



Campus Conversations:

Understanding Perceptions of Sexual
Consent Across College Communities

November 2024

What the analysis of thousands of online discussions
reveals about attitudes toward sexual consent among
college students, staff, and parents.

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We can provide you with insights, solutions, and answers

without having to recruit anyone or ask any questions.



Human Dot Plus is an **insights company** with an AI-powered proprietary methodology that helps us tap into **the digital voice of the people**, to know what they think and feel about any topic, and why, anywhere in the world, without having to recruit anyone nor ask any questions.

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In a world that perceives that technology makes us less human, **we merge AI with human intelligence to make research more human**, and understand people's behavior, tell their stories, and uncover the **WHY behind the WHAT**, for greater impact and growth.



PJN
Strategies



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The Objective: To understand the mindsets and attitudes of college students, staff, and parents toward sexual consent, exploring what drives positive and negative views and pinpointing opportunities for education and areas to add support.

The Opportunity: To tap into the digital Voice of the People, building stronger connections with college-related audiences by identifying who is most receptive to targeted messaging and shaping marketing campaigns, while uncovering insights that inform future projects and guide media strategies for effective decision-making.

All straight from the Voice of the People.

Our Universe of Conversations Surrounding Perceptions Toward Sexual Consent

797K Overall* | ▶▶▶

181K College Students**

128K College Staff**

119K Parents**

(Administrators, Title IX Administrators, Deans
of Student Life, Student Affairs Officers)



Online public-domain conversations mined over the past 12 months, ending on October 16, 2024

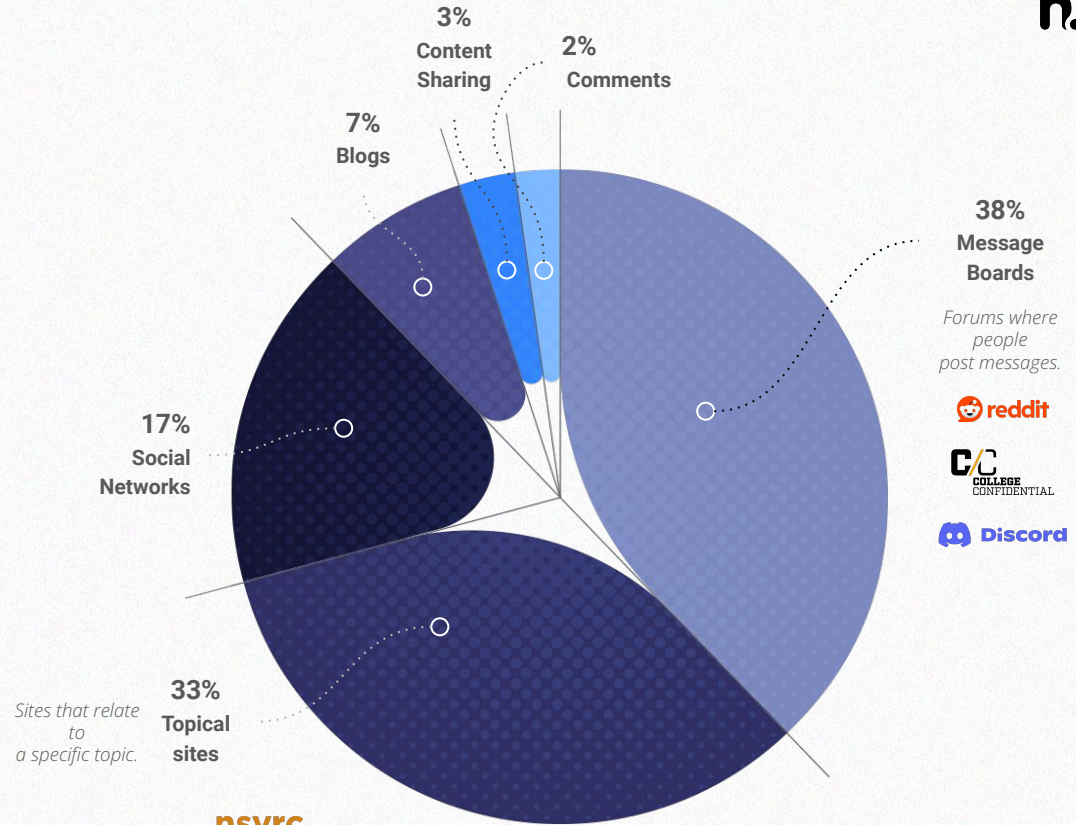
*N values are based on number of conversations and not based on people.

**Segments are based on self-identification in conversations or on their public profile; overall segment includes non-identified conversations.

Channel Profile about Perceptions Toward Sexual Consent

When people come online to discuss sexual consent, almost **3 out of 4 conversations take place on message boards and topical sites.**

Only **17% of conversations** occurred on social networks.



RAINN

Our Wave
National Sexual Violence Resource Center

nsvrc
National Sexual Violence
Resource Center



Section I.

College Students' Perceptions Toward Sexual Consent

*Let's take a closer look
at the perceptions of
college students toward
sexual consent.*

What is the **context** of college students' conversations surrounding sexual consent, and **what topics** are they discussing?

↑ ↓ Variations vs. Overall

45%
Informal
Consent

55%
Formal
Consent



The discussion context of college students toward sexual consent reflects a **balance between formal documentation for protection and informal cues for a natural approach**. Their focus on understanding shows a strong desire to grasp consent's complexities, especially around safety and risks.

The emphasis on resources points to an active search for guidance, while their interest in the pros & cons and implementation of consent suggests they are **thoughtfully weighing both the benefits and social challenges** of formal consent practices.

35% Understanding

32% Resources ↑ 2.0x

12% Pros & Cons ↑ 1.7x

12% Validity & Legality

9% Implementation

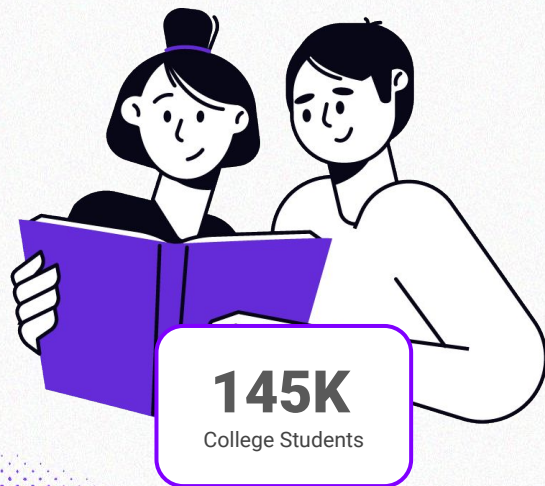
*0% Requirements

↓ -13.0x

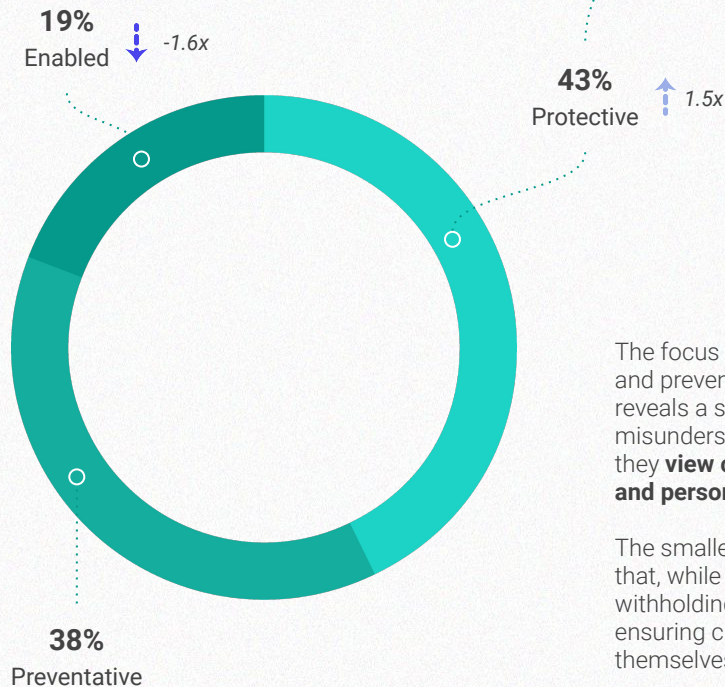
[Click here to see some of the top themes behind their topics](#)



What are the **mindsets** of college students toward sexual consent?



↑ ↓ Variations vs. Overall



"I tell other guys that they need to make sure a 'yes' is real, comfortable, and emphatic. No means no, and sometimes, yes also means no. I try to ensure my partners know that consent is imperative and that I can handle it emotionally if she doesn't want to have sex now or ever."

The focus that college students have on a protective and preventative mindset around sexual consent reveals a strong drive to prioritize safety and avoid misunderstandings. This cautious approach suggests they **view consent as a crucial boundary for legal and personal security.**

The smaller emphasis on feeling enabled indicates that, while they value empowerment in expressing or withholding consent, their primary concern lies in ensuring clear, protective measures to safeguard themselves in social interactions.

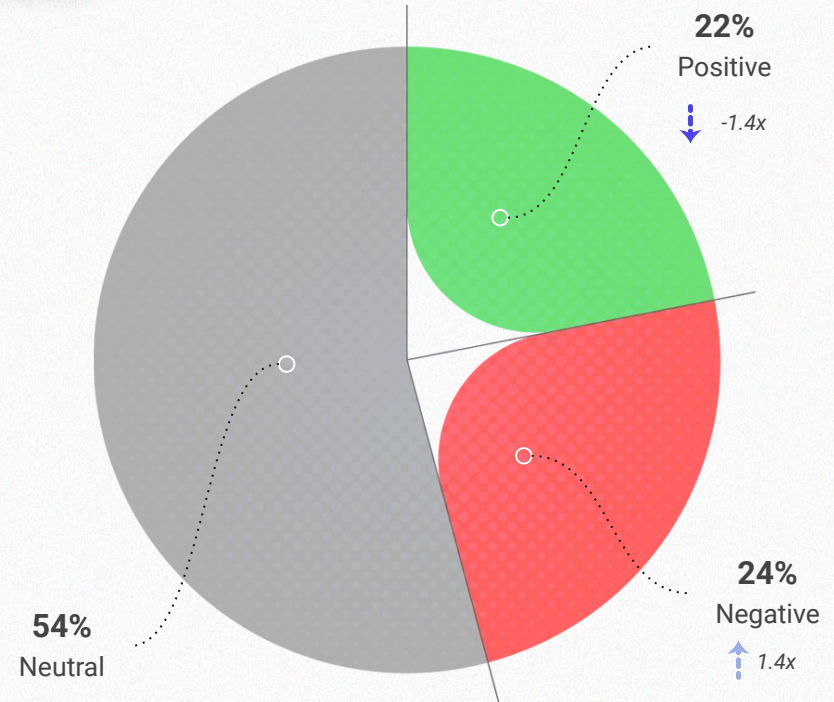
How do college students **feel** about sexual consent?



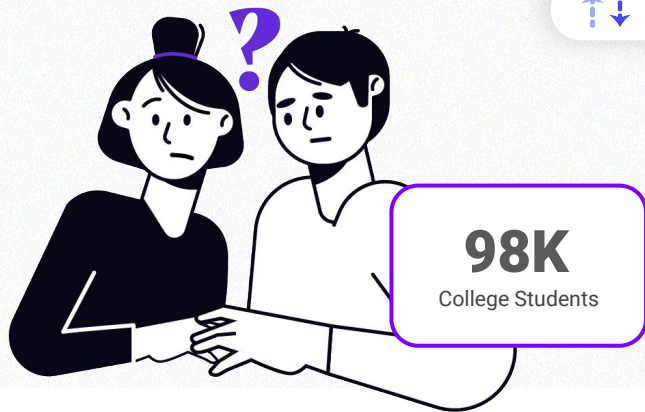
↑ ↓ Variations vs. Overall

College students' largely neutral sentiment toward sexual consent suggests they are actively seeking clarity, asking questions, and trying to understand its implications without strong biases. This high level of inquiry indicates **a need for information and guidance as they navigate complex social and legal aspects.**

The notable portion of negative sentiment points to some concerns or frustrations, possibly about the challenges and stigmas associated with formal consent. Meanwhile, the positive sentiment reflects appreciation for the protection and empowerment that clear consent can provide, showing they see its value despite some reservations.



