Translating Theory into Practice

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Recurring non-technical, real-world challenges that governance reform managers confront:

➢ Lack of political will or broad leadership support for change.

➢ Vested interests or special interest groups opposed to reform.

➢ Hostile public opinion.

➢ Weak citizen demand for accountability.

"There is nothing so practical as a good theory ".

(Kurt Lewin, 1946)

Combating HIV in India

<u>*OBJECTIVES:*</u>

➤ Increase accuracy of knowledge regarding how HIV is and is not transmitted among the general public.

➤ Decrease stigmatization of HIV positive individuals.
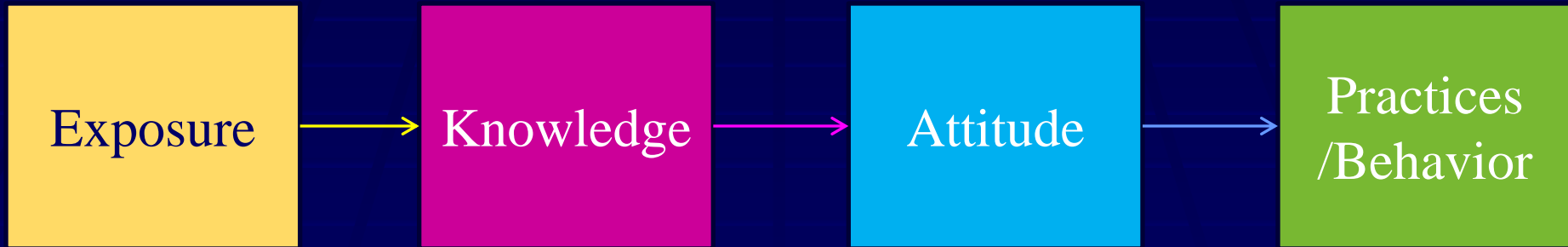
➤ Increase condom use by single young men.

<u>*CONCEPTS:*</u>

KAP MODEL, INTEGRATED MODEL OF BEHAVIORAL PREDICTION, ENTERTAINMENT EDUCATION, MODELING, SELF-EFFICACY, INTERPERSONAL DISCUSSION
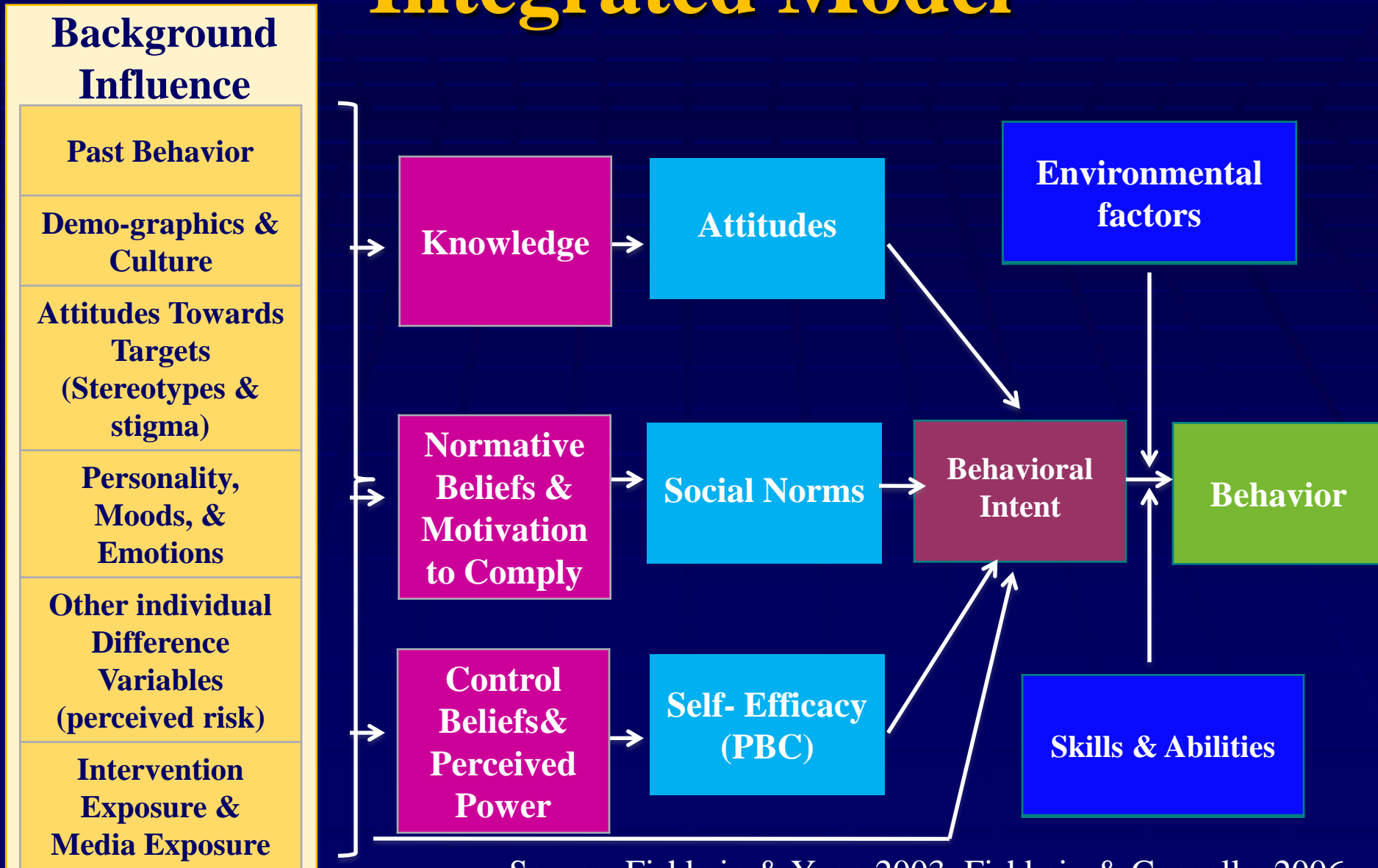
Key Theoretical Concepts or Tools

