Behavior change campaigns are all around us. By providing information and invoking socially acceptable norms, these campaigns guide us towards positive behavior change. Storytellers, behavioral scientists may help make behavior change campaigns effective. The World Bank’s 2015 World Development Report “Mind, Society and Behavior” notes that entertainment education or the purposeful use of mass media entertainment may be an effective tool to change norms and behaviors for millions of individuals.

Mass media campaigns have the power to update audience views of what is “normal” and socially acceptable behavior, especially among poor and less educated populations.

**CONTEXT**

Every year, governments and development partners invest millions in information and behavior change campaigns. However, evaluations and systematic reviews consistently show that such development
interventions have limited impact on changing behavior, such as reducing risky sexual behavior (Carvalho et al 2011, Moreno et al 2014). Motivating behavior change is difficult. While knowledge is important, other social and psychological factors are at play (Fishbein & Ajzen 2010).

Entertainment education purposely designs characters and storylines in mass media dramas to provide viewers with better role models to relate to, often at a personal and emotional level, than through information alone. Dramas may help viewers become more receptive to new ways of thinking, as ideas are no longer abstract concepts but rather experiences lived by individuals, through the dramas’ characters.

**Literature**

The literature of entertainment education, mainly from developed countries, is complemented with an increasing number of impact evaluations in developing countries. These evaluations have found that exposure to cable television dramas and to soap operas reduced fertility rates in Brazil (La Ferrara, Chong, and Duryea, 2012), improved gender norms and girls school enrollment in India (Jensen and Oster, 2009), and helped the poor to learn about their rights in India’s largest antipoverty program (Ravallion et al, 2014).

However the knowledge base of the effectiveness of entertainment education remains thin and there is a lot to learn about the best way to maximize its impact. Well designed evaluations are needed to scale up and mainstream innovative behavior change campaigns, including entertainment education, in development practice.
DIME IN NOLLYWOOD

DIME is completing two randomized controlled trials in Nigeria. The first evaluation studies the effects of the Nollywood movie “Story of Gold” on financial literacy, savings and debt management for business entrepreneurs in Lagos. The study finds short-term effects, though most dissipate in the medium term.

The second evaluation, a partnership with MTV Staying Alive and the Bill & Melinda Gates Foundations, tests the effectiveness of the MTV Shuga television drama on changing youths’ knowledge, attitudes and behaviors regarding risky sex and gender-based violence. The evaluation of MTV Shuga is also experimentally studying the social mechanisms of watching the show with friends, when opinions of peers are made salient, and spillovers on individuals that may have heard about the show through main study participants. The study design was discussed on Bloomberg and presented at a TedX talk. Preliminary results of the six-month follow up survey suggest substantial impacts on main outcomes, including reducing new infections of chlamydia, a common sexually transmitted infection.

Entertainment Education

- Female Genital Mutilation
- HIV/AIDS
- Drunk Driving
- Changing attitudes about
  - Sanitation
  - Teenage pregnancy
  - Domestic Violence
DIME in Showbiz
The World Bank’s Development Impact Evaluation (DIME) unit is working with development partners, researchers and media organizations, including Cinepolis-Cinemapark, MTV Staying Alive, USC Hollywood Health & Society and UCLA Global Media Center, in producing the next generation of research and evaluation of entertainment education and mass media behavior change campaigns. To expand this research, DIME is launching a new research program. In the first phase, the new DIME program will focus on expanding its research to the development areas of financial literacy, gender empowerment, health, road safety and water and sanitation; and within the entertainment hubs of Brazil, Mexico, Nigeria, Kenya and India. This new program aims to provide the evidence base needed to scale up and maximize the impact of innovative behavior change campaigns, including entertainment education.

POLICY QUESTIONS
• What role does emotional engagement play on the effectiveness of entertainment education dramas?
• What form of media is most effective in changing social norms and behaviors? If effective, how long lasting are these effects?
• Are different subgroups (e.g. age, gender) responding differently to educational messages?
• How often and what type of content is more effective in changing behaviors in the medium- and long-term?
• How can mobile phones and social media be used to promote and sustain behavior change?
• What model of delivery is best to scale the use of entertainment education?

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