), 935–951.
16. Paulsen, J. (1984). Order determination of multivariate autoregressive time series with unit roots. *Journal of time series analysis*, 5(2), 115–127.
17. Yalcin, S. (2018). Belief as question-sensitive. *Philosophy and Phenomenological Research*, 97(1), 23–47.
18. Pratto, F., Sidanius, J., & Levin, S. (2006). Social dominance theory and the dynamics of intergroup relations: Taking stock and looking forward. *European review of social psychology*, 17(1), 271–320.
19. Ajibade Adisa, T., Mordi, C., Simpson, R., & Iwowo, V. (2020). Social dominance, hypermasculinity, and career barriers in Nigeria. *Gender, Work & Organization*, 28(1), 175–194. <https://doi.org/10.1111/gwao.12537>
20. Maass, A., Cadinu, M., Guarnieri, G., & Grasselli, A. (2003). Sexual harassment under social identity threat: The computer harassment paradigm. *Journal of personality and social psychology*, 85(5), 853.
21. Maass, A., & Cadinu, M. R. (2016). Protecting a threatened identity through sexual harassment: A social identity interpretation. In *Social Identities* (pp. 109–132). Psychology Press.
22. Tajfel, H., Turner, J. C., Austin, W. G., & Worchel, S. (1979). An integrative theory of intergroup conflict. *Organizational identity: A reader*, 56(65), 9780203505984–16.
23. Turner, J. C., & Oakes, P. J. (1986). The significance of the social identity concept for social psychology

- with reference to individualism, interactionism and social influence. *British Journal of Social Psychology*, 25(3), 237-252
24. Weiner, H. L. (1997). Oral tolerance: immune mechanisms and treatment of autoimmune diseases. *Immunology today*, 18(7), 335-343.
  25. Glick, P., & Fiske, S. T. (1997). Hostile and benevolent sexism: Measuring ambivalent sexist attitudes toward women. *Psychology of women quarterly*, 21(1), 119-135.
  26. Rogers, J. (2019). "The use of social media and its impact for research," *BioRes*. 14(3), 5022-5024.
  27. Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and psychological measurement*, 30(3), 607-610.
  28. Sachdev, S. B., & Verma, H. V. (2004). Relative importance of service quality dimensions: A multisectoral study. *Journal of services research*, 4(1), 93.
  29. Kelley, K., & Preacher, K. J. (2012). On effect size. *Psychological methods*, 17(2), 137.
  30. Taylor, R. (1990). Interpretation of the correlation coefficient: a basic review. *Journal of diagnostic medical sonography*, 6(1), 35-39.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