1. ENTERTAINMENT EDUCATION
2. MODELING
3. IDENTIFICATION
4. SELF-EFFICACY
5. PRIMING (REPEATED EXPOSURE)
6. FRAMING
7. INTERPERSONAL DISCUSSION
8. TRANSPORTATION

KAP Model

| Exposure | → | Knowledge | → | Attitude | → | Practices /Behavior |

Integrated Model

Background Influence

Past Behavior
Demo-graphics & Culture
Attitudes Towards Targets (Stereotypes & stigma)
Personality, Moods, & Emotions
Other individual Difference Variables (perceived risk)
Intervention Exposure & Media Exposure

Knowledge → **Attitudes**

Normative Beliefs & Motivation to Comply → **Social Norms**

Control Beliefs & Perceived Power → **Self- Efficacy (PBC)**

Environmental factors

Behavioral Intent

Behavior

Skills & Abilities

Source: Fishbein & Yzer, 2003; Fishbein & Cappella, 2006

Entertainment Education (aka EE, edutainment, social marketing)

"the intentional placement of educational content in entertainment messages " **(Singhal & Rogers, 2002, p.117)**

ABBREVIATED HISTORY

➤ **1951** ***The Archers,*** radio melodrama containing information on pig farming airs in Britain (world's longest running radio soap).

➤ **1969** the airing of a birth control storyline on *Simplemente Maria* (Simply Maria), a Mexican telenovela produced by Migel Sabido, was followed by a sharp reduction in the number of children per family

➤ **70s and 80s**
  ➤ The concept of EE and the related concept of social marketing become popular but take place almost exclusively outside of the US.

➤ **1992** CDC adds the word "prevention" to its title and Jeff Koplan has risen to the Director of the CDC

➤ **1996** CDC creates a formal centralized EE program

➤ **2002** CDC establishes Hollywood, Health and Society (HH&S) at Annenberg's Norman Lear Center to work with television writers and producers

Hollywood, Health and Society

Attempts to use popular television programs to educate the general public about health issues. They do so by:

1. organizing writers workshops featuring various health topics (i.e., gene therapy, obesity, workplace injury);

2. meeting with specific television programs (particularly primetime medical shows and soap operas) to encourage the inclusion of accurate and topical storylines;

3. operating an expert's directory (obtaining accurate information about various diseases within hours);

4. hosting the CDC Sentinel for Health Awards

   that honors the best daytime and primetime health depictions; and

5. partnering with academics to evaluate the impact of various health-related storylines.

Factors that influence the impact of EE

A comparison of organ donation storylines

Modeling

A core premise of **Bandura's Social Cognitive Theory**, which serves as the theoretical backbone of entertainment-education, is that individuals are far more likely to mimic a behavior that they have seen being performed than one that was recommended but not demonstrated (2004).

Modeling may also impact how common or "normative" viewers believe a behavior to be.

More likely to model…

1. **Those we like**

2. **Those we identify with in some way.**

What is identification? Freudian concept

Schramm, Lyle, and Parker (1961) define identification as *"the experience of being able to put oneself so deeply into a television character – feel oneself to be so like the character – that one can feel the same emotions and experience the same events as the character is supposed to be feeling and experiencing"* (p.161).

Broadly, identification involves sharing media figures' experiences and vicariously participating in their experiences (Hoffner, 1996).

Distinctions in identification

1. **Similarity identification** refers to an audience member's having a sense of shared likeness with and understanding for a media figure (von Feilitzen & Linne, 1975) through which they may seek to expand their identities (Chory-Assad & Cicchirillo, 2005).

2. **Wishful identification** refers to an audience member's desire to be like or behave like a media figure (von Feilitzen & Linne, 1975; Hoffner, 1996; Hoffner & Buchanan, 2005).

3. **Parasocial interaction** Horton and Wohl (1956) originally coined the phrase to describe the interaction that can occur between audience members and a fictional character or celebrity that mimics a real-life, face-to-face interpersonal relationship. Audience members feel that they "know" a media figure *in the same way they know their chosen friends: through direct observation and interpretation of his appearance, his gestures and voice, his conversation and conduct in a variety of situations"* (p.216).

4. **Liking**

Entertainment Education & Modeling

➤ A core premise of Bandura's Social Cognitive Theory, which serves as the theoretical backbone of entertainment-education, is that individuals are far more likely to mimic a behavior that they have seen being performed or **"modeled"** than one that was recommended but not demonstrated (2004).

