Entertainment Education for Climate Science

Lauren Frank and Paul Falzone
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

Source: Bandura, 2004b, p. 146
**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

**Attentional Focus**
- Control: Girls 3.7, Boys 3.1
- AdhaFULL: Girls 3.7, Boys 3.3

**Relevant to My Life**
- Control: Girls 3.4, Boys 3.5
- AdhaFULL: Girls 3.5, Boys 3.7
Results: Discuss

![Discussion Graph]

- **Control**
  - Girls: 4.4
  - Boys: 4.1

- **AdhaFULL**
  - Girls: 4.3
  - Boys: 4.3

Legend:
- **Girls**
- **Boys**
Results: Self-Efficacy

![Bar chart showing self-efficacy scores for control and AdhaFULL groups, with separate bars for girls and boys. The scores are 4.6 for girls and 4.2 for boys in the control group, and 4.5 for girls and 4.3 for boys in the AdhaFULL group.](chart.png)
Results: Gender Equity Beliefs

Gender Equity

Control: Girls 3.9, Boys 3.3
AdhaFULL: Girls 3.8, Boys 3.4
Television: 2 Additional Approaches
Embedding issues into popular shows

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.
N*GEN Science TV Show - Trailer (YouTube.com/ngentvafrika)

https://www.npr.org/sections/goatsandsoda/2021/02/05/947687199/africas-hit-science-show-for-kids-is-coming-to-the-u-s
Broadcast: Reach vs. Depth


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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Key References


Thank You!

Lauren Frank
lfrank@pdx.edu
http://www.pdx.edu/communication

Paul Falzone
director@pvinternational.org
https://www.pvinternational.org/