Media as a Tool to Increase Inclusivity

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#ADBSkillsForum

SESSION 7A: How Can Technology Enhance Inclusivity?

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- Founded in 2005
  - Civic Education, Diversity, Inclusion, Gender Equality
  - Commercial and Int'l Dev Arms

- Multi-platform communications
  - Animated Cartoons, Comic Books, Games, Social Media and Academic Curricula

- Media

  - Entertainers
  - Subject Matter Experts
  - Local Teams

- Social Problems and Normative Values

- Children & Values Development

- Impact of Entertainment

Middle East
- Jordan
- Lebanon
- Iraq
- Syria*
- UAE*
- KSA*
- Oman*
- Bahrain*

N. Africa
- Tunisia
- Morocco
- Libya*

Asia/Pacific
- Pakistan
- Afghanistan
- Philippines

Europe
- Netherlands
- Macedonia
- Serbia
- Greece

L. America
- El Salvador
- Jamaica*

Government of the Netherlands

DEPARTMENT OF STATE · UNITED STATES OF AMERICA

Foreign & Commonwealth Office

Australian Aid

Global Affairs Canada

Save the Children

RELIEF INTERNATIONAL

Teach For All

unicef

UN WOMEN

BiGBaDBoo STUDIOS

PROPERTIES

16 HUDSON

MIXED NUTZ

1001 nights.

JUDGE JODHI

Oscuro

The Bravest KNIGHT WHO EVER LIVED

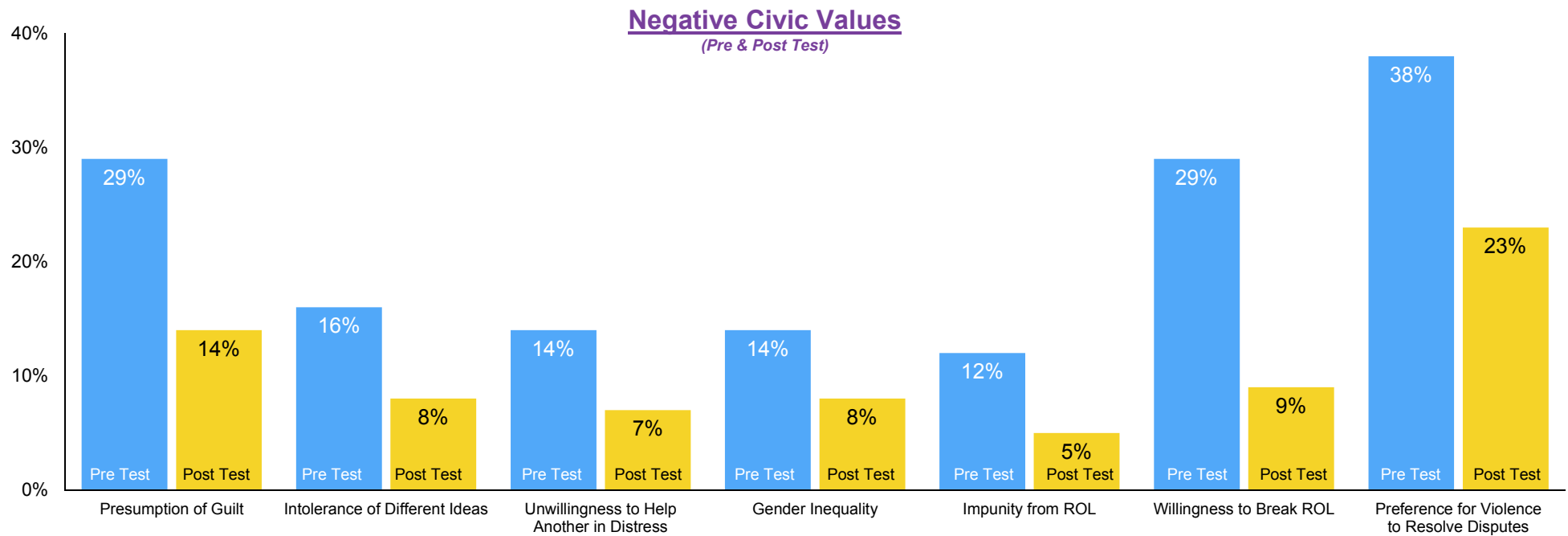Isla Maganda
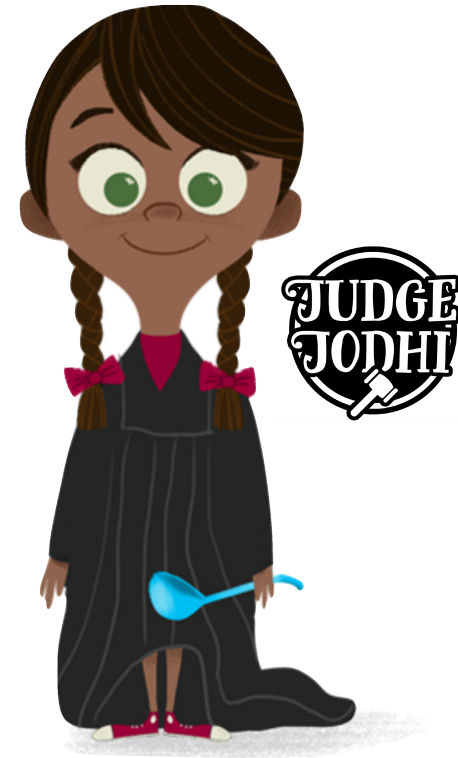
Pre and post values tests measuring _negative civic values_ shows a significant decline across all values measured.