➤ Individuals who are unsure how to engage in a behavior may benefit (show increased **self-efficacy**) from watching others **model** the desired behavior.

➤ Modeling can impact how common or normative the behavior is perceived to be (changing the **subjective norm**).

Bandura's self and collective efficacy

Perceived self-efficacy (1994;1998) is defined as people's beliefs about their capabilities to produce designated levels of performance that exercise influence over events that affect their lives.

Self-efficacy beliefs determine how people feel, think, motivate themselves and behave.

Collective efficacy involves the ability of groups or society to perform desired behaviors

Repeated Exposure or Priming

As a result of this cognitive activation there is and increased likelihood that related associations will come to mind.

Thus, priming occurs when a certain category or schema is activated and applied to even unrelated events ..and moreover, it is assumed that priming is the result of automatic and effortless processes of spreading activation in people's minds (Miller and Krosnick, 1996).
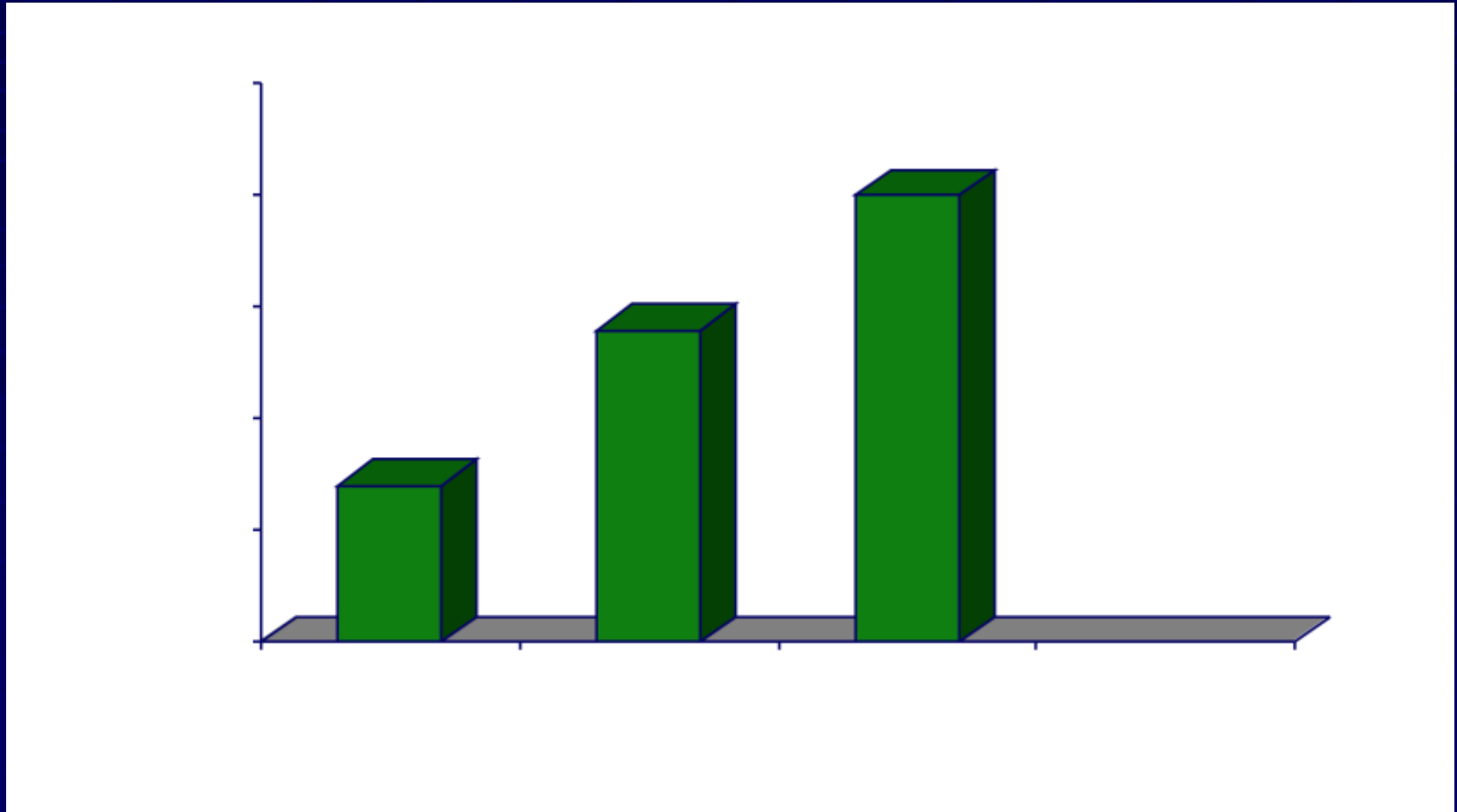
The combined effect of two BRCA storylines

- ➤ <u>Jewish woman</u> in mid-30s tested positive for BRCA
- ➤ <u>Family history of breast cancer</u>
- ➤ <u>85% risk for breast or ovarian cancer</u>
- ➤ Patient has <u>prophylactic mastectomy</u>
- ➤ Doctor (Abby) gets a <u>mammogram</u>

- ➤ Woman in mid-30s tested positive for BRCA
- ➤ <u>Lost mother</u> to breast cancer
- ➤ <u>85% risk for breast or ovarian cancer</u>
- ➤ Wants <u>prophylactic surgery</u> to remove breasts and ovaries

Hether, H. J., Huang, G., Beck, V., Murphy, S. T. & Valente, T. W. (2008). Entertainment-education in a Media-saturated Environment: Examining the Impact of Single and Multiple Exposure to Breast Cancer Storylines on Two Popular Medical Dramas, <u>Journal of Health Communication</u>, 13:8, 808-823.

