

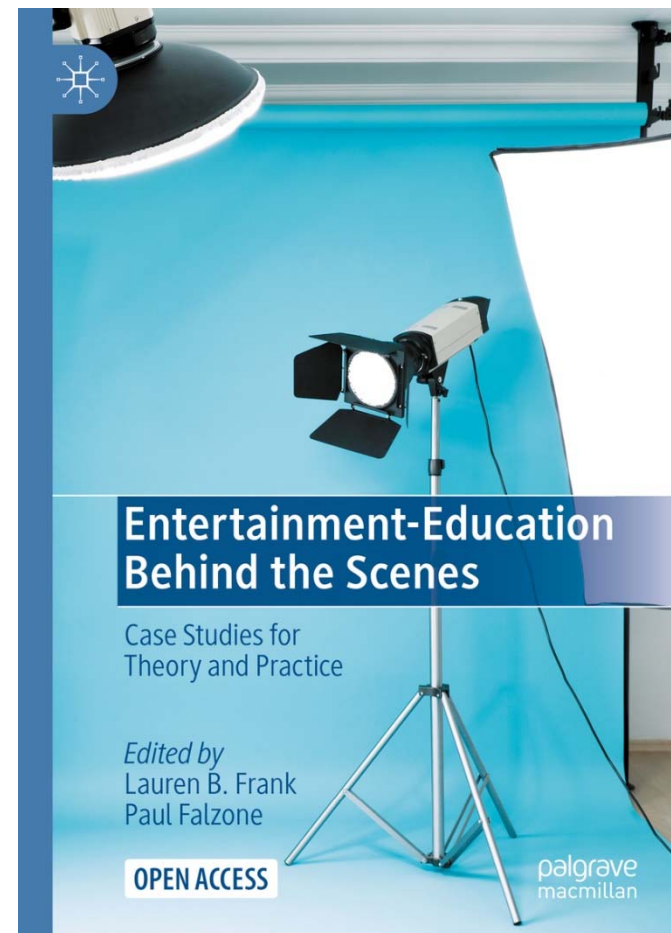
# Entertainment Education for Climate Science

Lauren Frank and Paul Falzone

# Entertainment-Education

<https://www.palgrave.com/us/book/9783030636135>

<https://link.springer.com/book/10.1007%2F978-3-030-63614-2>



# Mass Media Campaigns

“targeted, well-executed health mass media campaigns can have **small-to-moderate effects** not only on health knowledge, beliefs, and attitudes, but on behaviors as well, which can translate into major public health impact given the **wide reach of mass media**”

-Noar, 2006, p. 21, emphasis added

# Perceived Persuasive Intent & Reactance



# Entertainment Education

- Entertainment education is “the intentional placement of educational content in entertainment messages”

Singhal & Rogers, 2002, p.117

- “The narrative structure of entertainment education messages can overcome reactance by diminishing the viewer’s perception that the message is intended to persuade.”