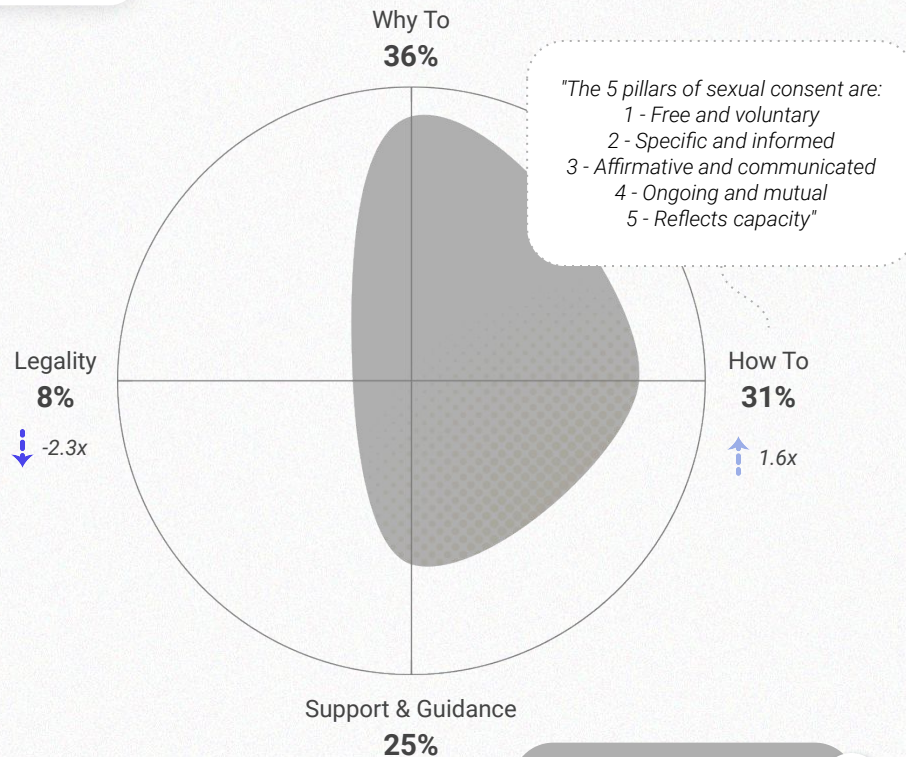
What questions are college students **asking and answering** about sexual consent?



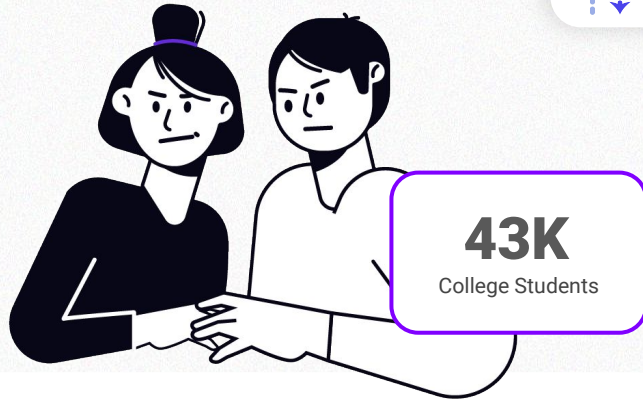
Variations vs. Overall

When college students come online to ask and answer questions, their neutral conversations on sexual consent show a deep desire to understand both the "why" and "how" of consent. When exploring "why," they focus on protection and prevention, **suggesting an approach that values safety and clear boundaries.**

Their questions about "how to" - which are mentioned more than the overall population - highlight a practical interest in formalizing consent through agreements and documentation, indicating they seek concrete ways to establish clarity. Additionally, their reliance on peers, online resources, and family for support & guidance points to a collaborative approach, where **they turn to trusted sources to navigate these complex issues confidently.**



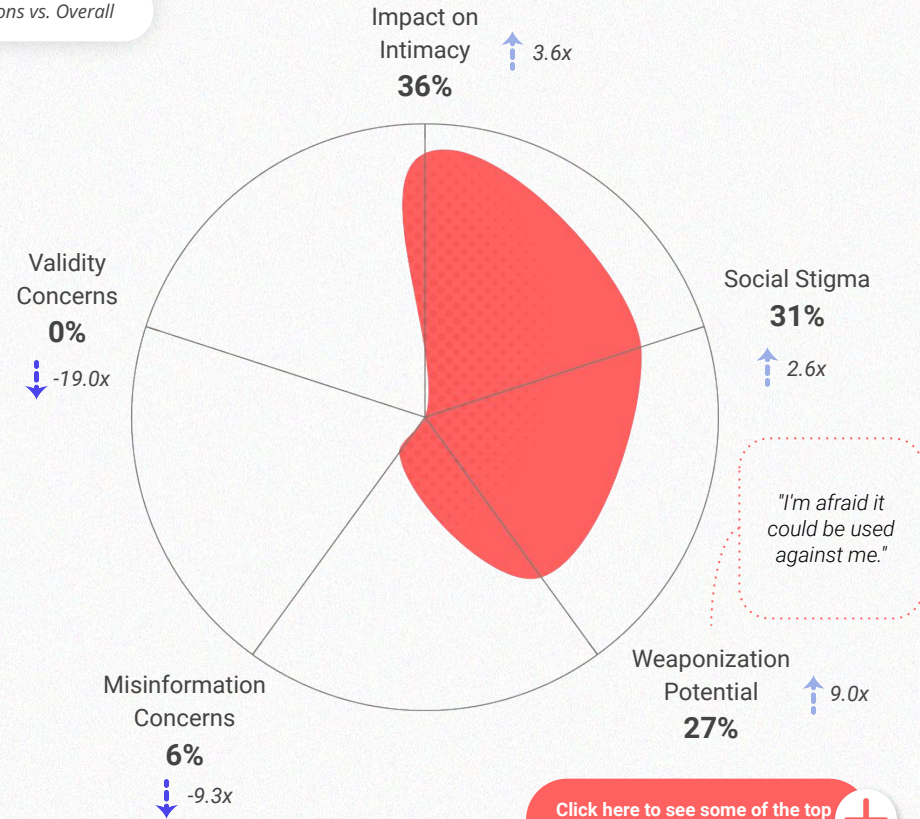
What factors **drive negativity** among college students toward sexual consent?



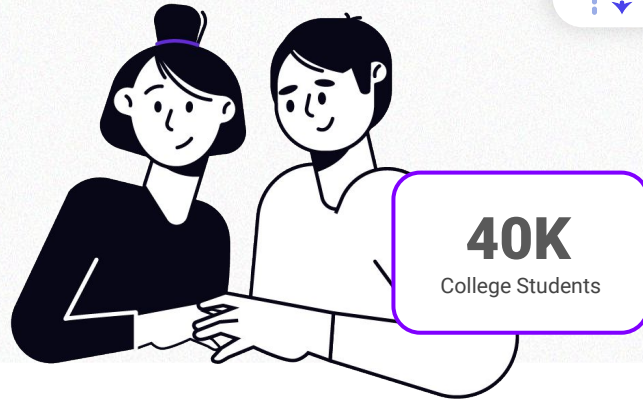
↑ ↓ Variations vs. Overall

As college students express their negative perceptions and experiences with sexual consent, they **reveal heightened concerns that formal consent can sometimes feel awkward or diminish intimacy**, with many feeling it disrupts the natural flow of connections. They are also wary of social stigma, expressing that openly discussing consent can be embarrassing or invite judgment from peers.

Additionally, fears of consent being misused or weaponized show an underlying worry about potential misunderstandings or legal risks. Concerns about misinformation highlight a need for clearer definitions, as assumptions about consent's scope and duration **create confusion and anxiety in navigating these interactions**.



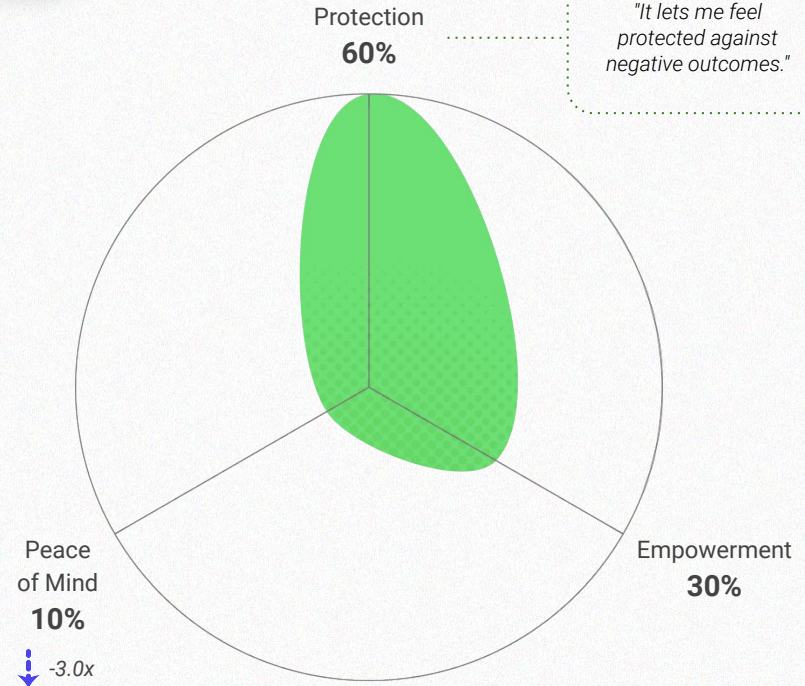
What factors **drive positivity** among college students toward sexual consent?



College students' positive views on sexual consent emphasize its role in offering protection, showing they **value the security that clear boundaries can provide in their relationships**. Many also see consent as empowering, enabling them to confidently express and maintain their choices.

Although less likely to be mentioned, peace of mind also arises as a driver of positivity, **feeling reassured by the clarity and mutual understanding that consent brings** to their interactions. Together, these sentiments reveal that students appreciate how consent fosters both safety and personal agency.

↑ ↓ Variations vs. Overall



What are the **key insights** of perceptions toward sexual consent **among college students**?



Balancing Formality and Authenticity:

College students are torn between the security of formal consent practices and the natural flow of informal interactions. While many value formal documentation to protect against misunderstandings, they also desire a more fluid, mutual understanding, showing a need for consent approaches that feel both safe and authentic.



Protective and Preventative Mindsets:

Safety and caution are key mindsets, with many students approaching consent as a protective measure against risks and misunderstandings. This reflects their awareness of the potential social and legal implications of unclear consent and highlights a need for practical tools that reinforce their proactive stance.



Positive Views on Protection and Empowerment:

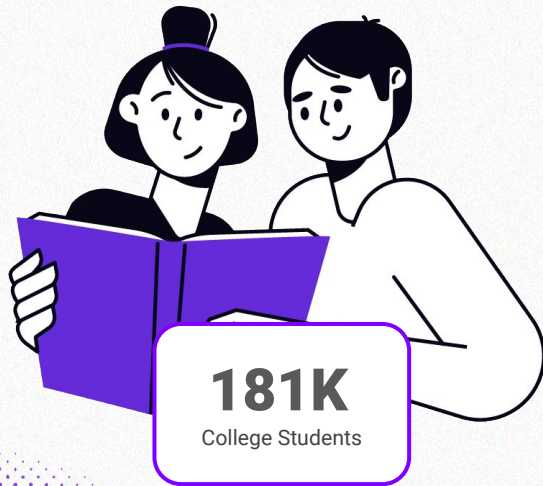
Despite some frustrations, students also recognize the empowering aspects of consent, appreciating how it enhances personal agency and creates a safer environment. This positive sentiment suggests that college students value consent frameworks that reinforce their autonomy and sense of security.



Mixed Sentiment and the Need for Clarity:

The neutral sentiment dominating their discussions shows that college students are in an information-gathering phase, seeking answers to "why" and "how" regarding consent. Their concerns around intimacy, stigma, and misinformation signal a need for clearer, more normalized conversations around consent that remove shame and foster openness.

Based on the data, what should **communication strategies** with college students about sexual consent focus on?



Highlight the App as a Safe, Empowering Tool for Education and Protection:

Messaging: Highlight the app as a secure tool that empowers students to make informed consent decisions with confidence.

Tone: Supportive and non-judgmental, reinforcing safety and autonomy.

Key Points: The app helps students protect themselves while maintaining authenticity in relationships.



Provide Resources and Interactive Content for a Practical Understanding of Consent:

Messaging: Emphasize the app's guides and examples to clarify "how to" and "why" of consent.

Features: Promote interactive resources such as FAQs, educational videos, peer testimonials, documentation options, and scenarios.

Key Points: The app is a reliable, accessible source for understanding consent's legal and practical aspects.



Promote Peer Support and Community:

Messaging: Reinforce that the app offers a judgment-free space to connect with others.

Features: Promote forums and support groups as trusted, peer-backed resources.

Key Points: Encourage engagement by emphasizing that they're not alone in seeking clarity on consent, and the app provides a space for honest conversations, reducing their reliance on scattered online sources.



Foster a Sense of Control and Personal Agency:

Messaging: Highlight the app's role in giving students a sense of control over their boundaries, empowering them to assert or withdraw consent confidently.

Tone: Uplifting and reinforcing, affirming students' autonomy and reinforcing their ability to set boundaries and make informed choices.

Key Points: These features can empower users to assert and protect their choices, aligning with protective mindsets.

Section II.

College Staffs' Perceptions Toward Sexual Consent

*Let's take a closer look at the perceptions of **college staff** toward sexual consent.*



What is the **context** of college staffs' conversations surrounding sexual consent, and **what topics** are they discussing?

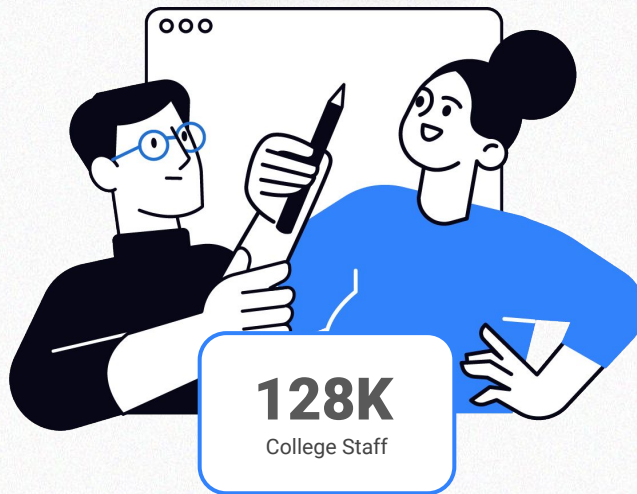
↑ ↓ Variations vs. Overall

24%
Informal
Consent

↓ -2.2x

76%
Formal
Consent

↑ 1.6x



When college staff discuss sexual consent, their conversations focus heavily on formal consent, **with over 3 out of 4 emphasizing the importance of explicit, documented agreements.** The primary topics they discuss revolve around resources and implementation, highlighting their commitment to equipping students with the right tools and processes for practicing consent confidently.

