

[Victor Orozco, PhD](#)

Senior Economist, Development Impact
Evaluation department, World Bank Research

January 13, 2022

University of Maryland, College Park



Evaluating the Power of Stories... Online

The power of a well-told story

Edutainment is an effective instrument tool to promote behavior change at scale.

- Shows can reach individuals at a deeper level, with characters often serving as friendly and inspirational role models.
- Popular shows can change perceptions of what is “normal” and socially desirable.

It works across contexts and mediums.

- A recent meta-analysis shows edutainment was effective in promoting safer sexual behaviors among youth across multiple mediums and in both developed and developing countries.



Sophie tested negative for HIV! (MTV Shuga)

MTV Shuga

8-10 months later...

- HIV testing **doubled**
- Sexual concurrency **halved**
- Chlamydia infections **halved**
- Likelihood of reporting sexual violence decreased by **a third**



*Weki's teammates find his HIV medicines in his locker.
Their parents ask the coach to expel Weki from the team.*

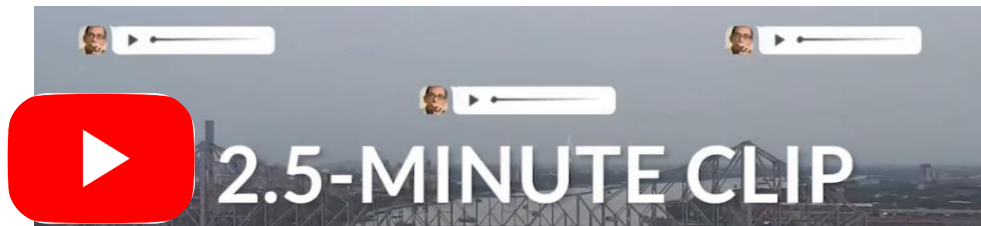
Influential Messengers

These effects were driven by viewers experiencing greater **program immersion** and **emotional identification with characters**.

Celebrities can magnify health messaging and persuade millions.



- ✓ Indonesia: Immunization messages on Twitter were 70% more likely to be passed-on when **authored by celebrities** (and more effective than the celebrity simply passing the MoH message).
- ✓ India: Covid-19 SMS with You Tube links of **Nobel Laureate** increased symptom reporting, social distancing and handwashing, with similar effects for individuals who did not receive the SMS.



VAW and Social Coordination

- **35% of women worldwide having experienced VAW, with Covid-19 worsening this epidemic.**
 - Scaling up resource-intensive interventions may be difficult in low-resource and low-capacity settings
 - **Covid-19** further complicates face-to-face interventions.
- **Stand-alone, low dosage edutainment can be effective in preventing VAW.**
 - RCTs of short programs <30 mins in Nigeria, <20 mins in Uganda, and <60 mins in Mexico.
 - Conducted through community campaigns, this research suggests **social coordination** as an important driver.



Source: Banerjee, La Ferrara, and Orozco 2019b; Green, Wilke and Cooper 2020; Arias 2019

Would Edutainment work online?

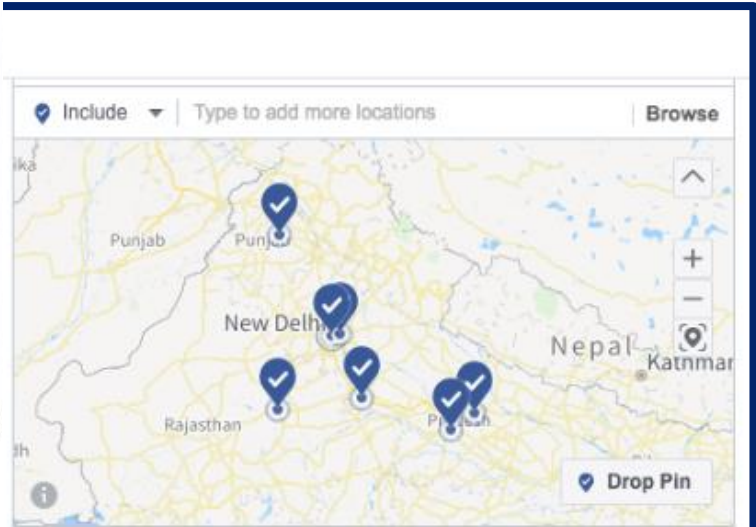
Studying (Virtual) Social Coordination on VAW

- Due to lower communication costs, social media allows one person to be in touch with many more people and learn about prevalent norms.
- In India, 70% of 18-34 y.o. used a Facebook account in 2018.