Moyer-Guse, 2008, p. 415

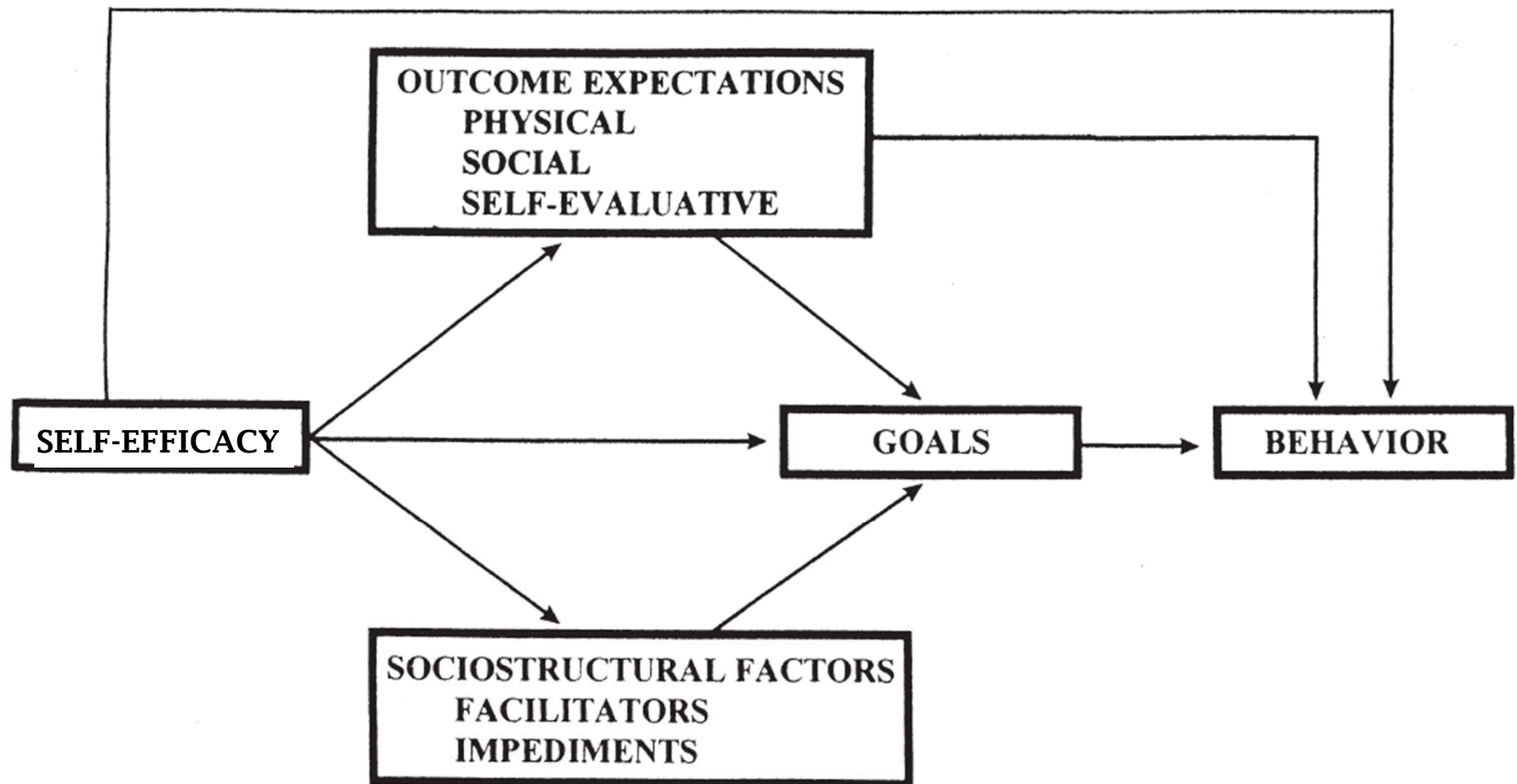
# *AdhaFULL* (Half Full)



<http://www.bbc.co.uk/mediaaction/where-we-work/asia/india/adhafull>



# Social Cognitive Theory





### Tara aka Tab Singh

At ease with gizmos and gadgets, a shy but clever 11-year-old who gains a new name 'Tablet', two friends, confidence and a voice of her own.



### Ketaki 'Kitty' Yadav

Daughter to parents who wanted a son, the 16-year-old Kitty is raring to go! Outspoken and bright, she leads the team and grows up through the series.



### Adrak

Orphan, survivor, the master of 'jugaad', Adrak the 15-year-old is a school drop-out. Full of one-liners and spunk, Adrak finds an anchor in his two new friends.