Negative Civic Values
(Pre & Post Test)

	Pre Test	Post Test
Presumption of Guilt	29%	14%
Intolerance of Different Ideas	16%	8%
Unwillingness to Help Another in Distress	14%	7%
Gender Inequality	14%	8%
Impunity from ROL	12%	5%
Willingness to Break ROL	29%	9%
Preference for Violence to Resolve Disputes	38%	23%

N=318
318 in Pre-Test; 318 in Post-Test

IMPACT ON INCLUSIVITY

Based on these results, there were significant declines in negative civic values in all categories.

Reduction in Negative Civic Values
(Pre & Post Test)

Percent of Change from Pre to Post Test

Category	Value
Presumption of Guilt	-52%
Gender Inequality	-41%
Intolerance of Different Ideas	-52%
Unwillingness to Help Others	-51%
Impunity from ROL	-59%
Willingness to Break ROL	-67%
Pref for Violence for Disp Resolution	-39%

N=318
318 in Pre-Test; 318 in Post-Test

Save the Children - M&E Report
BARMM Pilot 2018-2019

**Improvement in Civic Values Scores from Pre to Post-Tests
By Number of Lesson Plans Taken**
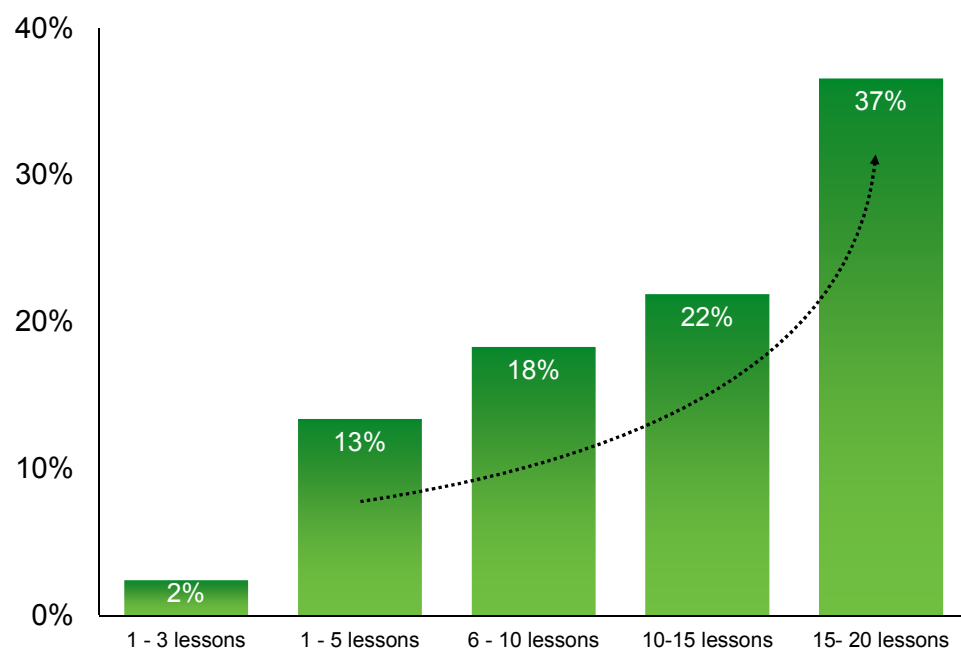
37% Vulnerable