Additionally, while they discuss requirements for valid consent, they place far less emphasis on understanding of consent itself. This suggests that college staff may feel secure in their understanding of consent and **are more focused on ensuring students can apply and uphold these standards effectively in real-life situations.**

31% Resources ↑ 1.9x

25% Implementation ↑ 2.3x

20% Requirements ↑ 1.5x

13% Validity & Legality

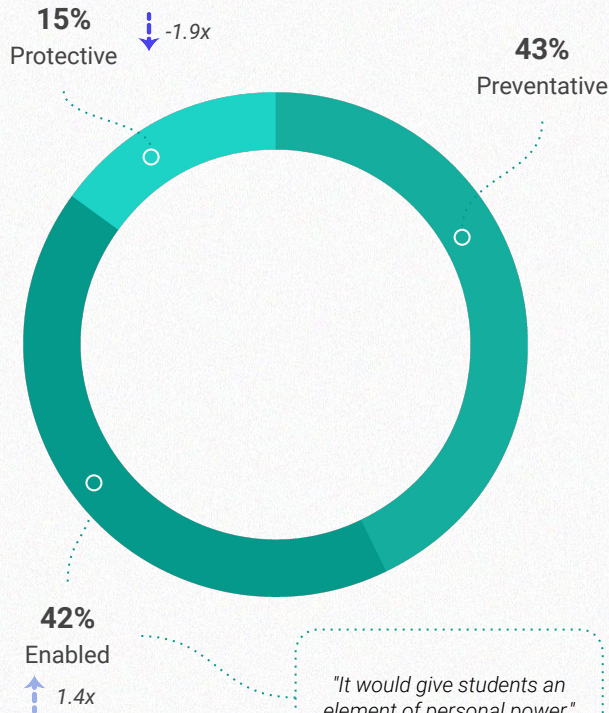
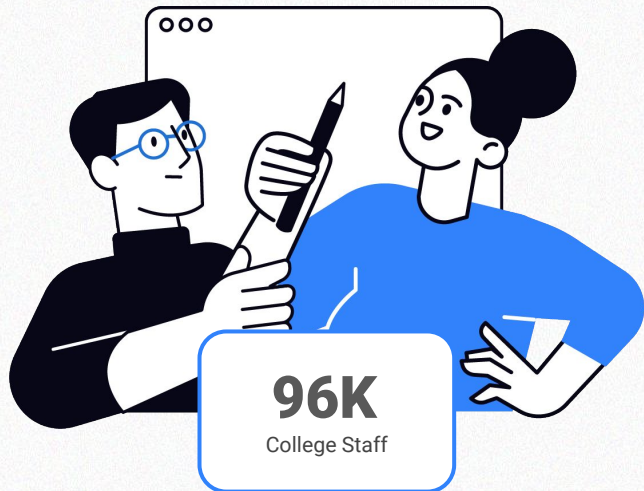
8% Pros & Cons

3% Understanding ↓ -13.0x

What are the **mindsets** of college staff toward sexual consent?



Variations vs. Overall



College staff's mindsets toward sexual consent reflect a mix of prevention and enablement. Their emphasis on prevention shows a proactive stance, aiming to avoid situations with unclear consent and prevent potential legal issues before they arise. At the same time, their focus on enablement highlights a commitment to empowering students to make informed decisions, giving them the confidence to freely give or withdraw consent.

Interestingly, they mention sexual consent as a protective measure less often, suggesting that, rather than emphasizing legal protection, they prioritize an environment where students feel equipped to navigate consent independently. **This approach focuses on fostering proactive and empowered decision-making over relying on legal safeguards.**

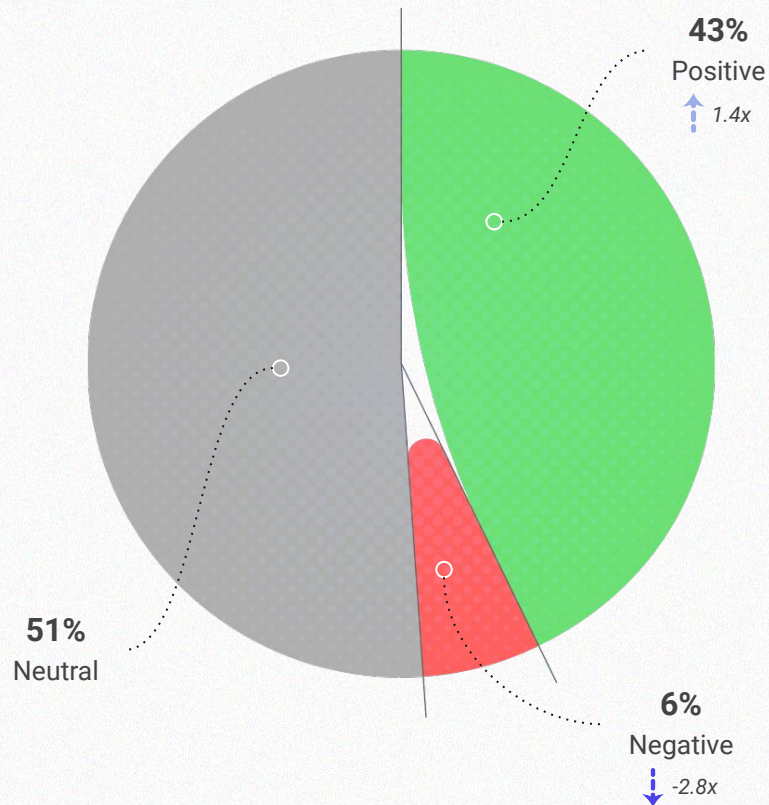
How do college staff **feel** about sexual consent?

↑ ↓ Variations vs. Overall



College staff is mostly asking and answering questions about sexual consent, **reflecting a genuine curiosity and a desire to deepen their understanding of the topic.** This openness indicates they are not only interested in learning more about consent but also focused on finding ways to empower their students with this knowledge.

They also have many positive conversations about the topic, suggesting that staff view consent as a beneficial and essential aspect of campus life. The minimal presence of negative discussions reinforces this supportive perspective, showing that **college staff see consent education as a constructive tool for fostering a respectful and informed campus environment.**



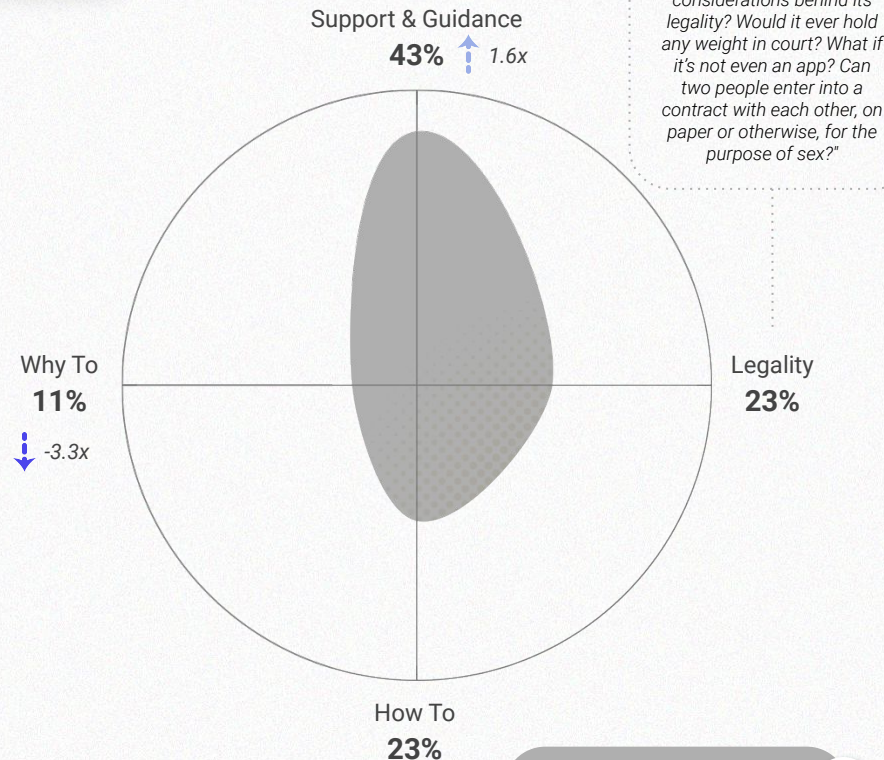
What questions are college staff **asking and answering** about sexual consent?



↑ ↓ Variations vs. Overall

When asking and answering questions about consent online, college staff focus on how to provide support and guidance to their students 1.6x more often than the overall population. They also discuss legality and how to establish consent, reflecting a commitment to equipping their students with practical tools and a solid understanding of procedural aspects.

College staff rarely question the importance of consent, indicating they already recognize its necessity. Instead, they focus on better supporting students in making informed decisions. This proactive, student-centered approach shows **they see themselves as facilitators, guiding students to practice consent confidently and responsibly.**



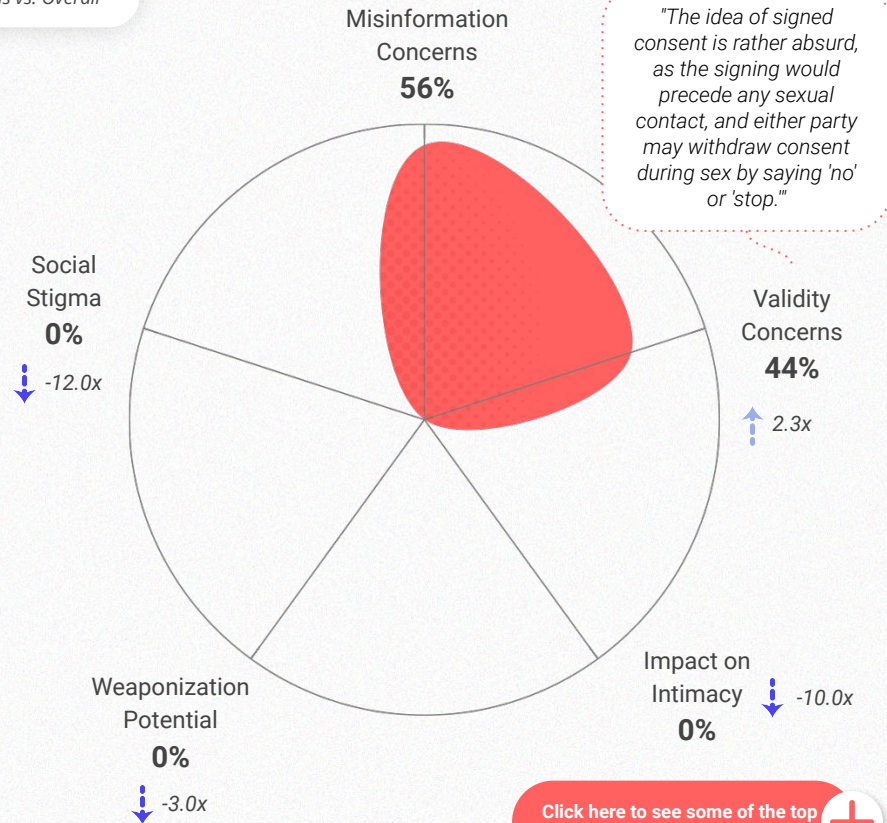
What factors **drive negativity** among college staff toward sexual consent?



↑ ↓ Variations vs. Overall

When discussing the negative aspects of sexual consent, college staff focus solely on **misinformation and validity concerns**—worrying about misunderstandings around consent definitions and legal requirements, and questioning the stability of consent once given.

Their limited focus on social stigma or intimacy suggests a practical approach focused on clarity and legal soundness in consent, rather than its emotional or social aspects. This focus reflects **their desire for straightforward, reliable consent practices that reduce ambiguity and foster clear understanding for their students.**



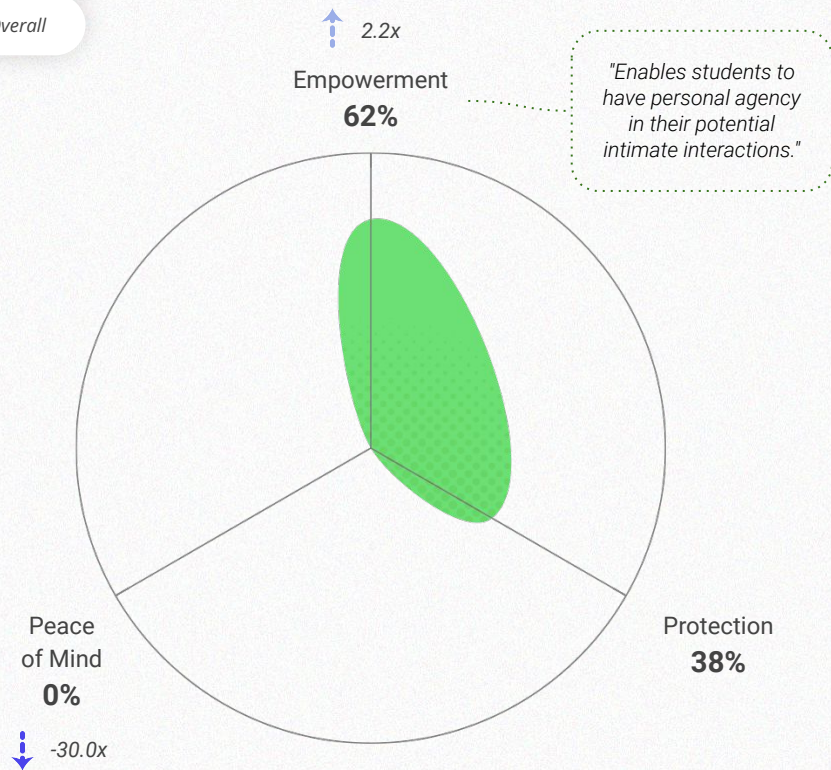
What factors **drive positivity** among college staff toward sexual consent?



