

Stories and behavior change=E-E

- Using stories for population-based behavior change now known as “entertainment-education” (E-E)
- Modern origins in Latin American *telenovelas*
 - *Simplemente Maria* and the Golden Sewing Machine
 - Miguel Sabido and Televisa’s social change *telenovelas*

Science-based E-E programs

- Further development: David Poindexter (PCI), Hopkins/CCP
- More formal evaluation numbers available, e.g., serial melodramas on family planning in the Middle East (TV) and on AIDS prevention in Tanzania (radio)

Key findings from Middle East E-E family planning programs

	Turkey 1 3 ep, N=2148	Turkey 2 2 ep, N=428	Pakistan 6 ep, N=2118	Egypt 16 ep, N=524
Recall	61 (+ 19 other mess.)	37	60	78
Discussed with others	63	15	47	37
Intent to visit FP	20	29	28	49
FP visit	6	N/A	9	N/A

Source: Larry Kincaid, CCP, Johns Hopkins. All numbers shown are percentages

Tanzania radio E-E

- Field experiment (central part of country own radio market, radio widely diffused, held out as control)
- 160 focus groups/4800 interviews before production
- 204 episodes
- AIDS and related family planning/family practice themes (see Vaughn & Rogers, Singhal & Rogers)

Tanzania E-E key results

- 600% increase in condom distribution in treatment vs 140% increase in control communities over 3 years
- 72% of listeners claimed a behavior change (fewer sex partners, condoms, no razor/needle sharing) as a result of listening
- about 8.5% of new family planning adoptions could be attributed to listening

Key elements of E-E

- Intensive formative research and pretesting
 - issues, characters, story lines
- Negative, positive, transitional role models
 - similar but socially appealing
- Use of epilogs
- Especially well-suited to developing countries given fewer competing media channels

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- Theoretical foundations of E-E:
Social learning theory

- Social learning/social cognitive theory (Bandura)
 - vicariously witnessing positive and negative reinforcers
 - modeling from similar but attractive models
 - gaining self-efficacy and learning skills (e.g., how to discuss birth control with religious conservative husband) via modeling

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- Theoretical foundations of E-E:
Psychology of narratives

- Humans are social information processors
- Process stories very efficiently, minimal effort, high recall (eg Bower et al)
- Absorption is very high (eg Graesser)
 - “suspension of disbelief”
- Evidence that fiction can change beliefs (eg Slater, Green & Brock, Gerrig & Prentice, Strange et al.)

Narrative and persuasion

- Resistance to persuasion via counterarguing of arguments (Petty & Cacioppo, ELM)
 - eg, people will dismiss statistics inconsistent w/ their beliefs
- But if someone engaged with a story, not possible to remain engaged and counterargue simultaneously
 - eg, colleagues & I have found 1) that resistant subjects who will normally have 20% or so of responses be counterarguments will have virtually none in response to story, 2) even brief anecdotes are persuasive where statistics are not

Assimilating E-E persuasive effects

- The more engaged with a story and characters, then, less likely to resist persuasive content
- Still need to assimilate from fiction into beliefs...probably why epilogs and discussion with others important...research needed into these as mediating elements