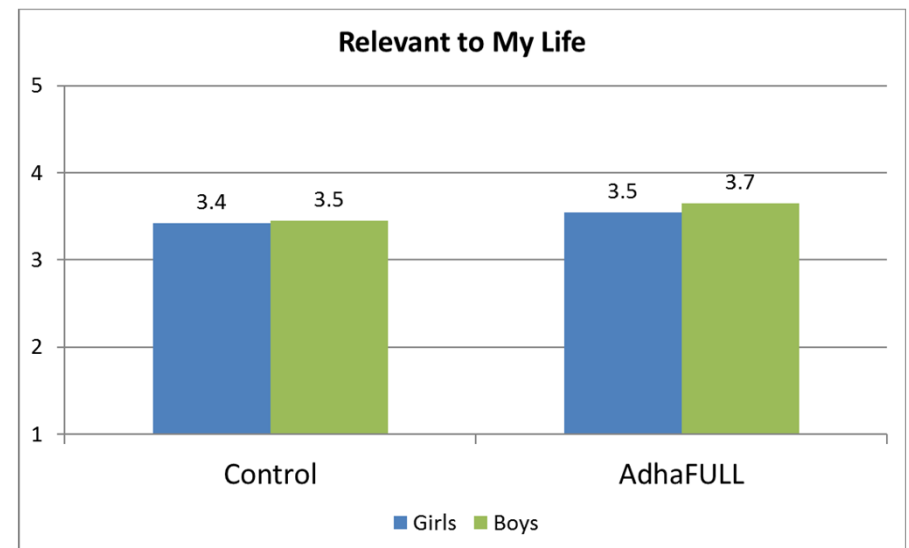
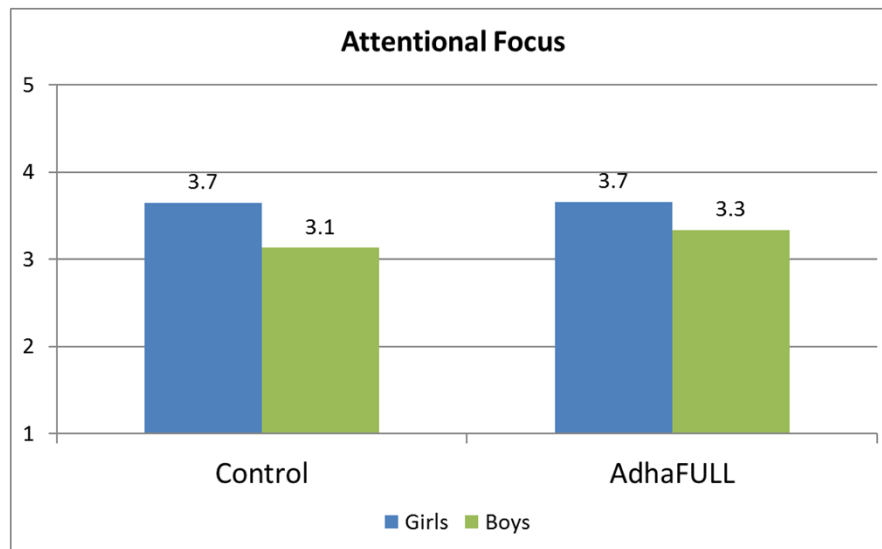