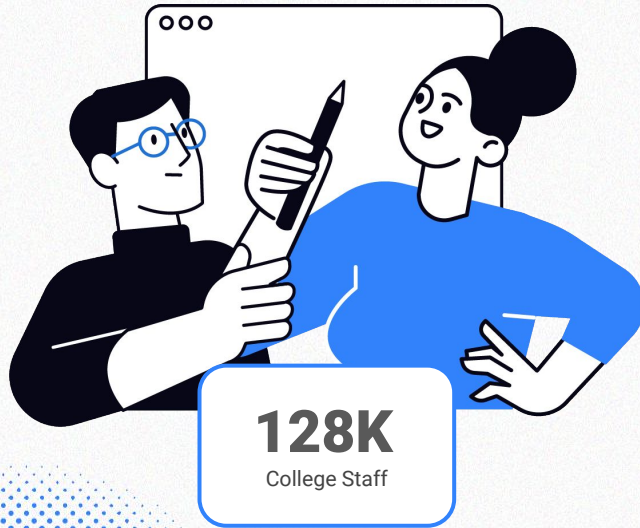
↑ ↓ Variations vs. Overall

When discussing the positive aspects of sexual consent, college staff primarily focus on empowerment—seeing it as a way for students to gain confidence and control in giving or withdrawing consent freely. They also emphasize protection, **viewing consent as a practical tool that provides structure for making informed, responsible choices.**

Interestingly, they don't mention peace of mind as a positive factor, indicating that they are less focused on the emotional comfort it provides or its role in easing anxiety. Instead, **consent is something that empowers their students to navigate their relationships with clarity and safety.**



What are the **key insights** of perceptions toward sexual consent **among college staff**?



A Structured Focus on Formal Consent:

College staff approach sexual consent with a focus on formal, documented agreements, prioritizing clarity, traceability, and enforceability. This structured approach reflects their commitment to creating a clear, actionable environment that minimizes ambiguity in student interactions and supports students in upholding consent standards on campus.



Empowering Through Proactive Engagement:

College staff take a proactive stance on consent, focusing on prevention to avoid unclear situations and potential complications. They also emphasize empowering students to make confident, autonomous consent decisions. This approach reflects their commitment to fostering a campus culture where informed, empowered decision-making is the standard.



Commitment to Support and Guidance:

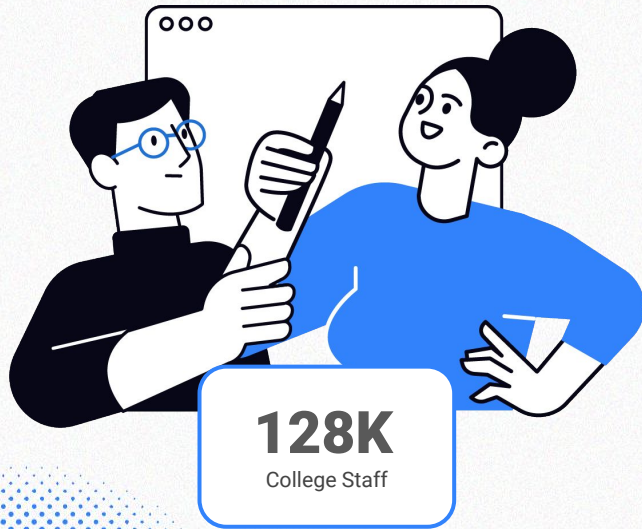
College staff actively seek ways to better support and guide students in navigating consent, positioning themselves as facilitators of practical knowledge. Their focus on resources, procedural understanding, and effective tools reflects a student-centered approach, prioritizing both their own understanding and the ability to equip students with actionable knowledge.



A Practical Approach Over Emotional Considerations:

College staff view sexual consent mainly as a functional tool, prioritizing clarity, legal soundness, and proactive decision-making over emotional aspects like peace of mind. They show little interest in social stigma or intimacy concerns, instead focusing on a structured framework for student interactions. This practical approach highlights their commitment to clear, reliable consent practices that empower students while ensuring a secure campus environment.

Based on the data, what should **communication strategies** with college staff about sexual consent focus on?



Emphasize Consent as a Structured, Practical Framework

Messaging: Position consent resources as practical tools that enable staff to establish clear, enforceable guidelines for students' understanding and use of consent.

Tone: Direct and solution-oriented, reinforcing the importance of clarity and reliability in consent practices.

Key Points: Highlight that these tools help staff promote a structured approach to consent, minimizing ambiguity and supporting students' adherence to clear standards.



Promote Empowerment and Autonomy Through Consent Education:

Messaging: Emphasize resources that empower students by helping them understand and exercise their rights in consent, fostering a sense of control and independence.

Tone: Encouraging and empowering, underscoring staff's role in facilitating confident, autonomous decision-making among students.

Key Points: Stress that these resources give students the knowledge and confidence to navigate consent independently, aligning with staff's focus on empowering students within a safe framework.

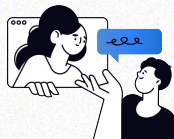


Provide Resources That Support Staff in Guiding Students:

Messaging: Frame available resources as valuable tools for staff to support and guide students, providing practical advice, clear definitions, and procedural information.

Tone: Informative and supportive, reinforcing staff's role as facilitators who help students confidently approach consent.

Key Points: Emphasize that these resources equip staff to offer meaningful support, allowing them to guide students in a way that is both practical and aligned with campus standards.



Focus on Practicality Over Emotional Considerations in Consent Resources:

Messaging: Highlight that consent resources focus on practical aspects such as legal clarity, mutual understanding, and actionable guidance, rather than emotional reassurance.

Tone: Straightforward and focused, resonating with staff's interest in functional, reliable consent practices.

Key Points: Reinforce that these resources prioritize clear, legally sound consent practices, ensuring staff can confidently promote a structured approach to consent that supports students' safety and decision-making.



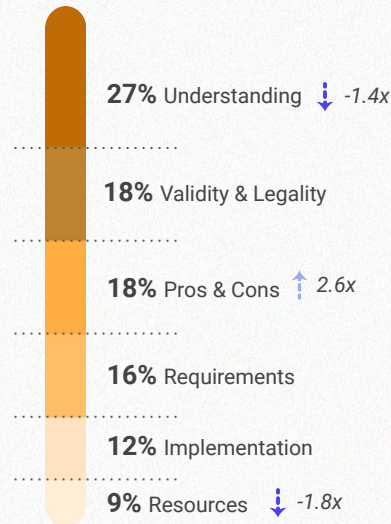
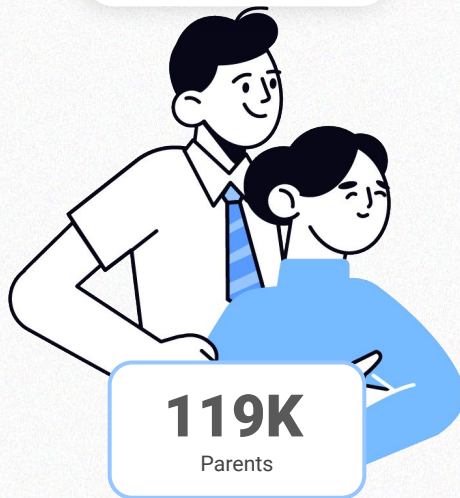
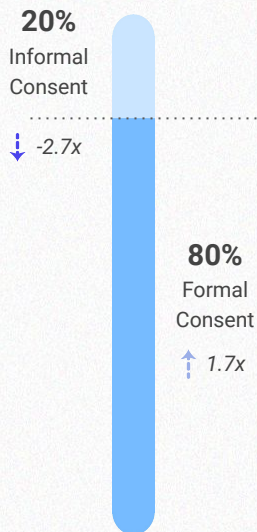
Section III.

Parents' Perceptions Toward Sexual Consent

*Let's take a closer look
at the perceptions of
parents toward sexual
consent.*

What is the **context** of parents' conversations surrounding sexual consent, and **what topics** are they discussing?

↑ ↓ Variations vs. Overall



Parents' conversations about sexual consent focus largely on formal consent, highlighting their interest in learning more about documented agreements that provide clarity and protection. They often seek a foundational understanding of consent, **showing a desire to support their college-aged children with a well-informed perspective.**

Parents also frequently discuss the pros and cons of consent practices, balancing benefits with drawbacks. Their focus on validity and legality shows a strong interest in structured, enforceable practices, painting them as **cautious yet supportive figures who prioritize a clear, reliable approach to foster responsible choices that protect their children's well-being.**



What are the **mindsets** of parents toward sexual consent?

↑ ↓ Variations vs. Overall



21%
Protective ↓ -1.3x

45%
Preventative

34%
Enabled

"We all know what these consent contracts really are—a way for people to protect themselves from false accusations of rape."

Parents primarily have a mindset that views sexual consent as a tool for preventing unclear situations and potential legal or personal complications.

Alongside this preventative focus, they also see consent as a means of enablement—empowering their children to make informed, confident choices about their boundaries and interactions.

This dual focus suggests that, while parents value safety, they are more invested in preparing their children with both the structure and independence needed to navigate consent responsibly. Rather than solely aiming to protect, **parents emphasize equipping their children with the knowledge and skills to approach consent proactively and with confidence.**

How do parents **feel** about sexual consent?



119K

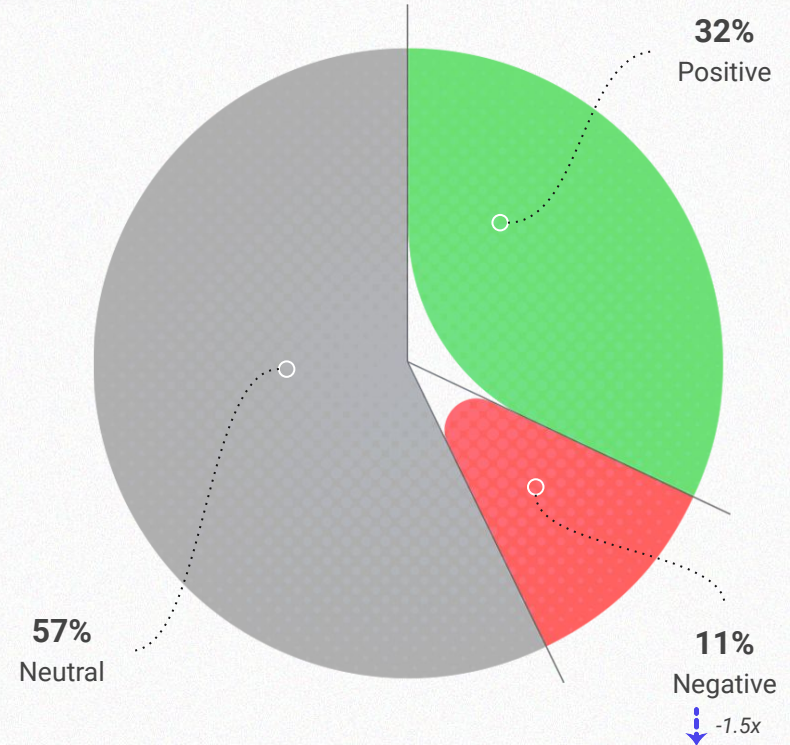
Parents



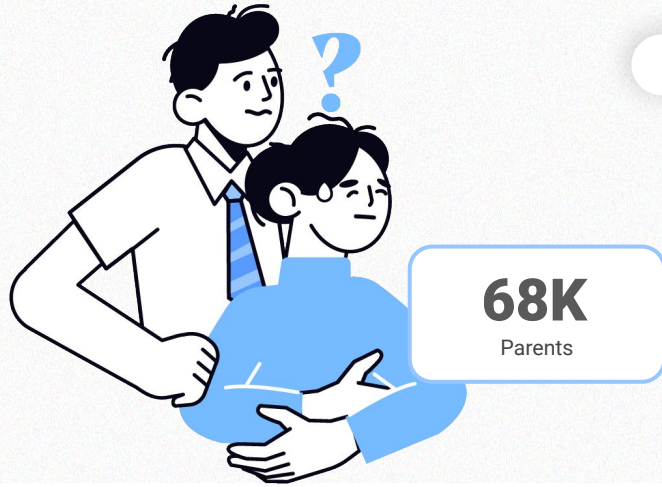
Variations vs. Overall

Parents are mostly asking and answering questions about sexual consent, indicating their curiosity and desire to understand the topic more thoroughly, likely to better support their college-aged children. The fact that around a third of their conversations are positive, with minimal negative discussions, suggests that they view consent as a beneficial concept.