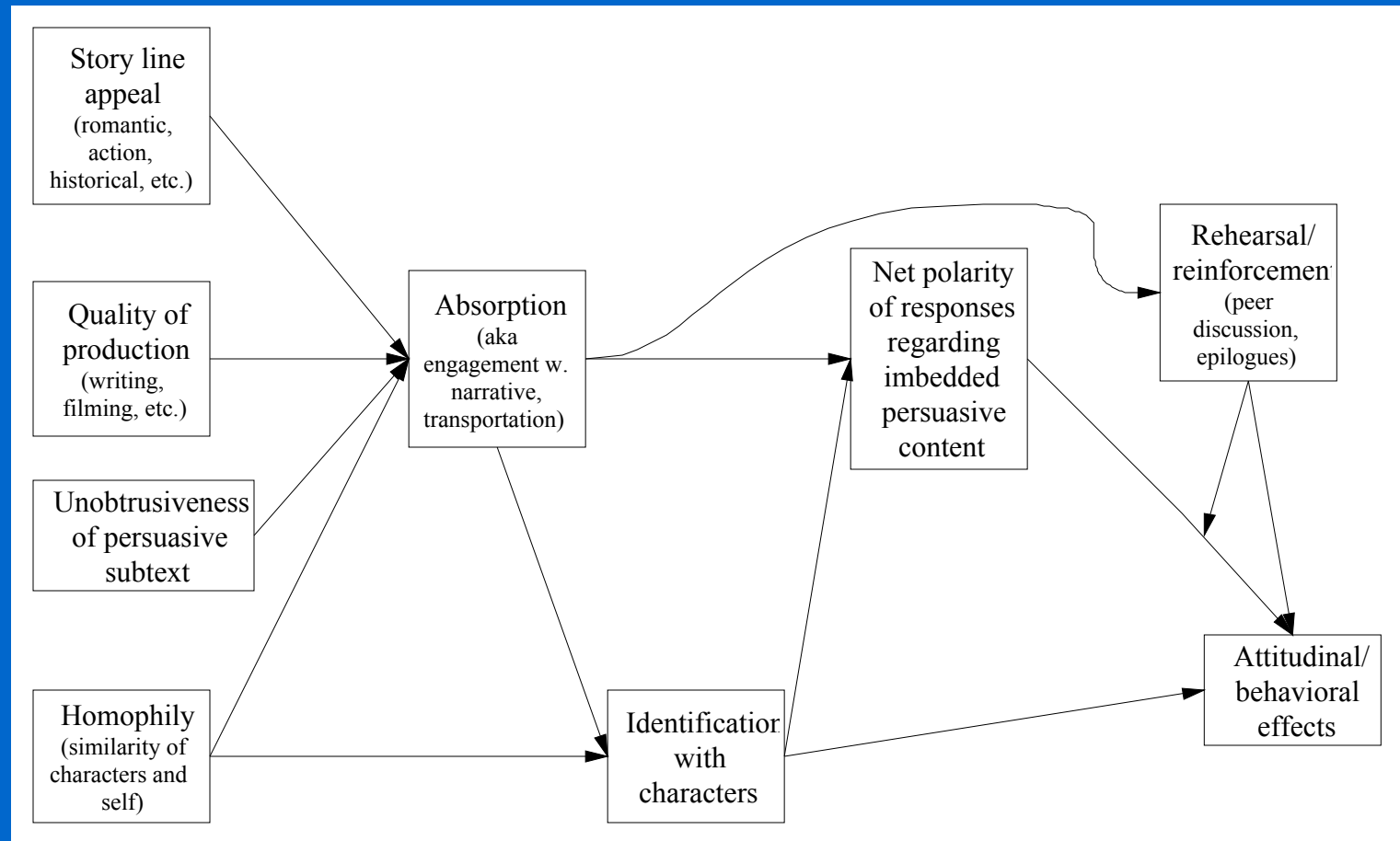
But what makes narrative involving?

- Melodrama...sex, family, death...
reproductive health lends itself to E-E!
- No scientific formula for creating stories
and characters that move people deeply...
guidelines to maximize possible effects on
behavior, but that's why lots of pretesting
and top creative talent needed