- **RCT of a social media campaign** designed to reshape gender-equality and VAW attitudes and promote information-seeking behaviors among youth.
 - In India: 18-24 y.o. residing in New Delhi and six other northern cities.

Facebook Geo-targeted ads and Chat surveys

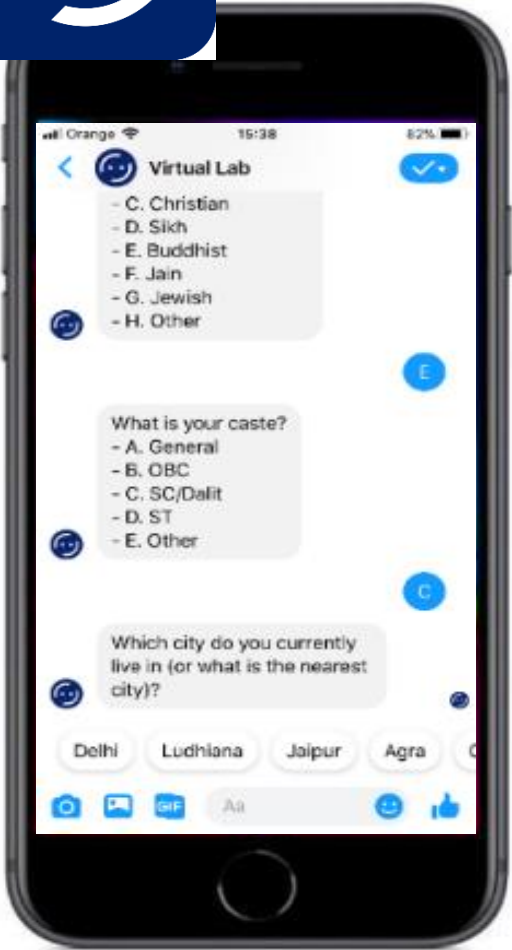
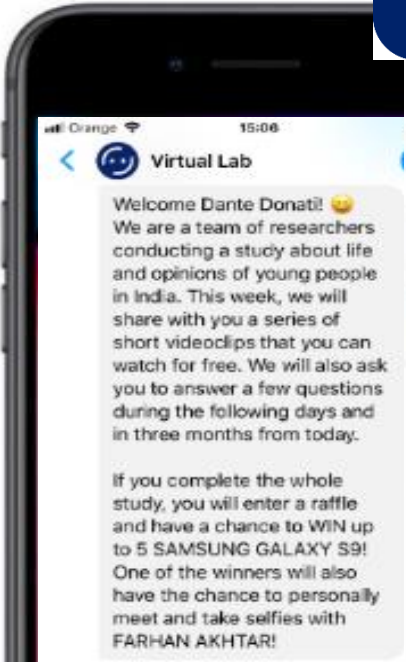