Increase in Knowledge of BRCA gene

*p<.05   **p<.01

Hether, H. J., Huang, G., Beck, V., Murphy, S. T. & Valente, T. W. (in press). Entertainment-education in a Media-saturated Environment: Examining the Impact of Single and Multiple Exposure to Breast Cancer Storylines on Two Popular Medical Dramas, Journal of Health Communication.

Behaviors: Baseline vs. Follow-up

"In the past month did you __Schedule a Breast Cancer Screening__ as a result of seeing an episode of ----?:"
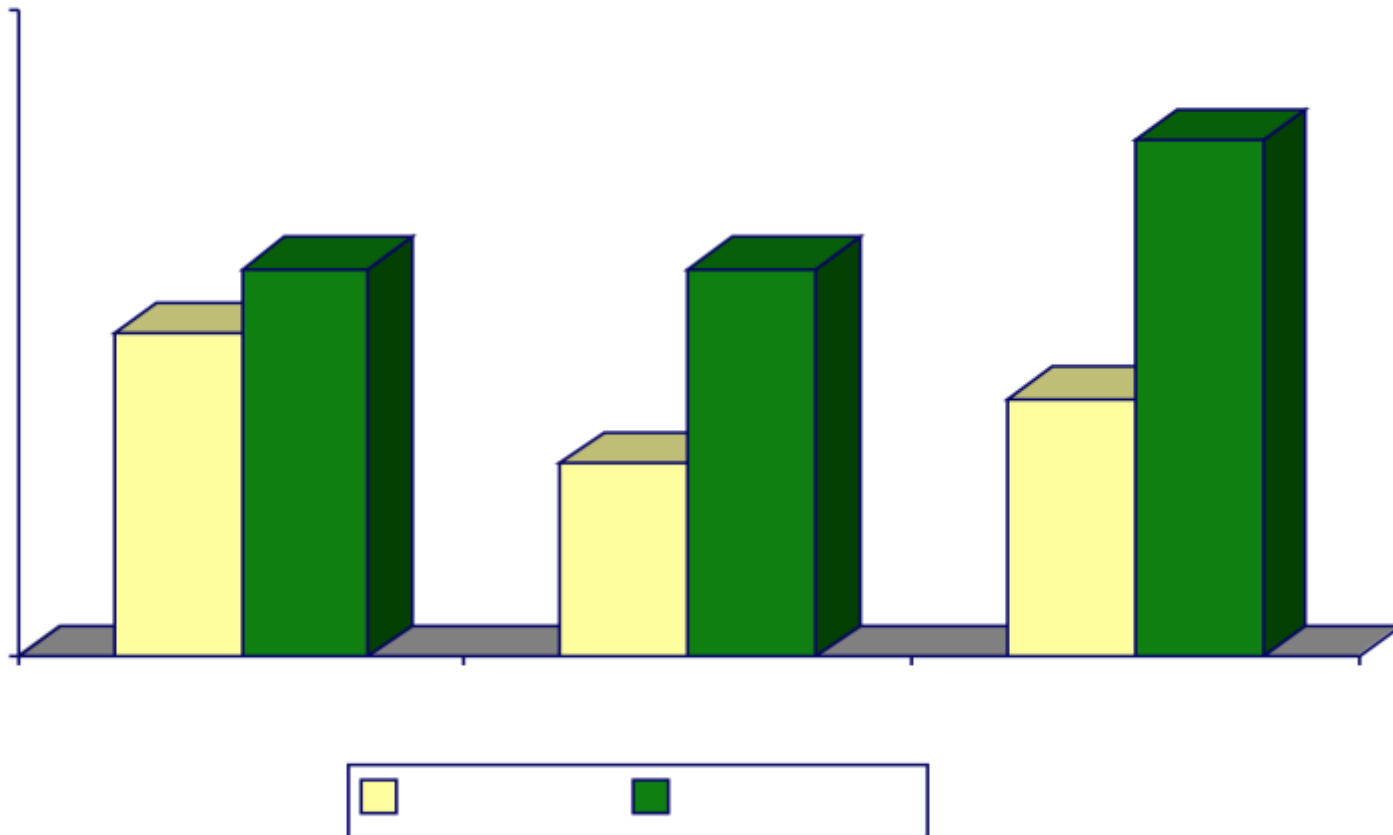
Framing in the Coverage of the Olympic Games

OBJECTIVES:

➢ Determine whether the "nationalistic" framing of the Games by US television networks by emphasizing competition between nations (e.g., medal counts) undermines the official mission of the Olympics which is to *"utilize sport to promote peace and mutual understanding among the nations of the world."*

➢ and has unintended negative consequences on viewers.

➢ Determine whether an alternate "universal" frame that emphasized co-operation and sportsmanship would have a different effect on US viewers.