This positive outlook, combined with their eagerness to learn, reflects a supportive mindset—**parents see consent as a constructive tool and are invested in gaining the knowledge needed to guide their children confidently.**



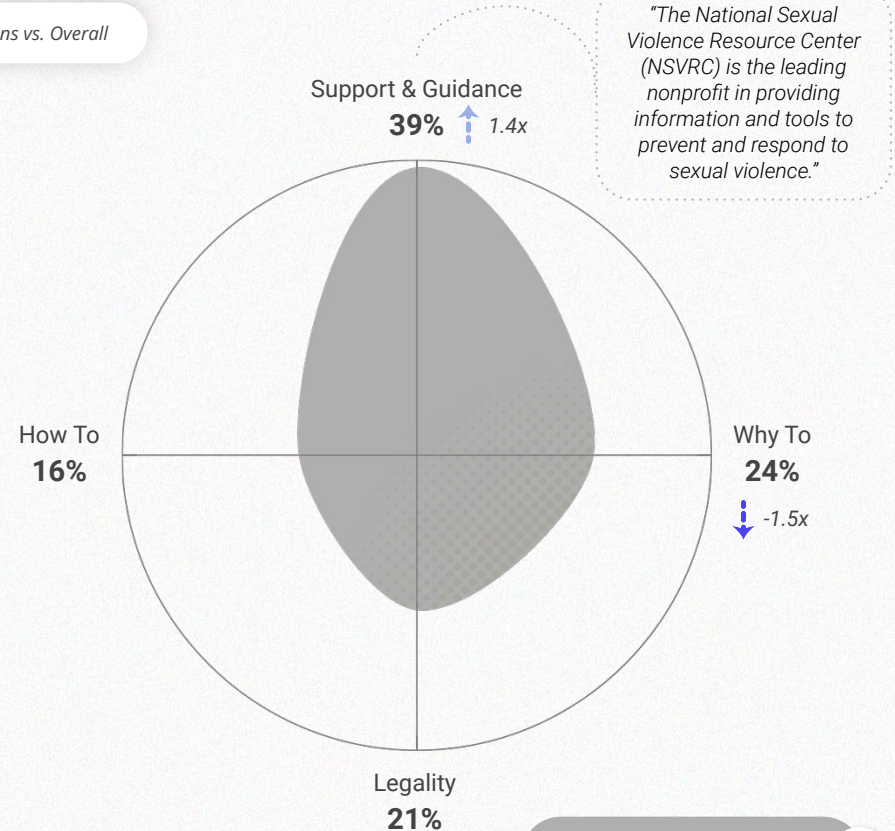
What questions are parents **asking and answering** about sexual consent?



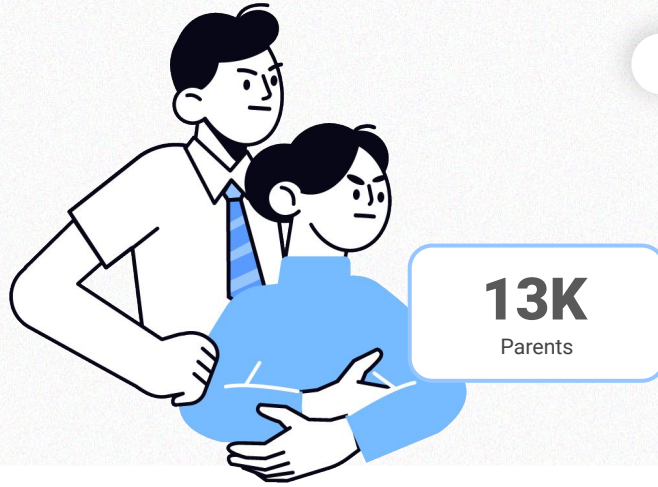
↑ ↓ Variations vs. Overall

Parents primarily focus on support and guidance around sexual consent, seeking advice, resources, and practical information. This reflects a strong desire to be well-informed allies, ready to guide their children in responsible decisions. They also seek information on the importance of consent, emphasizing its role in safety, legal protection, and healthy relationships.

Additionally, legality is a common topic, showing their interest in understanding the legal frameworks around consent. These insights reveal parents as proactive and education-oriented, **committed to providing accurate, legally sound guidance to support their children confidently.**



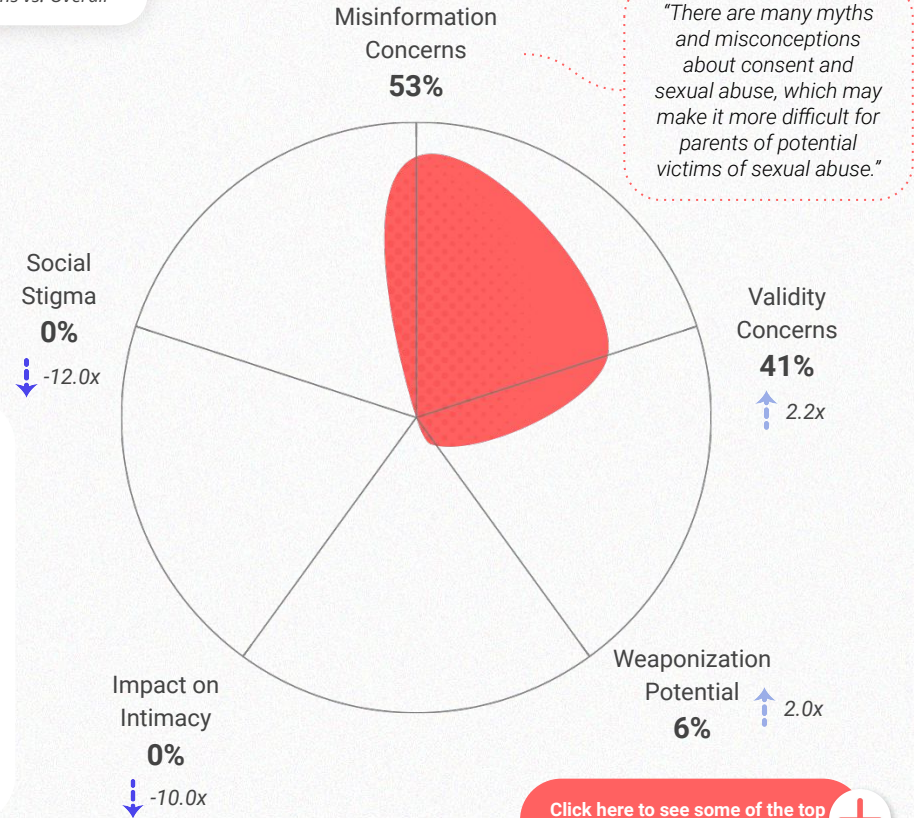
What factors **drive negativity** among parents toward sexual consent?



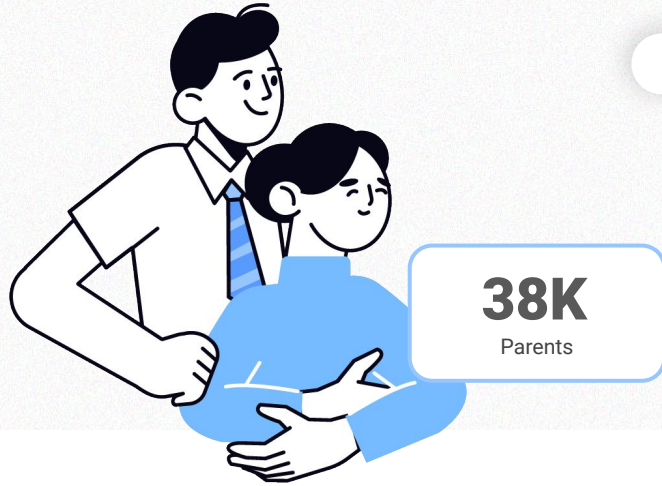
↑ ↓ Variations vs. Overall

When discussing their negative sentiment toward sexual consent, parents primarily cite concerns about misinformation and validity. This focus indicates that parents are particularly concerned with the accuracy and enforceability of consent, **reflecting a desire for clarity to avoid misunderstandings that could lead to legal or personal complications.**

Interestingly, parents rarely mention social stigma or the impact of consent on intimacy. Their minimal attention to social or emotional aspects suggests that parents are more practical than emotive, **viewing consent primarily as a structured, legal framework rather than a factor in personal connection.**



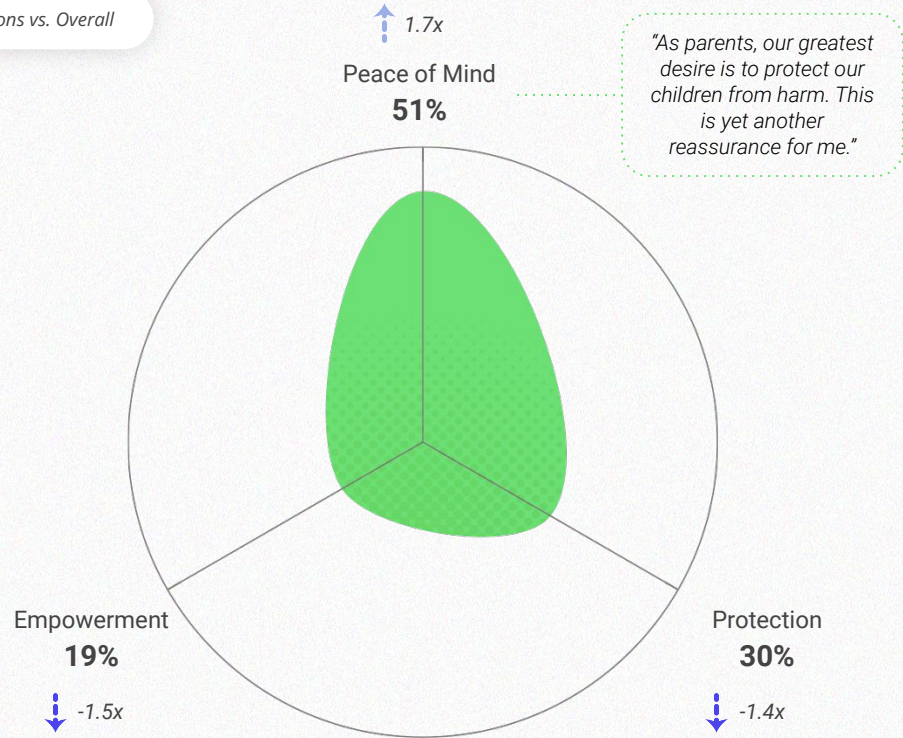
What factors **drive positivity** among parents toward sexual consent?



↑ ↓ Variations vs. Overall

When parents discuss the positive aspects of sexual consent, they focus on the peace of mind and security that comes from clear, mutual, legally protected agreements. This emphasis shows that **parents see consent as essential for personal and legal safety, reassuring them that clear guidelines protect their children.**

Parents emphasize consent as protective, ensuring safety through mutual agreement, while also empowering their children to confidently give or withdraw consent. This perspective reveals that **parents see consent as both a safeguard and a means of fostering autonomy**, supporting trust and respect in their children's interactions.



What are the **key insights** of perceptions toward sexual consent **among parents?**



Consent as a Tool for Security and Structure:

Parents see sexual consent as a vital tool for creating a secure, structured foundation for their children. They prioritize formal, documented consent, viewing it as essential for clear, enforceable boundaries that protect against misunderstandings. This approach reflects their desire for consent practices that are both reliable and empowering, allowing their children to navigate relationships with confidence and safety.



A Focus on Clarity Over Emotion:

Parents show minimal interest in the emotional aspects of consent, such as social stigma or intimacy concerns, viewing it instead as a structured, enforceable framework. They prioritize legal clarity and reliable boundaries, emphasizing security over personal connection, and favor consent practices that provide clear, purposeful guidelines for safe interactions.



Supportive Curiosity and Desire to Be Informed Allies:

Parents demonstrate a strong curiosity about consent, frequently seeking resources to understand it more thoroughly. This shows their commitment to being informed allies, guiding their children with confidence. By focusing on legality, protection, and the importance of consent, parents reveal a proactive stance, aiming to reinforce respect, safety, and responsibility in their children's interactions.



Consent as a Source of Peace of Mind:

Parents see consent as a crucial source of peace of mind, valuing the security that clear, mutual agreements bring. This focus on clarity and legal protection reassures them that their children are navigating interactions within safe boundaries, reinforcing parents' confidence in consent as a reliable foundation for both safety and respect.

Based on the data, what should **communication strategies** with parents about sexual consent focus on?



Highlight Consent as a Foundation for Security and Clarity

Messaging: Position consent as a foundational tool that creates a secure, structured environment for their children's interactions, reducing ambiguity and misunderstandings.

Tone: Reassuring and straightforward, reinforcing the protective benefits of clear consent practices.

Key Points: Communicate that formal, documented consent agreements serve as enforceable boundaries, giving parents peace of mind while empowering their children to navigate relationships confidently and safely.



Focus on Structure and Practicality in Consent Resources:

Messaging: Emphasize that consent resources are structured and enforceable, prioritizing legal clarity and security over emotional factors.

Tone: Clear and practical, appealing to parents' preference for reliable, structured frameworks.

Key Points: Highlight that consent practices are designed to provide legally sound and purposeful guidelines, reinforcing security in their children's interactions without focusing on emotional aspects.



Offer Resources for Parents as Informed Allies:

Messaging: Position consent resources as valuable tools that empower parents to support their children confidently, with a focus on legality, protection, and informed choices.

Tone: Supportive and empowering, acknowledging parents' desire to be proactive, well-informed allies.

Key Points: Reinforce that these resources equip parents with practical knowledge to guide their children responsibly, emphasizing respect, safety, and accountability in consent.



