



# Understanding Education- Entertainment in Development

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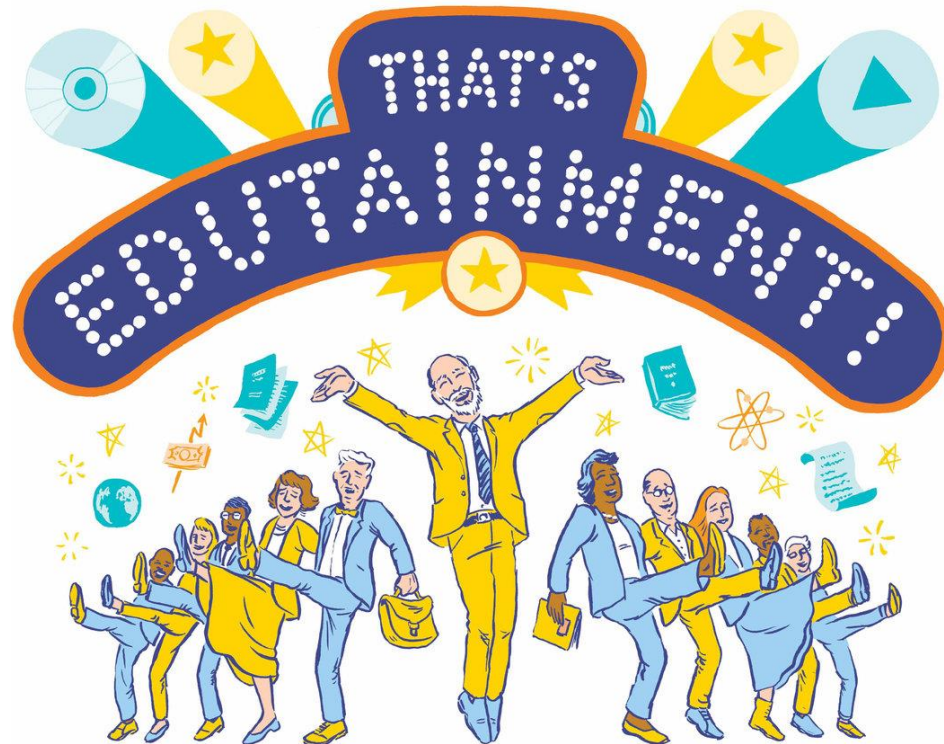
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# Outline

- Define Education-Entertainment.
- Enumerate the purposes of Education-Entertainment.
- Explain why Education-Entertainment works.
- Identify the conditions that would create a greater impact when using Education-Entertainment.
- Recognize the need for Education-Entertainment.
- Select methods to measure the impact of education-entertainment campaigns.

# Education – Entertainment (Edutainment)

is the use of **entertainment genres** to communicate development messages.



EDUTAINMENT

# Entertainment Genres

- Radio and Television Drama
- Street and Stage Plays
- Music Videos
- Video Games
- Transmedia narratives
- Comics
- Romance Novels
- Others





# Music videos: Bollywood on hand-washing



<https://www.youtube.com/watch?v=y8hiPfZQ4tl>

# Animation: “KOMAL” (Preventing child sexual abuse)



<https://www.youtube.com/watch?v=Vky0xqtw6W8>

## Edutainment:

- Creates awareness
- Provides information/knowledge
- Promotes acceptance
- Encourages change/s in behavior



### **Machisma**

**How a mix of female empowerment and steamy soap operas helped bring down Brazil's fertility rate and stoke its vibrant economy.**

# Short film: Road safety (use of cultural / mythical creatures)



<https://www.youtube.com/watch?v=dsWTkqDjFB0>



# Infomercial: Educating girls



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<https://www.youtube.com/watch?v=KNO7i2DQkLY>

# Why Edutainment Works...

- Spectacle: attraction and attention
- Pleasure: opens the mind
- Emotional investment
- Identification: aspiration and modelling
- Finding meaning in the everyday life



EDUTAINMENT

# Street theatre: Mime (Save water!)



[https://www.youtube.com/watch?v=JX\\_RC\\_jzxUQ](https://www.youtube.com/watch?v=JX_RC_jzxUQ)

# Classic Examples of Edutainment

- The Mexican Experience
  - *Acompañame*: Primetime telenovela
  - 500% increase in monthly request for family planning information
  - 2000++ volunteers in Family Planning work
  - 23% increase in 1 year in contraceptive sales
  - 33% increase in women enrolled in family planning clinics
- 34% decline in growth rate after airing of 4 more similarly themed telenovela



Telenovela:

RARE on environmental protection



<https://www.youtube.com/watch?v=hz-3HsFQuZc>

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# Classic Examples of Edutainment

- The Indian Experience
  - *Hum Log*: Social soap opera
  - Moderate success
  - Lack of focus
  - Unrealistic situations
  - Lack of formative research
  - No coordination with institutional support

# Learnings

	IMPACT ON DEVELOPMENT	
	LOW	HIGH
Messaging Intent	Explicit	Implicit
Source Identification	Outright	"Anonymous"
Approach	Top-down	Interactive- Participatory
<i>Effect</i>	<i>Increase Participation in Development Programs</i>	<i>Cultural Shift</i>

# Using Edutainment

- Defining the communication objective and strategy
- Knowing your audience (*outside-in approach*)
- Finding a fit: objective, audience, and resources
- Incorporating the communication strategy in the development program (*including hiring communication experts*)
- Cost: PhP250K up



# Measuring Effects

- Documenting actual experience
- Analysis of reactions and comments
- Formal pre-test and post-test studies  
(*qualitative or quantitative*)



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## Why street drama?

- More effective in attracting interest of community members
- Mirrors their daily lives:
  - Use of water
  - Hygiene
  - Importance of managing sewer assets



Greater Colombo Wastewater Management Project, Sri Lanka



- PMU used Forum theatre concept
- Very basic script used – modified depending on interaction with audience
  - 2-way interaction with audiences to find solutions for common problems







- Reached different audiences
  - People in under-served settlements
  - Government staff (midwives, public health inspectors, police)
  - School kids
- Different waste water-related issues for each audience

- LKR 1.1M (\$8,000) for drama production + display
- 30 street dramas conducted
- Very effective to increase awareness, but behavior change will take longer
- To attract more audiences, PMU proposed to distribute snacks