### Roshni aka RJ Nikki

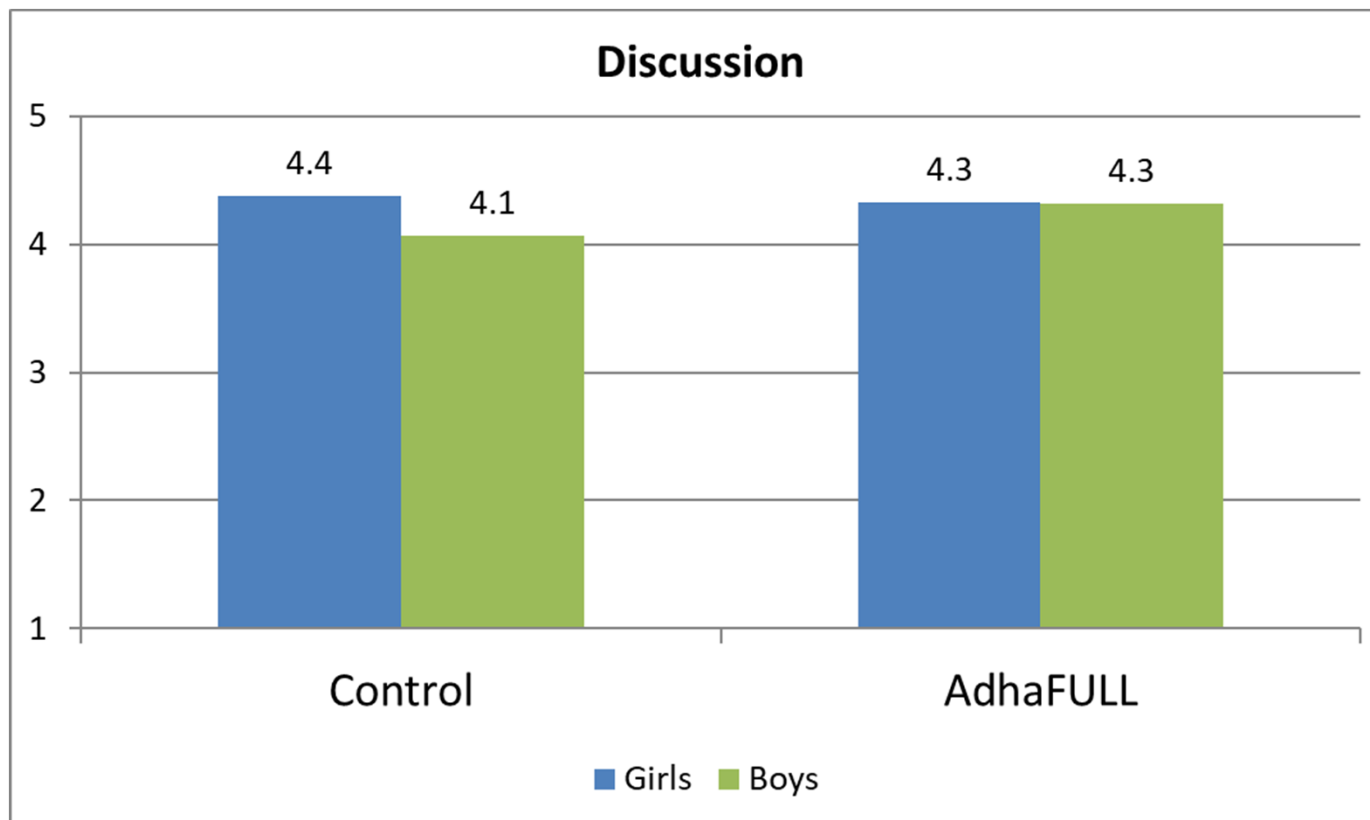
A born leader, Roshni arrives as Badlipur's new teacher. Her mission is to bring about change and she becomes a role model for the AdhaFULL gang. But there's more to Roshni, than meets the eye! But no spoilers here.