Age ⓘ 18 - 24

Gender ⓘ Women

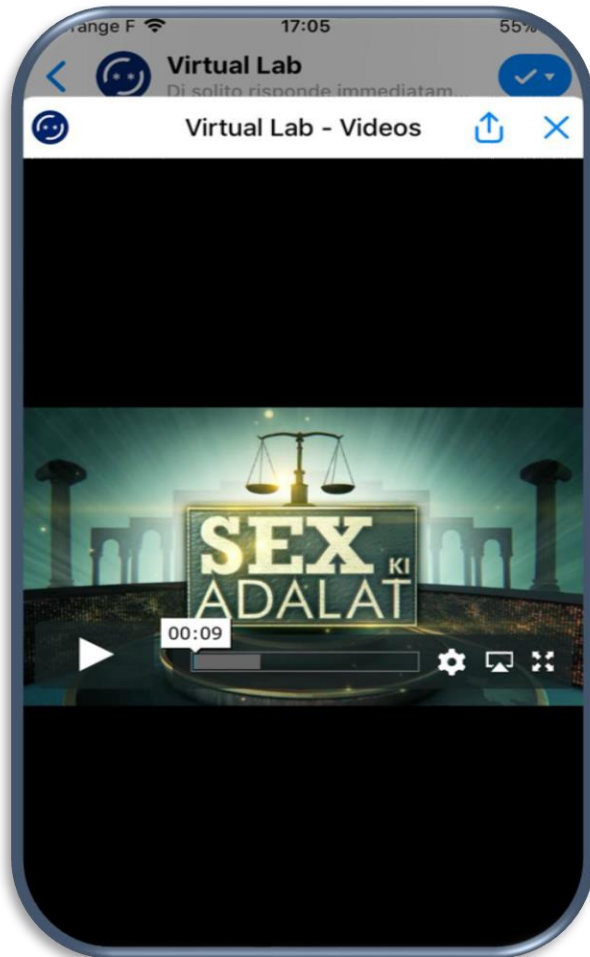
Detailed Targeting ⓘ All demographics, interests and behaviors

Virtual Lab



Objective data

Viewership rates



Online information-seeking behaviors



Displaying public commitment



Study Design

≈33,000 clicked Facebook ad



5,229 filled baseline (16%)



T1. Court of Sex **“Drama”**



T2. Wevolve **“Documentary”**



C. **Placebo** (climate drama)



Total 20-27 mins

1-week (n=606) and 4-month (n=619),
11.7% wrt baseline

1 week later

The entertainment drama...

↑ **0.21 standard deviations**, Knowledge and awareness index

↑ **0.29 SDs**, Gender-equality attitudes index

↓ **0.16 SDs**, Condoning VAW index

- 27% decrease justifying domestic violence wife going out w/o permission.
 - 12% increase willingness report to authorities if a friend experienced physical violence.
-


↑ **0.25 SDs**, Global index




1 week later

The entertainment drama...

 **0.21 standard deviations**, Knowledge and awareness index

 **0.29 SDs**, Gender-equality attitudes index


 **0.16 SDs**, Condoning VAW index

- 27% decrease justifying domestic violence wife going out w/o permission.
- 12% increase willingness report to authorities if a friend experienced physical violence.

 **0.25 SDs, Global index**

The documentary...

 9.4% willingness sharing clips with Facebook friends.

 No statistically significant effects on individual indexes.

 **0.18 SDs, Global index**

1 week later

The entertainment drama...

 **0.21 standard deviations**, Knowledge and awareness index

 **0.29 SDs**, Gender-equality attitudes index


 **0.16 SDs**, Condoning VAW index

- 27% decrease justifying domestic violence going out w/o permission.
- 12% increase willingness report to a friend experienced physical violence

Visit UN Women

 **0.25 SDs**, Global index

The documentary...

 9.4% willingness sharing clips with Facebook friends.

 No statistically significant effects on individual indexes.

Both promoted information-seeking behaviors

Entertainment drama:

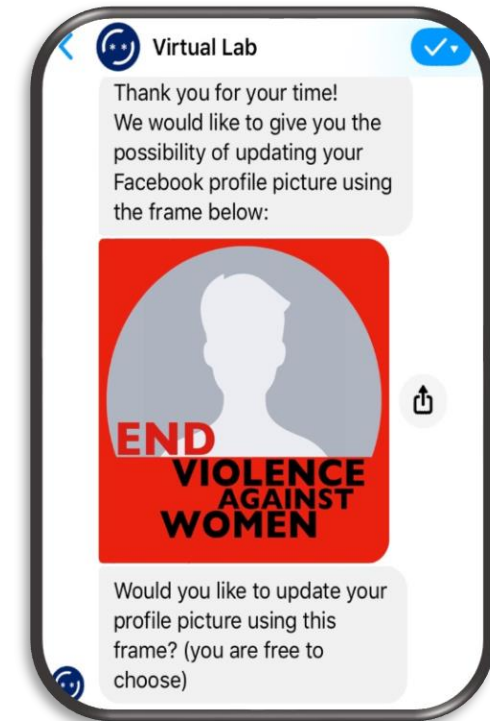
- **85%** more likely to click on gender websites and spend **3.4X more time** on websites compared to controls (0.35 seconds)

Documentary:

- **116%** more likely and **5.8 times more**

4 months later

- For the entertainment drama, only the gender-equality index is stat. sign (**0.20 SDs**), **decreasing a third** with regards to its short-term effects.
- For both formats, all other indexes go in the right direction but are not s.s., suggesting **time-decay relationship**.
- For the documentary, **91%** increase (7.7 p.p.) more likely to add the “End VAW” frame to their Facebook profile picture.



Takeaways

Short edutainment clips delivered through social media campaigns can be effective for:

1. Challenging gender stereotypes and changing attitudes condoning VAW, though message reinforcers may be needed for long-term impacts.
2. Triggering information-seeking behaviors on the web, which may subsequently lead to new behavioral pathways.
3. Sharing videoclips and publicly displaying one's beliefs, potential social coordination mechanisms for broader social change.

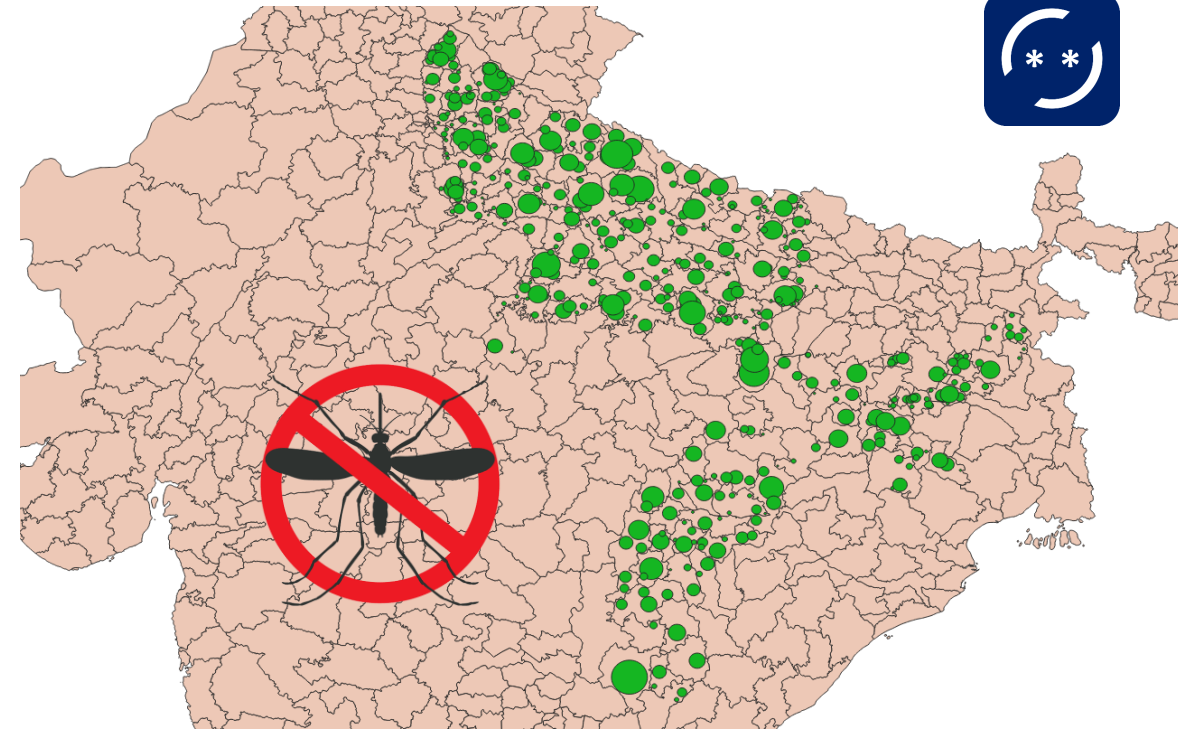
But why stop there?