Highlight Consent as a Source of Peace of Mind:

Messaging: Frame consent as a source of reassurance, emphasizing the security that clear, mutual agreements provide for both parents and their children.

Tone: Calm and reassuring, underscoring the protective and stabilizing nature of consent practices.

Key Points: Communicate that consent agreements provide peace of mind by establishing clear boundaries, helping parents feel confident that their children are protected and safe in their interactions.



Section IV.

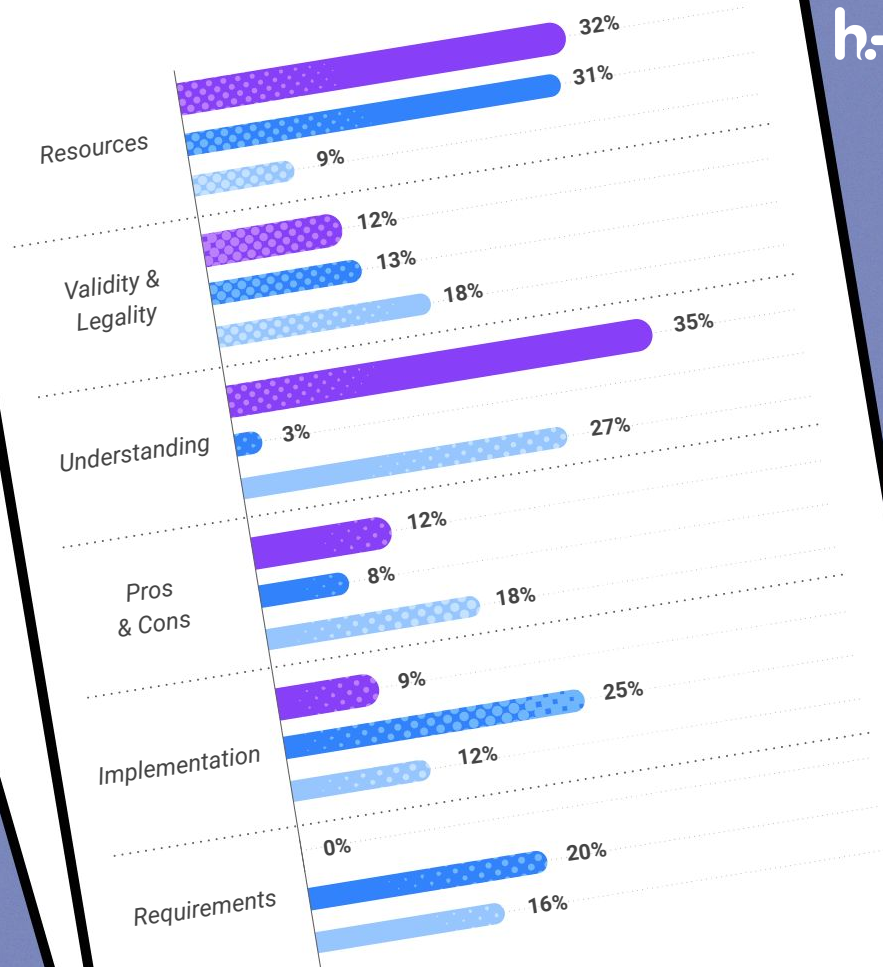
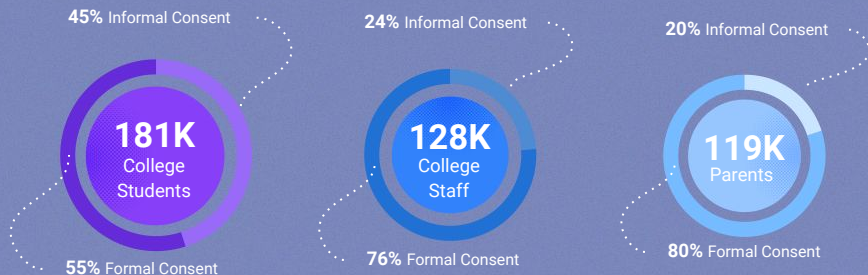
Comparison of Segments' Perceptions Toward Sexual Consent

Let's take a closer look at the **similarities and differences** in perceptions toward sexual consent **among the different segments**

What is the context of different segments' conversations surrounding sexual consent, and what topics are they discussing?

The data highlights unique priorities across segments regarding sexual consent. College students balance formal and informal contexts, focusing on **understanding and resources as they seek clarity and guidance.**

College staff, with a stronger emphasis on formal contexts, **prioritize implementation and requirements**, aligning with their role in enforcing institutional standards. Meanwhile, parents favor formal discussions as well, concentrating on understanding, legality, and requirements, showing a focus on safety and legal awareness over procedural application.

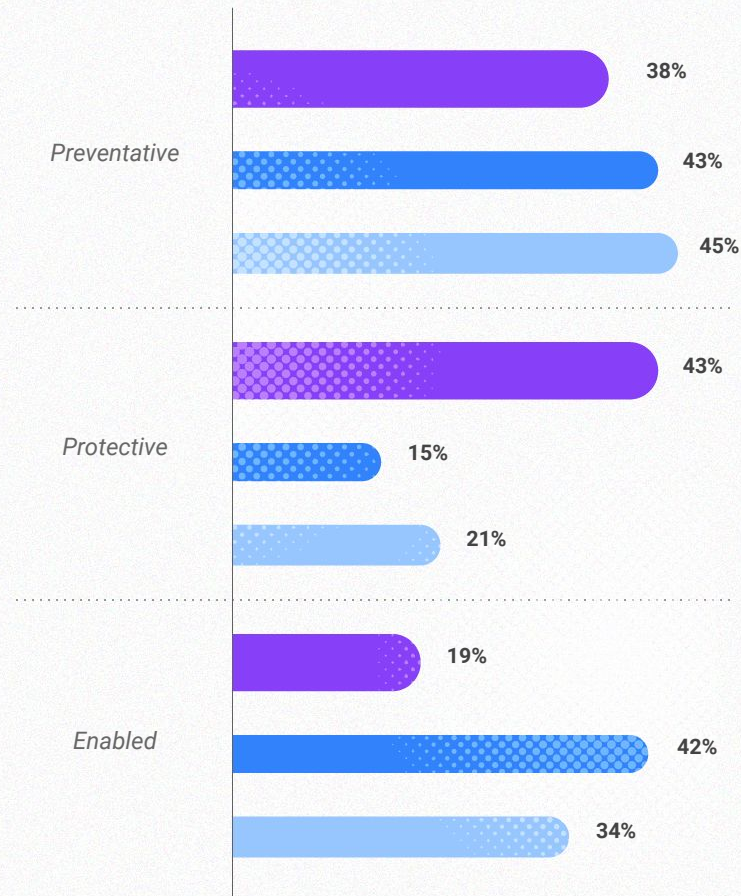


What are the **mindsets** of different segments toward sexual consent?

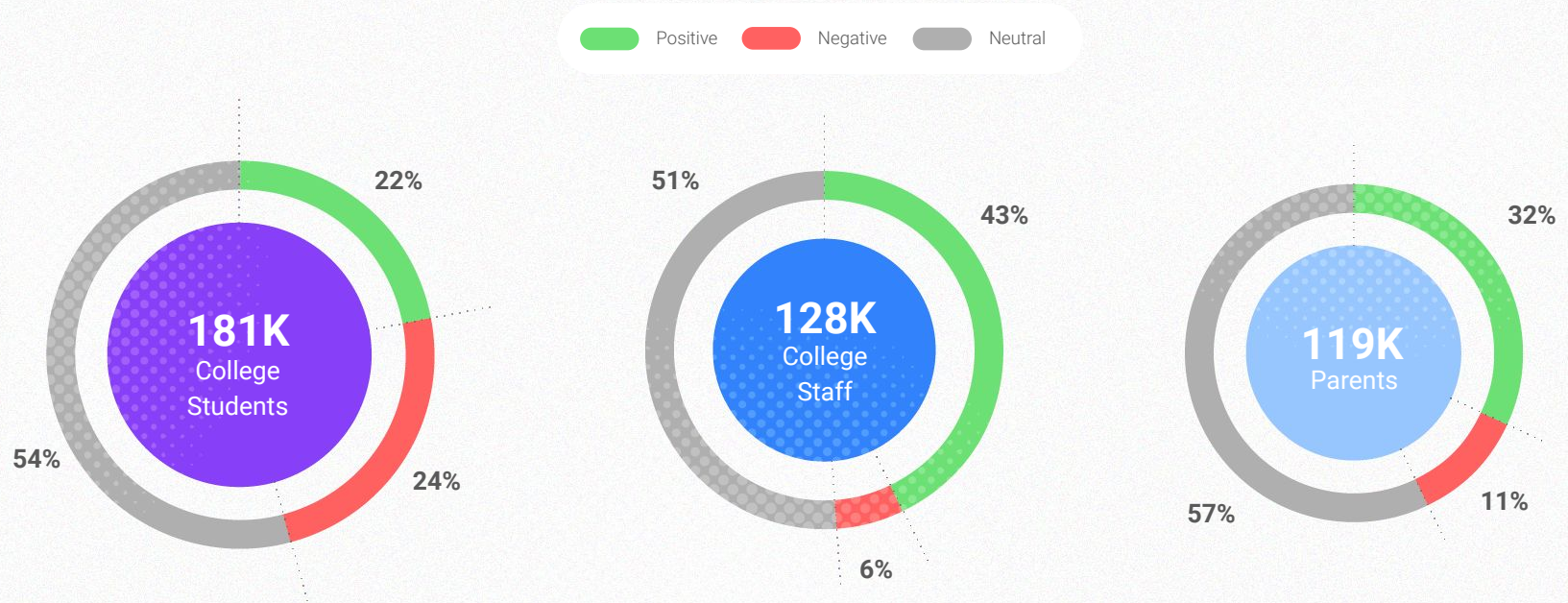


All three groups emphasize a preventative approach to sexual consent, highlighting a shared commitment to clear boundaries. College students lean more toward a protective mindset, suggesting a **heightened focus on safety and boundary-respecting behaviors**. College staff, on the other hand, are almost equally split between preventative and enabled mindsets, reflecting both a proactive stance and a commitment to empowering others to make informed choices.

Parents also emphasize preventative attitudes but balance this with a substantial focus on enabled mindsets, indicating a **desire to equip their children with the confidence and understanding** needed for safe interactions.



How do different segments **feel** about sexual consent?



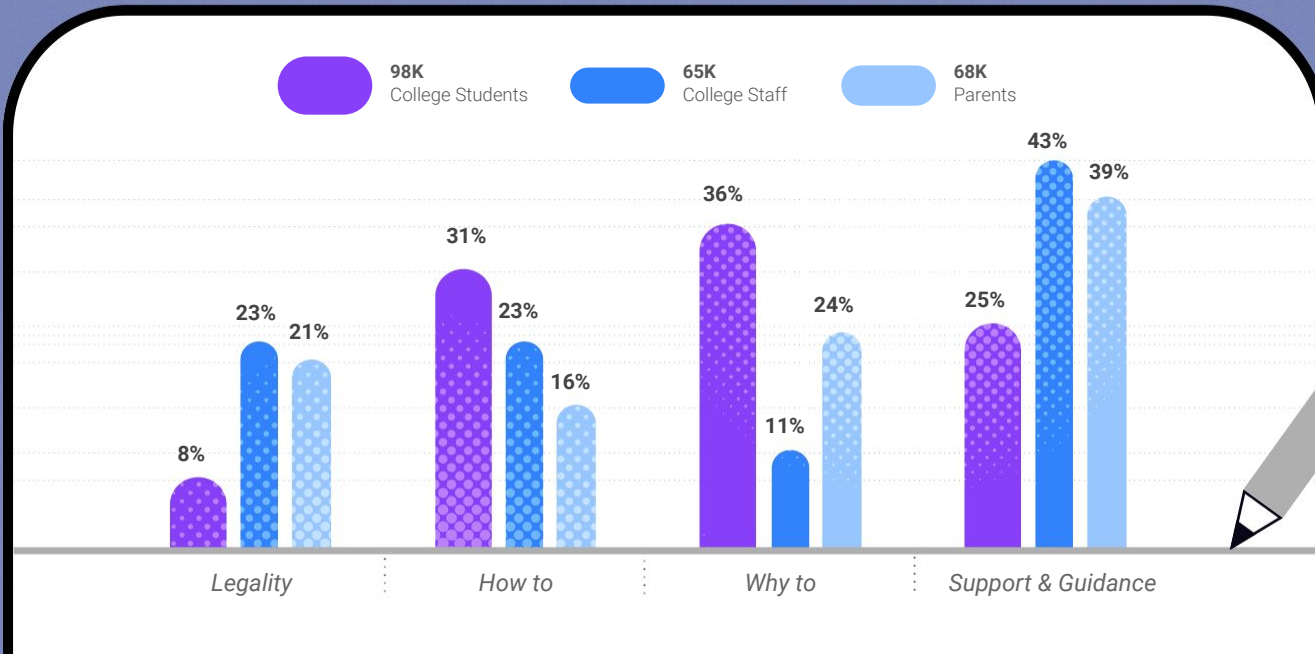
All three segments engage primarily in neutral discussions about sexual consent, suggesting a shared emphasis on seeking or providing information. College staff express the highest positive sentiment, reflecting a supportive stance toward consent education and enforcement.