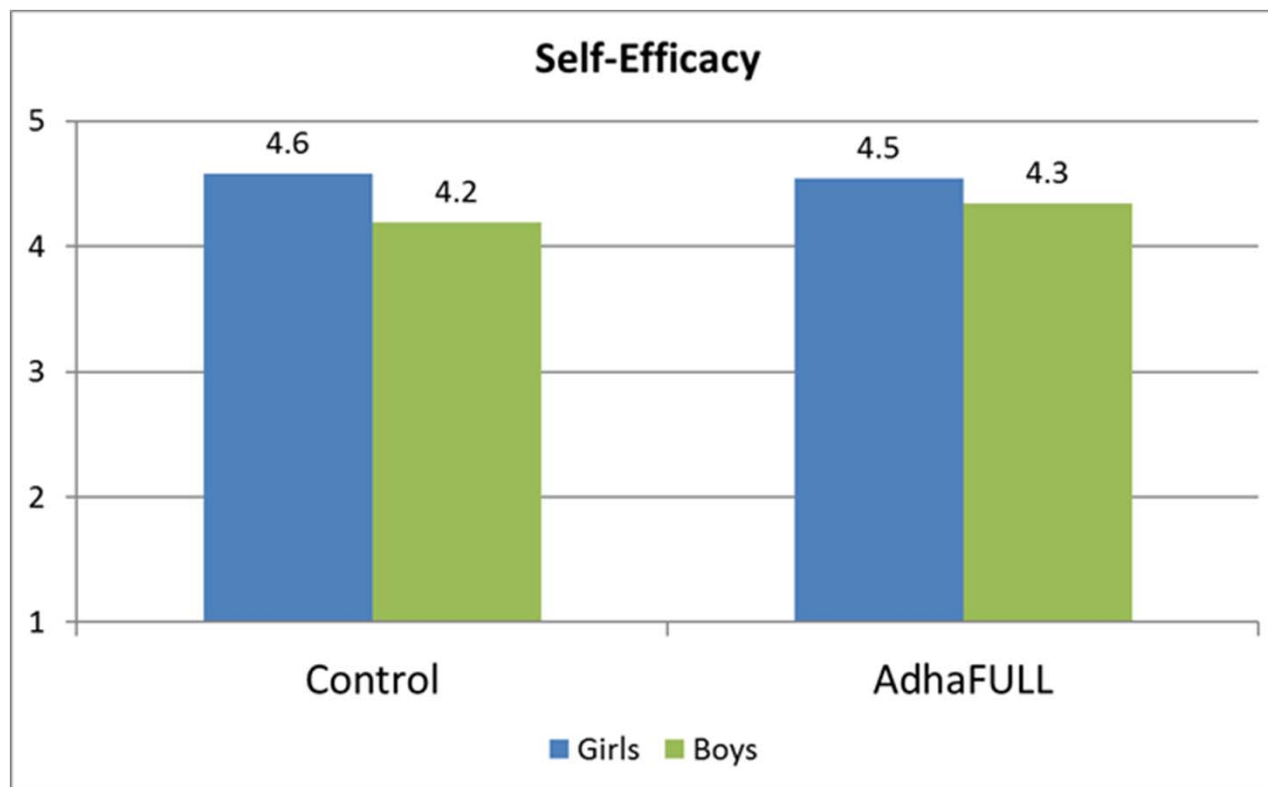
# Results: Engagement



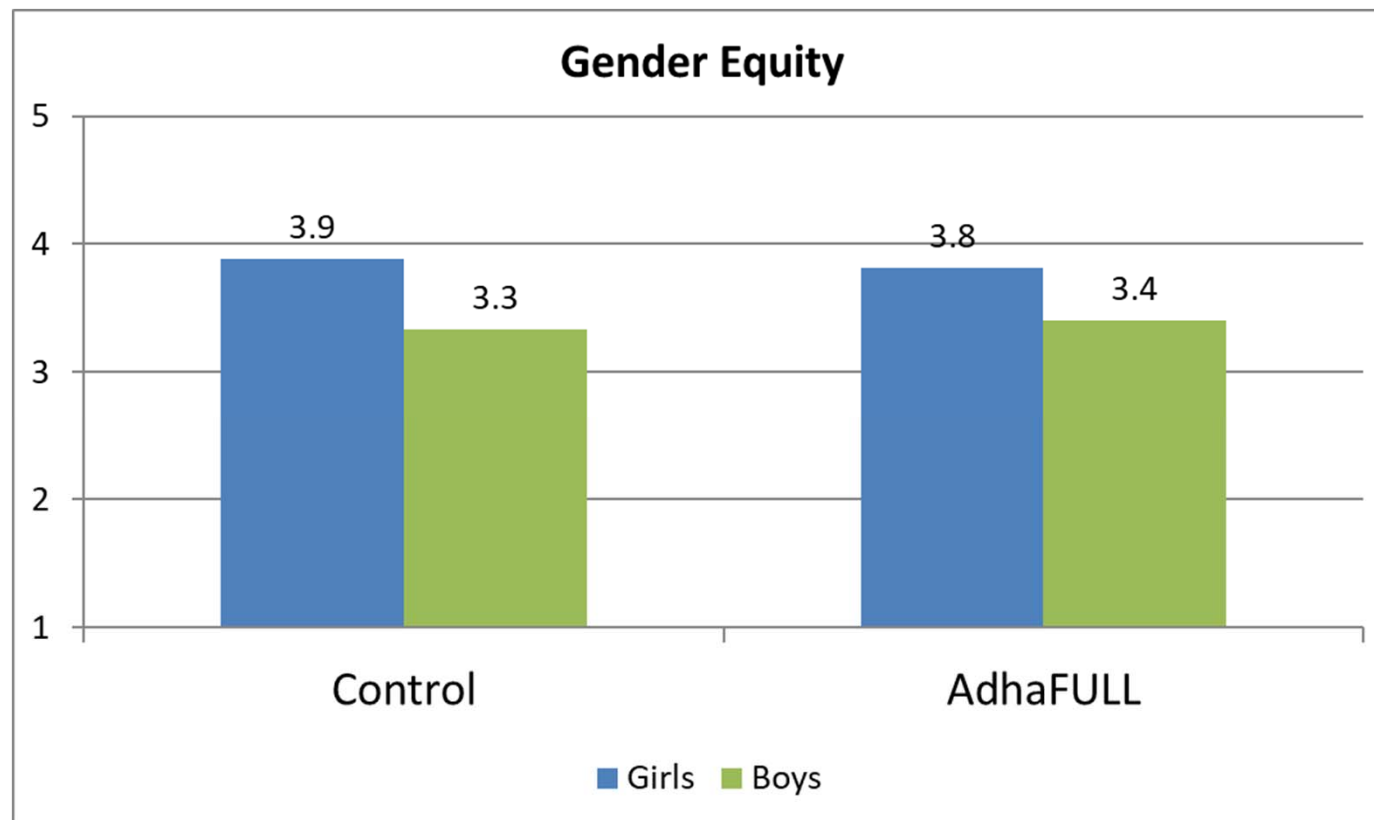
# Results: Discuss



# Results: Self-Efficacy




# Results: Gender Equity Beliefs





# Television: 2 Additional Approaches

# Embedding issues into popular shows


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## Climate Change: Services



Secretary of State Elizabeth McCord (Téa Leoni) in "Madam Secretary" confronts a plan to drill for oil in a biodiverse area of the Amazon.



<https://www.npr.org/sections/goatsandsoda/2021/02/05/947587199/africas-hit-science-show-for-kids-is-coming-to-the-u-s>

# Broadcast: Reach vs. Depth

Broadcast on 34+ television networks across 11 countries in Africa and in the US on The Africa Channel. Across Africa on satellite via “Africa Magic Family Channel.

Streaming on Common Sense Media (Sensical) and Discovery Ed, which is available in half the classrooms in the US and available to over 50 million students and 5 million educators across 90 countries.

Also available on Facebook, Youtube, Etc.



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This work was supported by UNICEF, and BBC Media Action, the international development non-profit of BBC. I would like to thank Joyee Chatterjee at the Asian Institute of Technology and Anna Godfrey, Sally Gowland, Melissa Shannon, Ragini Pasricha, Arif Al Mamun, Soumya Sinha, and Radharani Mitra at BBC Media Action.



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# Thank You!

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