CONCEPT: FRAMING

Framing

"A frame is central organizing idea for making sense of relevant events and suggesting what is at issue" (Gamson, 1992, p. 157).

Consequently to "frame" an issue is to select *"one among a number of possible ways of looking at something"* (Simons, 2001, p.120.)

Framing cont.

It is important to note that frames do more than tell us how to think about an issue -- they often tell us what to do about it as well.

As Entman states

"To frame is to select some aspects of a perceived reality and make them more salient in a communicative text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described" (Entman, 1993, p. 52).

Examples: Gulf War, abortion

Universal vs. Nationalistic Frame

Nationalistic

Universal

Nationalist vs. Universal Frame

Viewers who saw the more nationalistic clip were **<u>significantly less likely</u>** to think that the Olympics met the IOC's objectives of promoting:

➢ world peace,

➢ feelings of friendship and solidarity with other nations,

➢ blending sport with culture and education, or

➢ understanding and respect for people of other countries.

Example 1:
Combating HIV in India

OBJECTIVES:

➢ Increase accuracy of knowledge regarding how HIV is and is not transmitted among the general public.

➢ Decrease stigmatization of HIV positive individuals.

➢ Increase condom use by single young men.

CONCEPTS:

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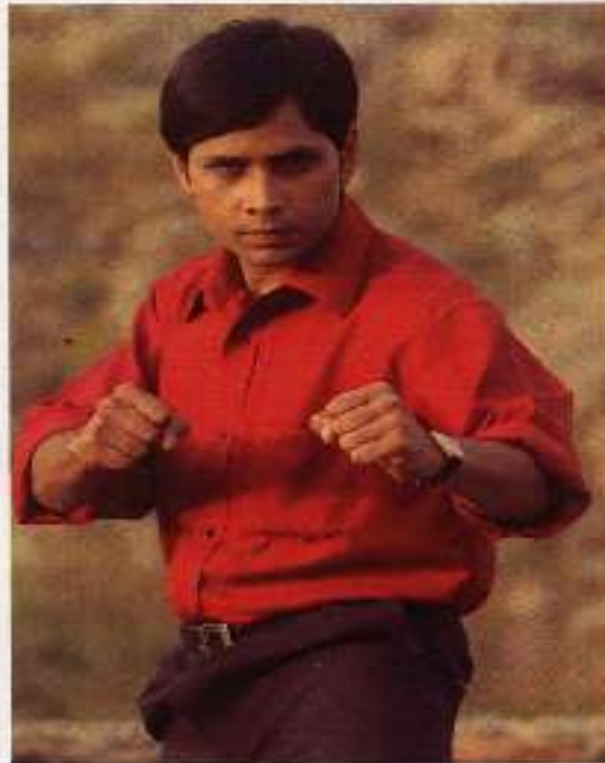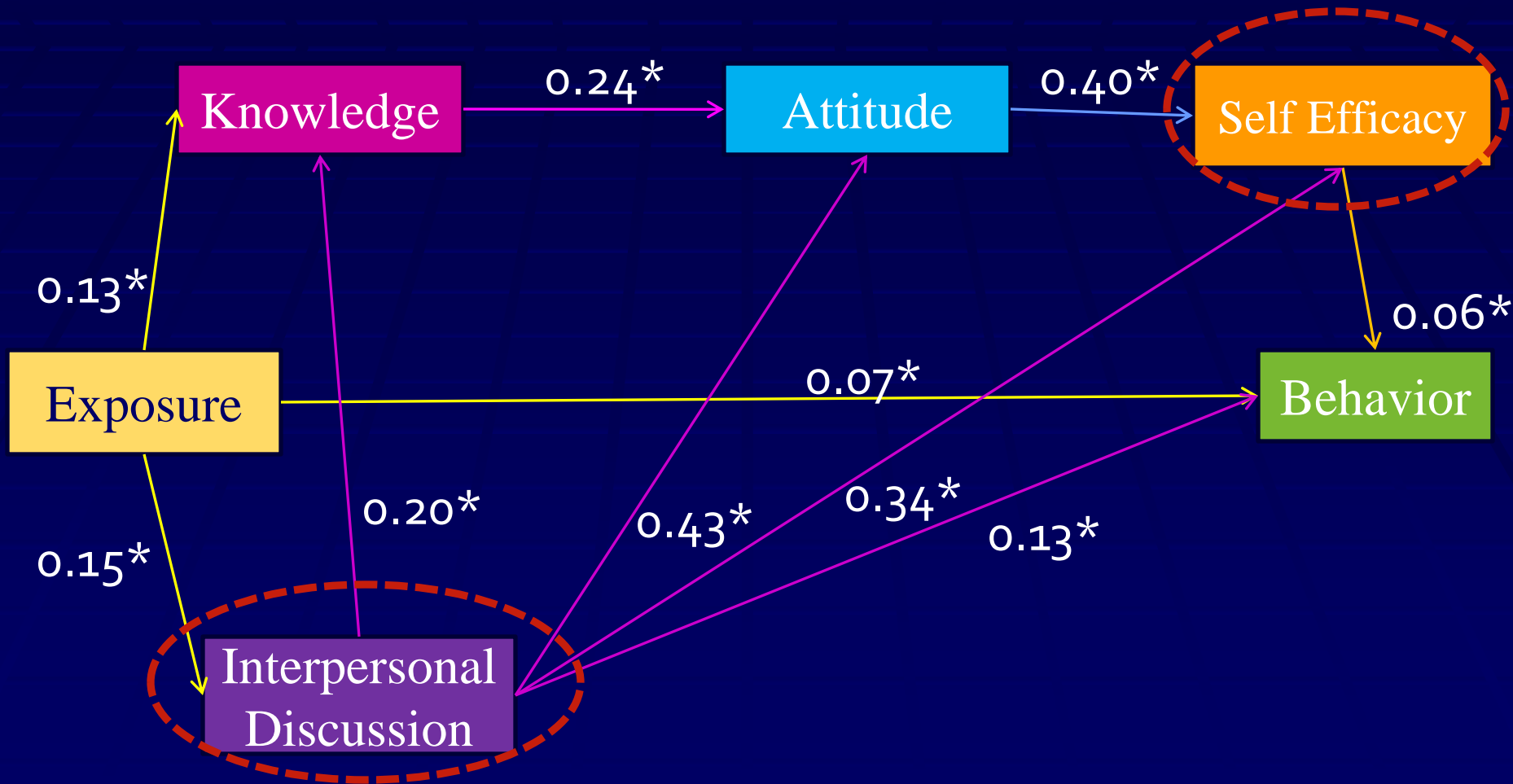
Jassoos Vijay: India