In contrast, **college students show a relatively higher negative sentiment**, possibly due to concerns or frustrations surrounding consent. Parents, while largely neutral, also exhibit a balanced mix of positive and negative sentiment, likely indicating both support for consent awareness and occasional concerns about its complexities.

What questions are different segments **asking and answering** about sexual consent?

Within neutral discussions on sexual consent, all three groups focus on support & guidance, though this is strongest among college staff and parents, indicating their desire to provide or seek structured advice. College students, however, emphasize “why to” and “how to”, suggesting they’re **actively exploring foundational questions and practical steps** around consent.

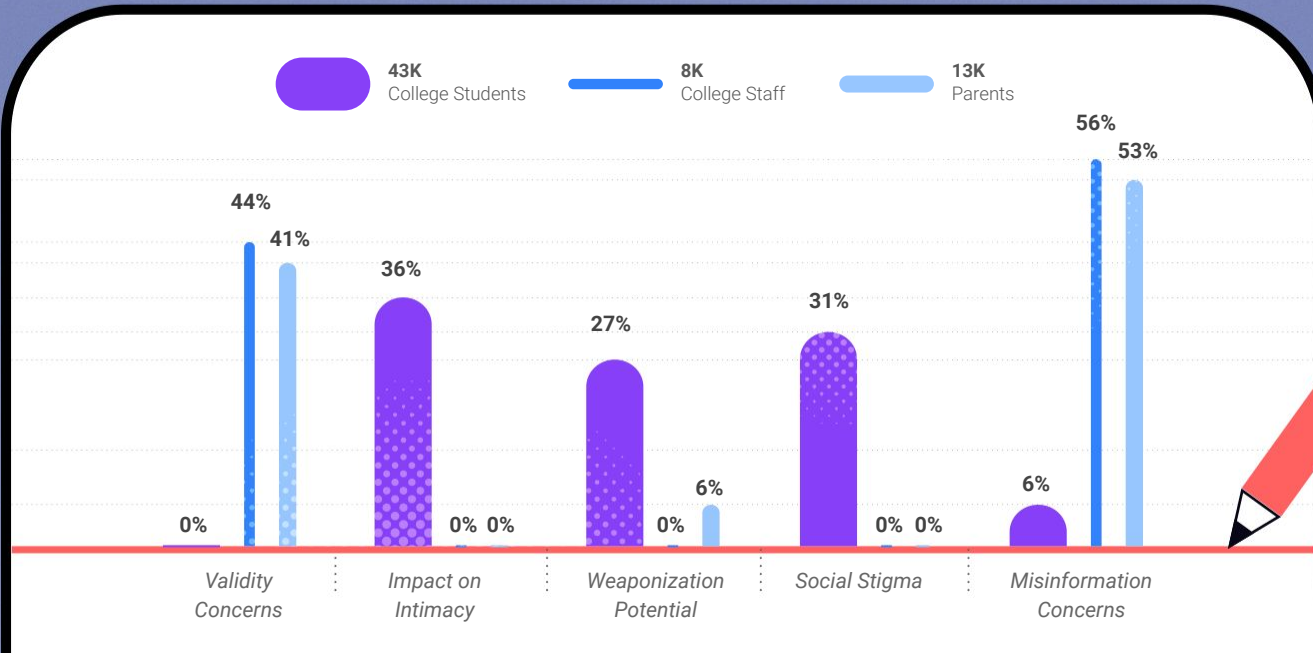
College staff prioritize legality alongside guidance, reflecting a **professional interest in compliance**, while parents’ questions span why to and legality, showing their concern for both moral and legal clarity.



What factors
drive negativity
among different
segments toward
sexual consent?

In their negative discussions on sexual consent, college students focus heavily on impact on intimacy and social stigma, reflecting concerns about how formal consent practices **may affect personal relationships and peer perceptions.**

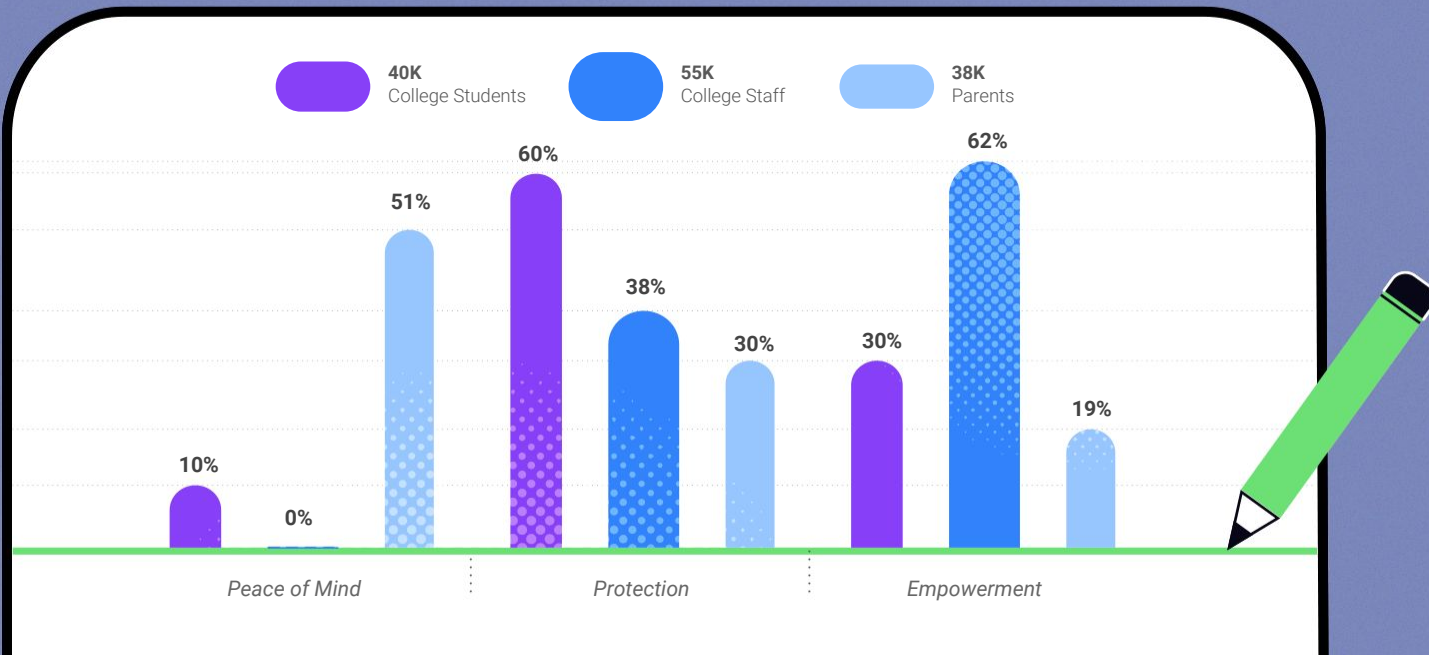
In contrast, college staff are primarily worried about misinformation and validity, likely due to their role in **ensuring accurate information and adherence to standards.** Parents share staff concerns about misinformation and validity but also express slight worry over weaponization potential, indicating a fear that **consent issues could be misused, potentially affecting their children.**



What factors
drive positivity
among different
segments toward
sexual consent?

In positive discussions about sexual consent, protection resonates strongly across all groups, highlighting a **shared appreciation for safety and security**. College students, however, focus primarily on protection with some emphasis on empowerment, indicating they value consent as a means of safeguarding and personal agency.

College staff emphasize empowerment most, suggesting a focus on enabling others to make informed decisions. Parents, meanwhile, prioritize peace of mind, reflecting their **desire for reassurance and confidence in their children's safety and understanding of consent**.



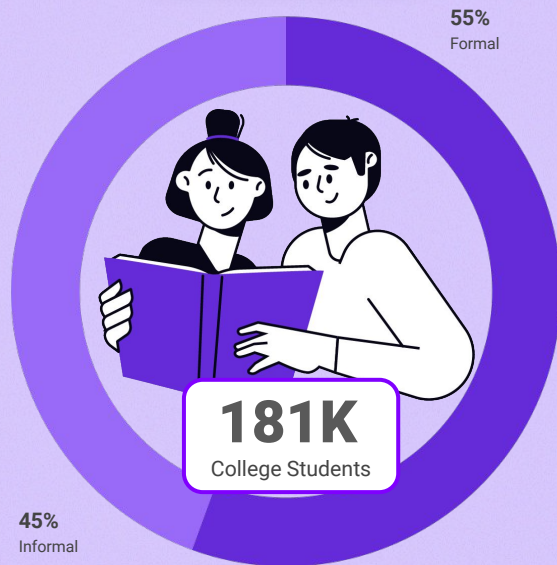
Section V.
Summary

What does the **summary of perceptions** toward sexual consent look like **among college students, college staff, and parents?**