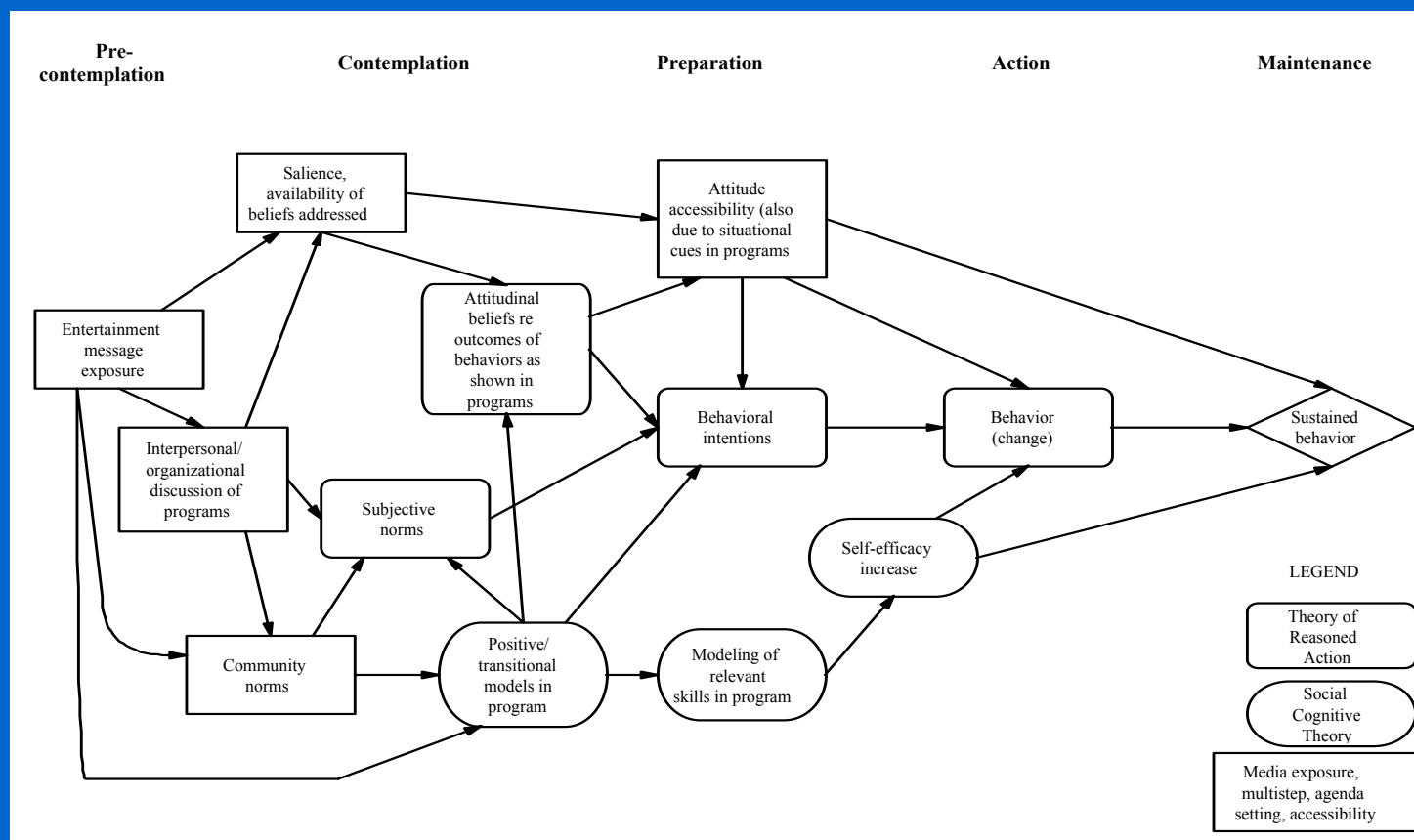
Identification with characters

- Identifying with characters clearly crucial
- What elements should we look at?
 - Similarity of characters to self and peers
 - Liking of characters (note same/opposite sex issues here!)
 - Empathy!! Feeling their emotions (can identify w/ people very different than self...Roots!)
 - Do different dimensions have different outcomes?

An E-E processing model



E-E and paths to behavioral impact



E-E: issues and challenges

- Expense
 - full E-E efforts demand investment in formative research, production, evaluation
 - smaller-scale, low-cost efforts have been well-received
 - comic books using photos (*fotonovelas*)
 - not much data on efficacy

More issues and challenges...

- Casting, characters, story construction slips
 - *Hum Log* had a key “negative” character who was seen by conservative viewers as a ‘spokesperson’
 - the Archie Bunker phenomenon
 - focus on transitional characters
- Sexual responsibility pop song in Mexico
 - big hit...but one of the stars got in sex scandal

Research issues

- Understanding identification with characters
 - differential effects of various dimensions?
 - Same vs cross-gender effects?
 - Identification and negative, positive & transitional characters
- How do epilogs work? How to maximize impact?
- Using E-E in new media and with youth