Chatterjee, J.S., Bhanot, A., Frank, L.B, Murphy, S.T. and Power, G. (2009). The Importance of Interpersonal Discussion and Self-Efficacy in Knowledge, Attitude, and Practice Models. *International Journal of Communication*.

Parameter Estimates for Model with Self-efficacy and Discussion

* $p < 0.05$ $\chi^2 = 5.50$; *df (5)*; χ^2/df Ratio = 1.10; RMSEA = *0.01*

Condom Normalization Campaign

Change Social Norms around Condoms

1. Encouraging general public to discuss condoms.

2. Suggest that condom is just another word.

3. Reposition condom use as responsible behavior.

4. Repositions condom users are smart, healthy, manly and sexy.

Condom Normalization Campaign to Destigmatize Condoms and Condom Users

# Condom Normalization Campaign to Destigmatize Condoms and Condom Users
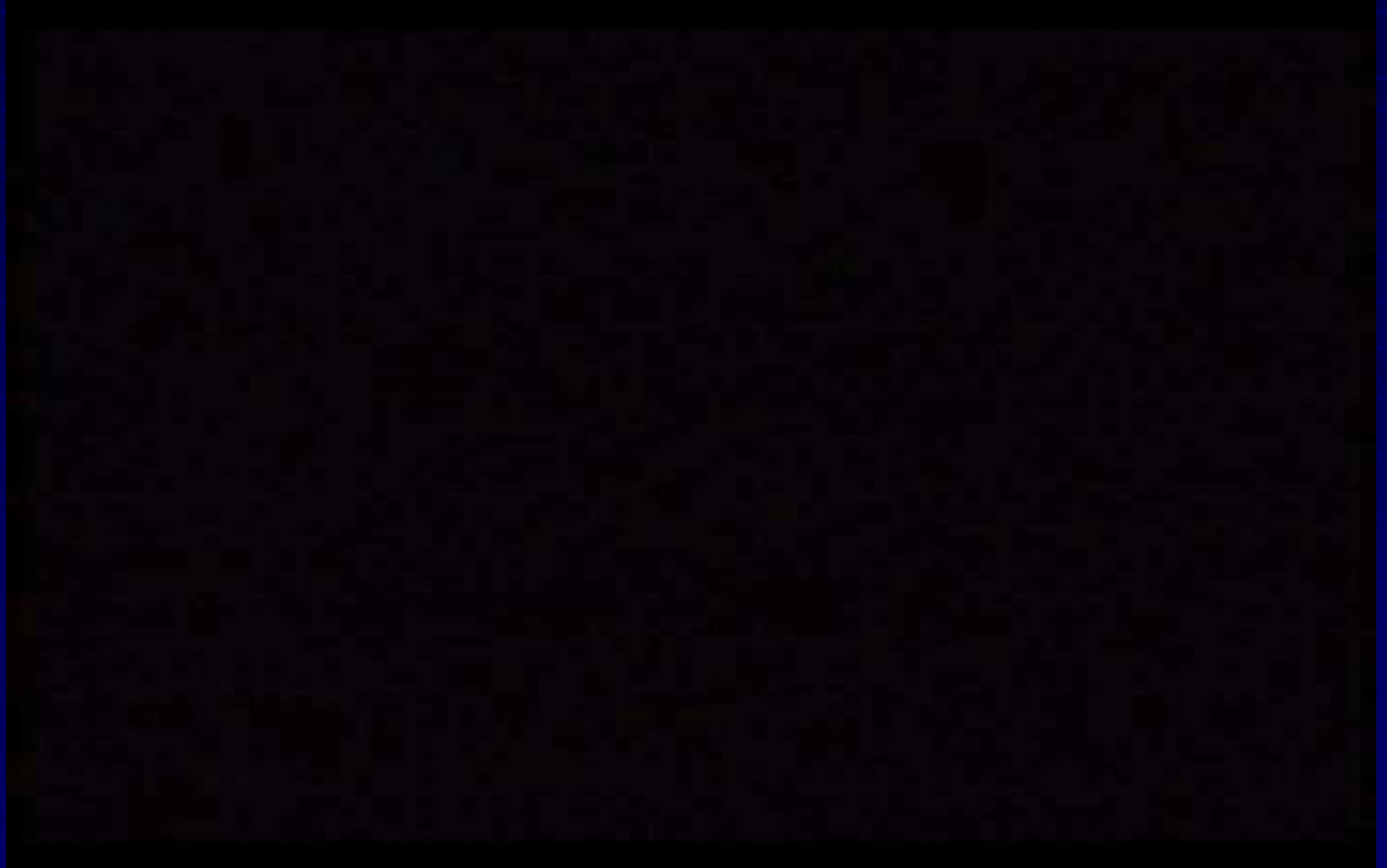
Pretest Posttest Increase in Discussion of Condoms