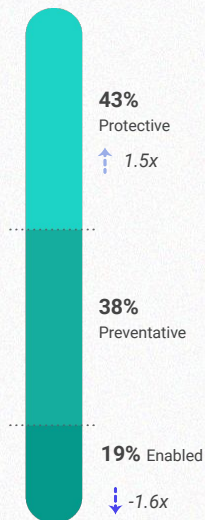


Segment summary: perceptions toward sexual consent among college students

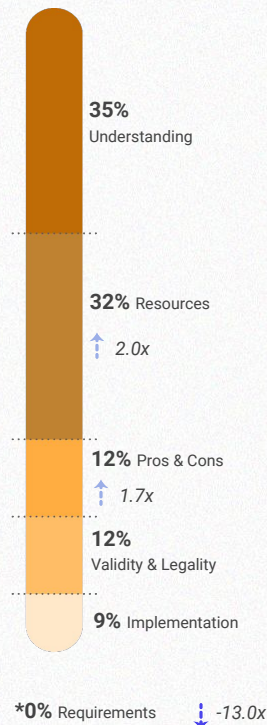
↑ ↓ Variations vs. Overall



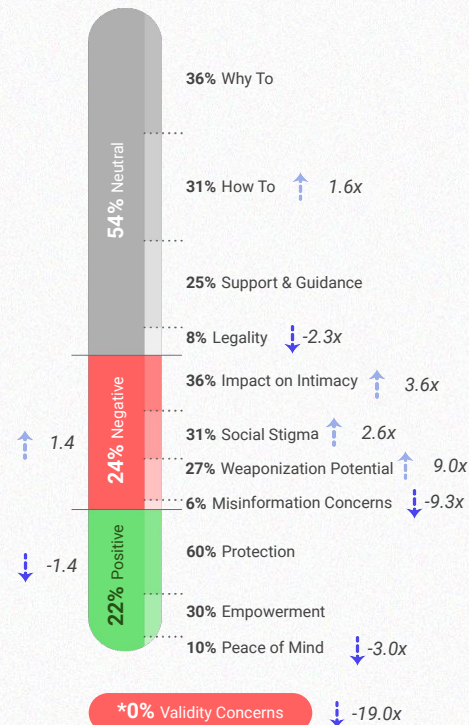
Mindsets: 145K



Topics: 181K

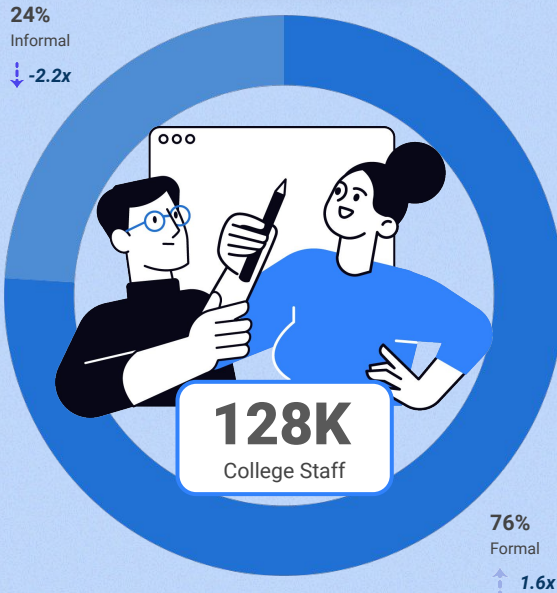


Sentiment: 181K

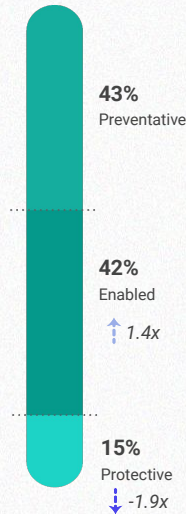


Segment summary: perceptions toward sexual consent among college staff

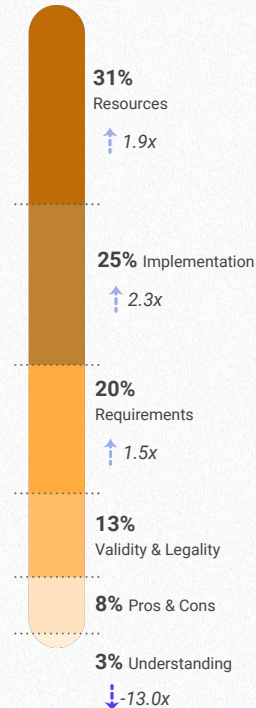
↑ ↓ Variations vs. Overall



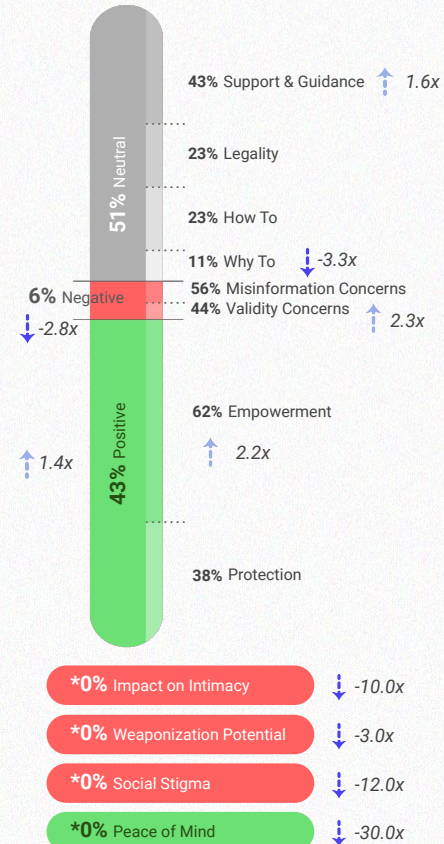
Mindsets:
96K



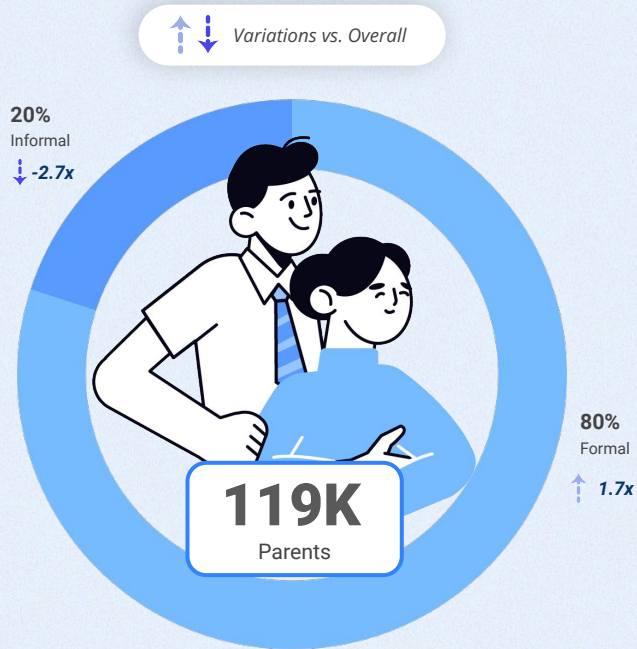
Topics:
128K



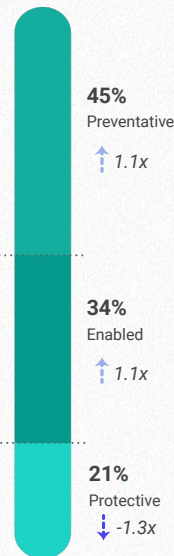
Sentiment:
128K



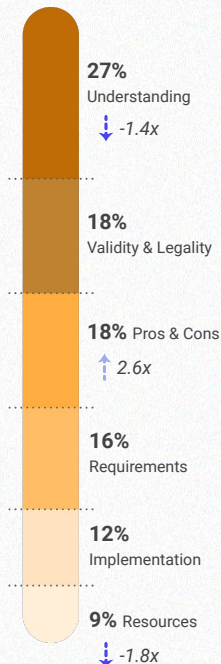
Segment summary: perceptions toward sexual consent among parents



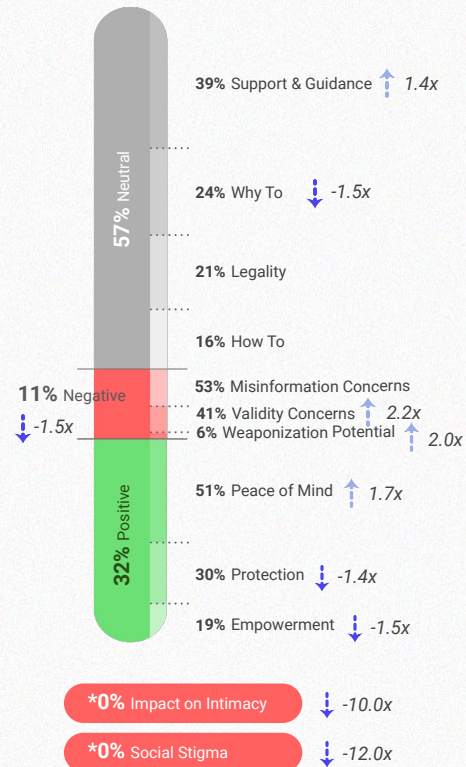
Mindsets: 103K



Topics: 119K



Sentiment: 119K



Insight summary: key insights of perceptions toward sexual consent



181K

College Students



128K

College Staff



119K

Parents



Balancing Formality and Authenticity



Protective and Preventative Mindsets



Mixed Sentiment and the Need for Clarity



Positive Views on Protection and Empowerment



A Structured Focus on Formal Consent



Empowering Through Proactive Engagement



Commitment to Support and Guidance



A Practical Approach Over Emotional Considerations



Consent as a Tool for Security and Structure



A Focus on Clarity Over Emotion



Supportive Curiosity and Desire to Be Informed Allies



Consent as a Source of Peace of Mind

Strategic communication summary: communication strategies for sexual consent based on the data



181K

College Students



128K

College Staff



119K

Parents



Highlight the App as a Safe, Empowering Tool for Education and Protection



Provide Resources and Interactive Content for a Practical Understanding of Consent



Promote Peer Support and Community



Foster a Sense of Control and Personal Agency



Emphasize Consent as a Structured, Practical Framework



Promote Empowerment and Autonomy Through Consent Education



Provide Resources that Support Staff in Guiding Students



Focus on Practicality Over Emotional Considerations in Consent Resources



Highlight Consent as a Foundation for Security and Clarity



Focus on Structure and Practicality in Consent Resources



Offer Resources for Parents as Informed Allies



Highlight Consent as a Source of Peace of Mind



PJN
Strategies



humandot^{plus}

Section VI.

Appendix



Top themes for the **topics of discussion** about sexual consent



Understanding

1. Consequences/Risks
2. Options/Solutions
3. Types

Pros And Cons

1. Protective
2. Embarrassing
3. Preventative

Implementation

1. Documentation Details

[Back to the topics](#)



Top themes for the
neutral sentiment drivers
(asking/answering questions)
toward sexual consent



How To

1. Initiate Agreement
2. Documentation
3. Types

Support/Guidance

1. Peers
2. Online Guidance
3. Family

Why To

1. Prevent
2. Protect
3. Enable

Back to the neutral
sentiment drivers



Top themes for the **negative sentiment drivers** toward sexual consent



Misinformation Concerns

1. Assumed Consent
2. Only Applies To Intercourse
3. Only Needed Once

Impact On Intimacy

1. Mood Killer
2. Embarrassing
3. Stigmatizing

Back to the negative sentiment drivers



Top themes for the **topics of discussion** about sexual consent



College Staff

Understanding

1. Legal Protections
2. Resources/Supportive Tools
3. Types

Pros And Cons

1. Preventative
2. Enabling
3. Non-Binding

Implementation

1. Documentation Details

[Back to the topics](#)



Top themes for the
neutral sentiment drivers
(asking/answering questions)
toward sexual consent



College Staff

How To

1. Legal Requirements
2. Resources
3. Types

Support/Guidance

1. Subject Matter Experts
2. Legal Professionals
3. Administrative Peers

Why To

1. Enable
2. Prevent
3. Protect

Back to the neutral
sentiment drivers



Top themes for the **negative sentiment drivers** toward sexual consent



College Staff

Validity Concerns

1. Legality Concerns
2. Enforceability Concerns
3. Non Binding Concerns

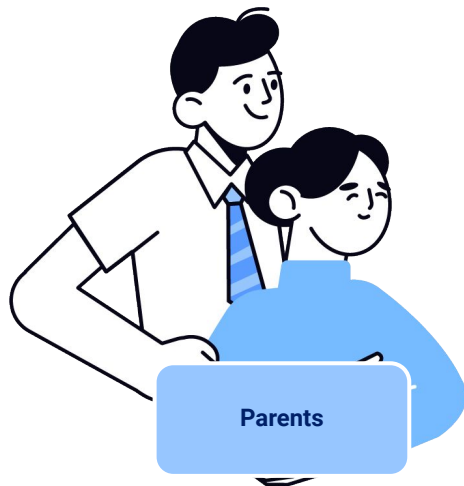
Misinformation Concerns

1. Only Applies To Intercourse
2. Only Needed Once
3. Assumed Consent

Back to the negative sentiment drivers



Top themes for the **topics of discussion** about sexual consent



Understanding

1. Consequences/Risks
2. Legal Protections
3. Types

Pros And Cons

1. Preventative
2. Enablement
3. Non-Binding

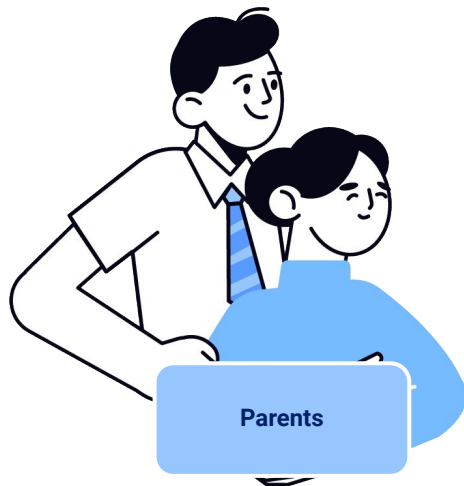
Implementation

1. Documentation Details

[Back to the topics](#)



Top themes for the
neutral sentiment drivers
(asking/answering questions)
toward sexual consent



How To

1. Legal Requirements
2. Documentation
3. Initiation

Support/Guidance

1. Peers
2. School Admin
3. Subject Matter Experts

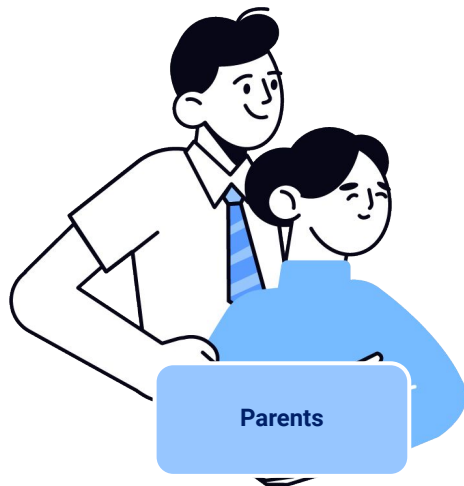
Why To

1. Prevent
2. Enable
3. Protect

Back to the neutral
sentiment drivers



Top themes for the **negative sentiment drivers** toward sexual consent



Validity Concerns

1. Legality Concerns
2. Enforceability Concerns
3. Non Binding Concerns

Misinformation Concerns

1. Only Needed Once
2. Assumed Consent
3. Only Applies To Intercourse

Back to the negative sentiment drivers



Top themes for the **tools or resources** the segments mention when discussing sexual consent

**Overall**

1. Online Sites
2. Templates
3. Apps

College Students

1. Apps
2. Templates
3. Online Sites

College Staff

1. Online Sites
2. Apps
3. Templates

Parents

1. Online Sites
2. Templates
3. Apps

Definitions of the Data

Discussion Context

Formal

Explicit agreement given through written, recorded, or digital means, ensuring clear and documented consent.

Informal

Consent expressed via verbal statements, body language, or perceived mutual understanding, without official documentation.

Mindsets

Preventative

A proactive approach to avoiding situations where consent may be unclear, ensuring clear sexual consent to prevent potential legal consequences.

Protective

Prioritizing safety and well-being by respecting boundaries and protecting against legal risks associated with unclear consent.

Enabled

Empowering individuals to confidently give or withdraw consent, ensuring informed choices.

Topics

Resources

Tools or support systems available to understand, teach, and promote sexual consent effectively.

Validity & Legality

Legal frameworks and standards that determine the enforceability and recognition of sexual consent.

Understanding

Awareness and clarity on what constitutes sexual consent, including types of consent, their legality, and associated risks.

Pros & Cons

Advantages and disadvantages of sexual consent practices, highlighting both the benefits and potential drawbacks.

Implementation

Methods or processes used to establish and ensure sexual consent in interactions.

Requirements

Key factors that must be present for sexual consent to be valid, such as mutual agreement, voluntariness, and clear communication.

Definitions of the Data

Positive Drivers

Peace of Mind

The comfort and security from knowing sexual consent is clear, mutually understood, and legally protected.

Protection

Ensuring personal and legal safety by establishing clear, mutual sexual consent.

Empowerment

Strengthening confidence and control by having the ability to give, or withdraw sexual consent freely.

Negative Drivers

Validity Concerns

Questioning the legality and validity of the sexual consent, and fearing that it can be withdrawn at any moment.

Impact on Intimacy

Feeling that formalizing consent reduces the natural connection or intimacy.

Weaponization Potential

Fearing that sexual consent might be used or manipulated to cause harm or legal trouble.

Social Stigma

Experiencing shame or embarrassment when discussing or requesting sexual consent, and fearing others might find out and judge.

Misinformation Concerns

Concerns arising from a lack of understanding or misinterpretation of sexual consent, its types, and related legal requirements.

Neutral Drivers

Legality

Questions or comments about the legal implications and standards of legal sexual consent.

How To

Questions or answers about obtaining different types of sexual consent, including both informal and formal.

Why To

Discussions on why sexual consent is important, highlighting reasons like safety, legal protection, and healthy relationships.

Support & Guidance

Comments offering or seeking advice, resources, or information related to sexual consent.