Online and social media campaigns can do more.

More ambitious social media trials

- Looking at **'real life'** changes with regards to Malaria prevention.
- Social media marketing campaign targeting randomly selected **geographic locations** (vs individuals).
- **Dynamic recruiting** of participants for continuous follow-up from cluster until it is "saturated".

Virtual Lab



malaria
NO MORE

eMBed
Mind, Behavior, and
Development Unit

UAB
Universitat Autònoma
de Barcelona

upf. Universitat
Pompeu Fabra
Barcelona



Development apps



Edutainment +
Social Influencers



Development apps
(E.g., EdTech)



Norad

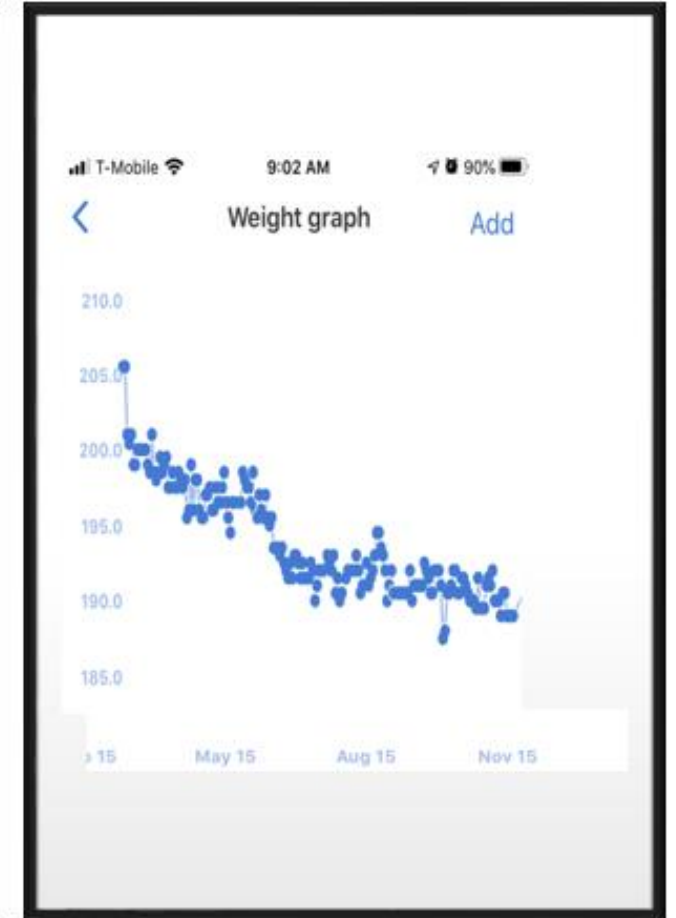
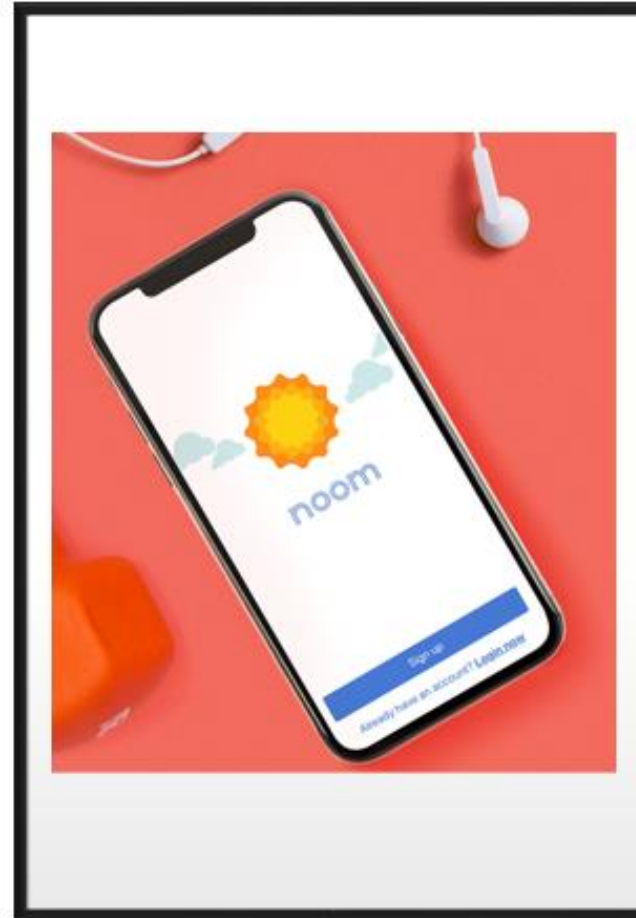
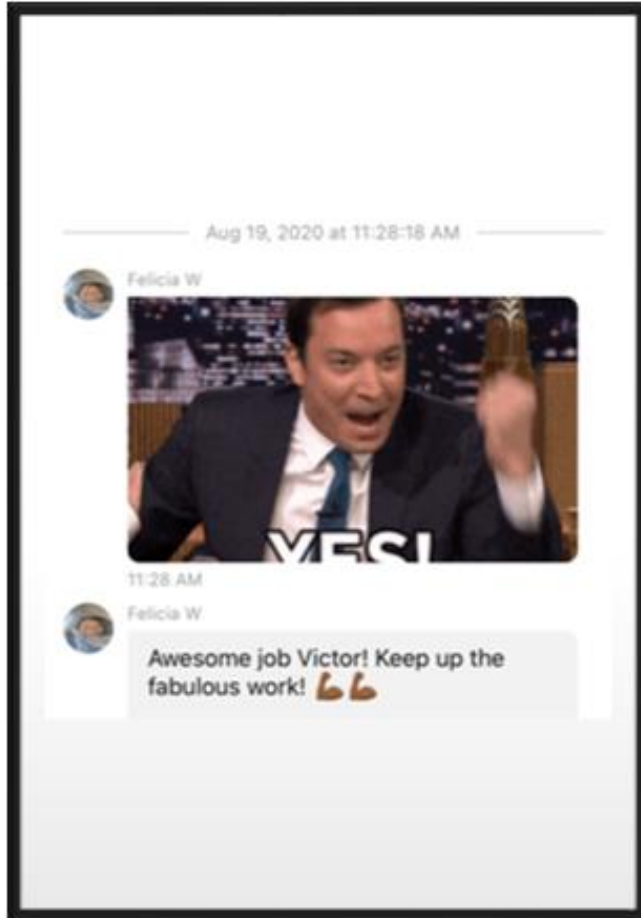


impact(ed)
INTERNATIONAL
Formerly Discovery Learning Alliance



Comprehensive programs, including (Human-Bot) Coaches

n=1



COVID-19 & New Partnerships



Cinta Laura Kiehl @xcintakiehlx · Jul 2, 2015
Vaksin polio dikasih sbyk 4x tweeps saat 1, 2, 3, dan 4 bulan. Apa vaksin

Cinta Laura Kiehl @xcintakiehlx · Jul 23, 2015
Studi thn 1998 yg blg klo imunisasi sebabkan autisme dah dicabut loh tweeps krn datanya ga valid. Baca goo.gl/g1CipJ #Ayolmunisasi



360° campaigns



Complementing supply-side investments

Geo-referencing hot spots (e.g., crashes)
+ Testing prevention policies



New EMS **+ Dial 911 campaigns**



Vaccine distribution **+ Uptake**



Thank you!



<https://www.worldbank.org/en/research/dime/brief/edu-tainment>