Have you discussed condoms in the last 30 days?

Compared to the baseline, a significantly higher proportion of those exposed to the campaign reported discussing condoms in the last 30 days.

This proportion amongst those not exposed to campaign dropped by 11% in the endline
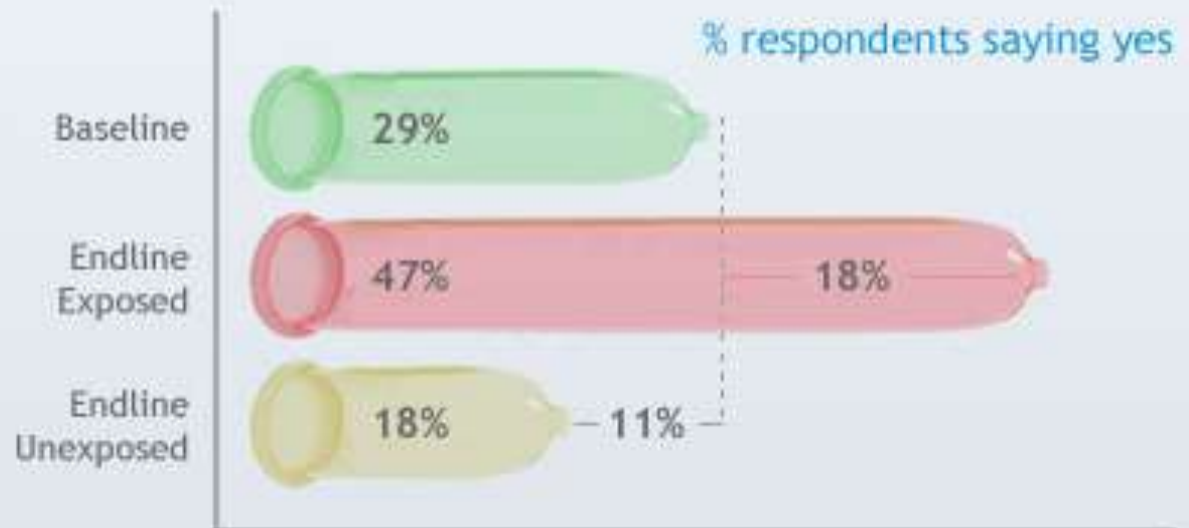
% respondents saying yes

Baseline — 29%

Endline Exposed — 47% — 18%

Endline Unexposed — 18% — 11%

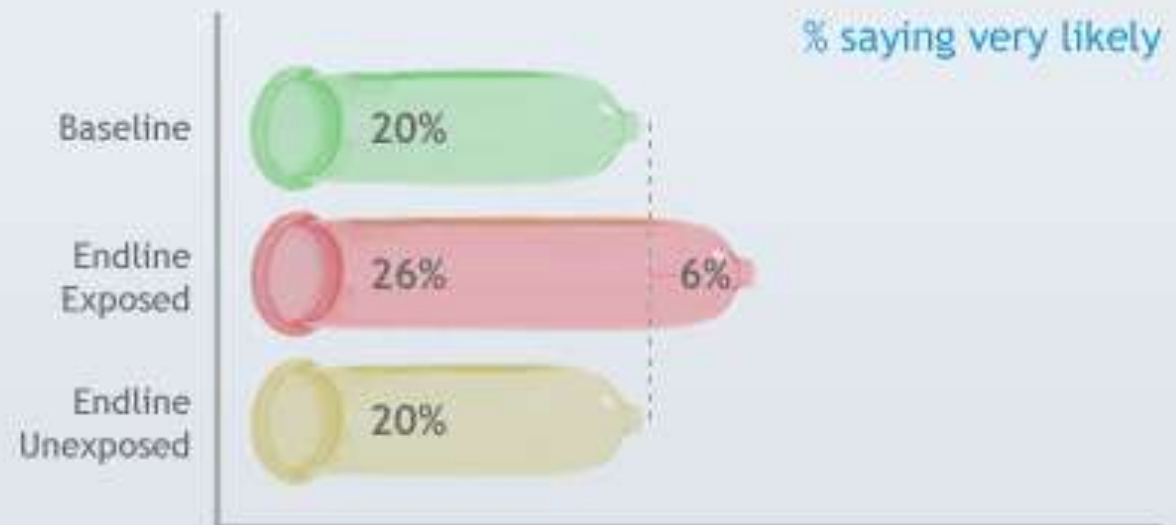Wtd Base (Random + Booster): Baseline (3209), Endline - Exposed (3615), Endline - Unexposed (957)

Increased Intention to Discuss Condoms with Friends in the Future

How likely are you to discuss condom with your friends in near future?

