

Students' Interpretations of the Messages Communicated by the Scrutinise Campus Campaign at the University of KwaZulu-Natal

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ABSTRACT This paper investigated students' interpretations of the messages communicated by the Scrutinise Campus campaign targeting students' sexual risk-taking behaviour at the University of KwaZulu-Natal, South Africa. The research was conducted with both male and female students selected from two campuses of the University of KwaZulu-Natal. In total, 96 in-depth interviews and four focus group discussions were conducted with an equal representation between male and female students. One of the objectives of the study was to understand how students interpret the Scrutinise Campus campaign messages. Through in-depth interviews and focus group discussions, the research sought to provide insight into the messages communicated and how messages are understood by students. The aim was to ascertain how students position themselves in relation to the HIV epidemic. The data was analysed using thematic analysis, and the themes identified formed the basis for discussion in this paper. Students' discussions pointed to a need for the Scrutinise Campus campaign to communicate messages that are informed by sexual risk behaviour as understood by students on campuses. The paper concludes with suggestions to communicate HIV prevention messages that are appropriate to students