40%

30%

20%

10%

0%

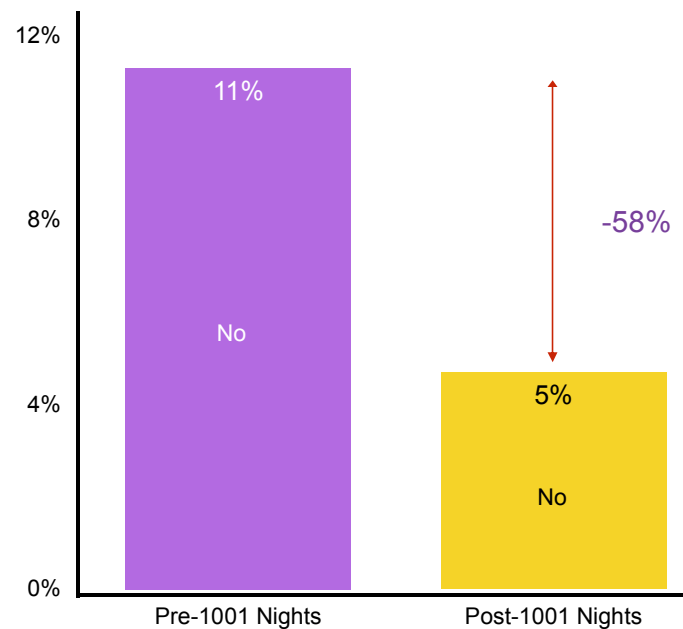0   1   2   3   4   5   6   7   8   9   10
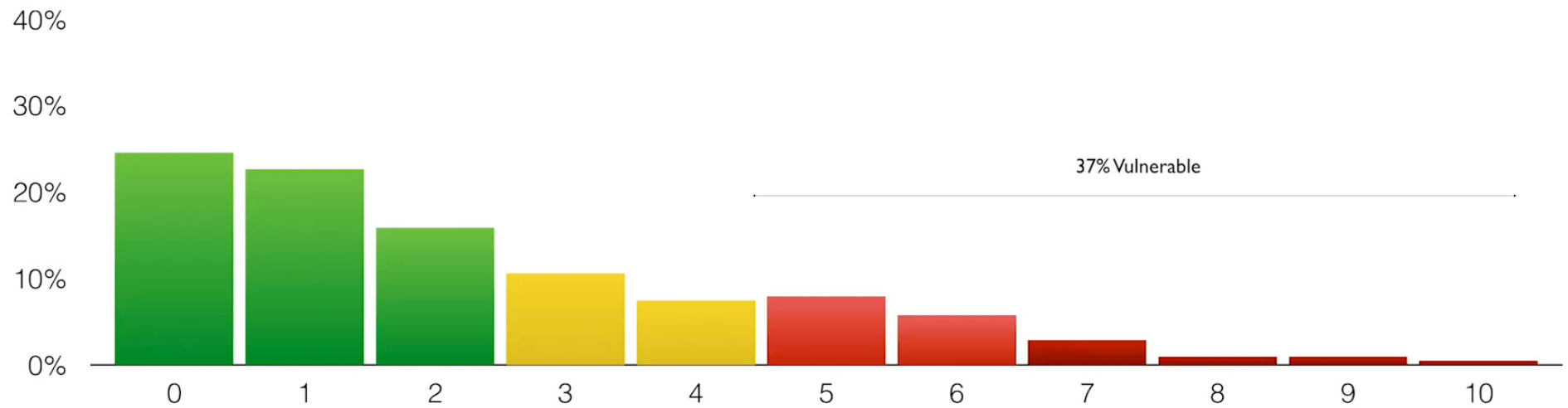
N=318
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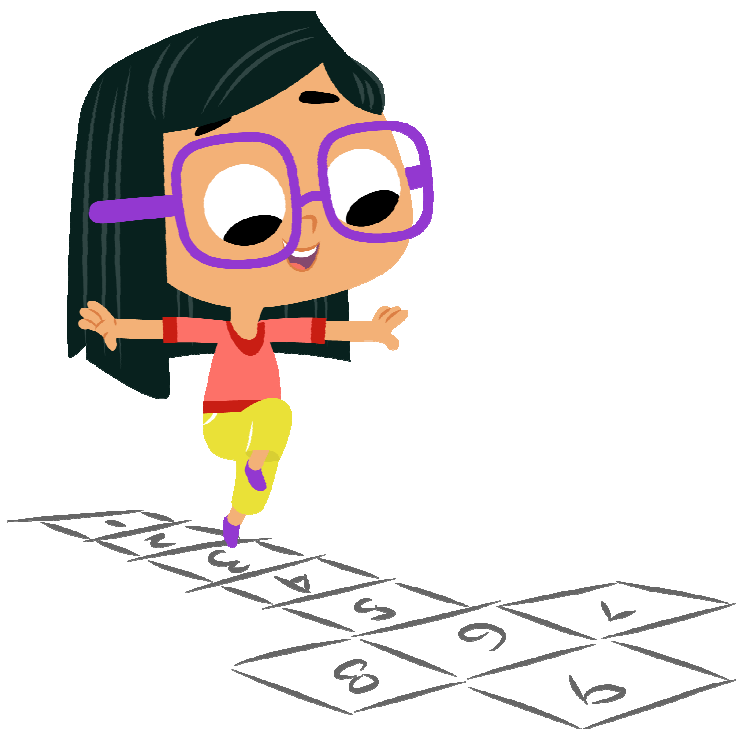
Do You Want to Go to School?

N = 318
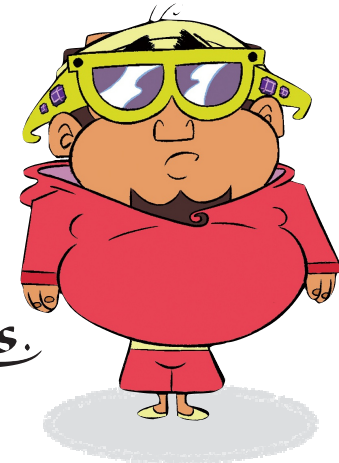
CRITICAL THINKING AND RESILIENCE BUILDING

5-7 Years/Family

7-9 Years/Family

9-12 Years/Family

Isla Maganda

Building the foundations for more pluralistic, inclusive, democratic and peaceful societies