% saying very likely

21% increase over baseline among those exposed to campaign

Increase among those not exposed just 6%

Baseline — 20%

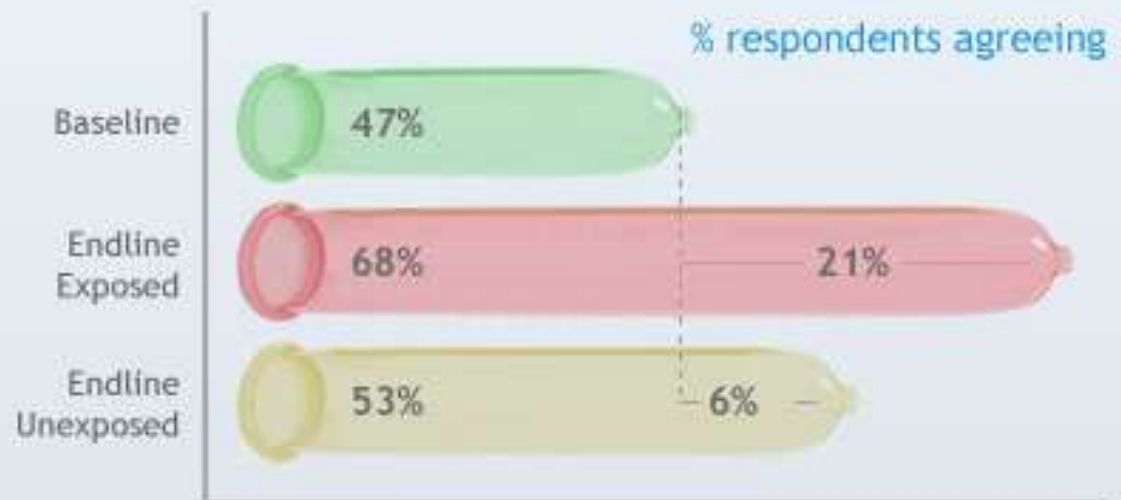Endline Exposed — 26% | 6%

Endline Unexposed — 20%

Wtd Base (Random+Booster): Baseline (3209),
Endline - Exposed (3615), Endline - Unexposed (957)

Reduced Embarrassment Related to Purchasing Condoms

I can buy a condom from any shop without any fear or embarrassment

21% increase over baseline among those exposed to campaign

Increase among those not exposed just 6%

% respondents agreeing

Baseline — 47%

Endline Exposed — 68% — 21%

Endline Unexposed — 53% — 6%

Wtd Base (Random+Booster): Baseline (3209), Endline - Exposed (3615), Endline - Unexposed (957)

Increased Confidence when Purchasing Condoms

I can buy a condom from any shop without any fear or embarrassment.

21% increase over baseline among those exposed to campaign

Increase among those not exposed just 6%

% respondents agreeing

Baseline — 47%

Endline Exposed — 68% — 21%

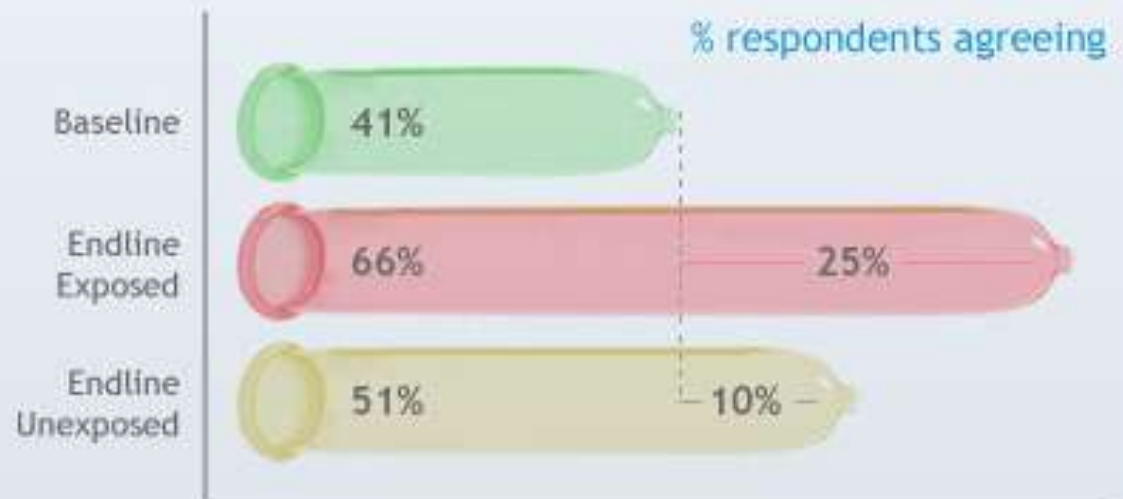Endline Unexposed — 53% — 6%
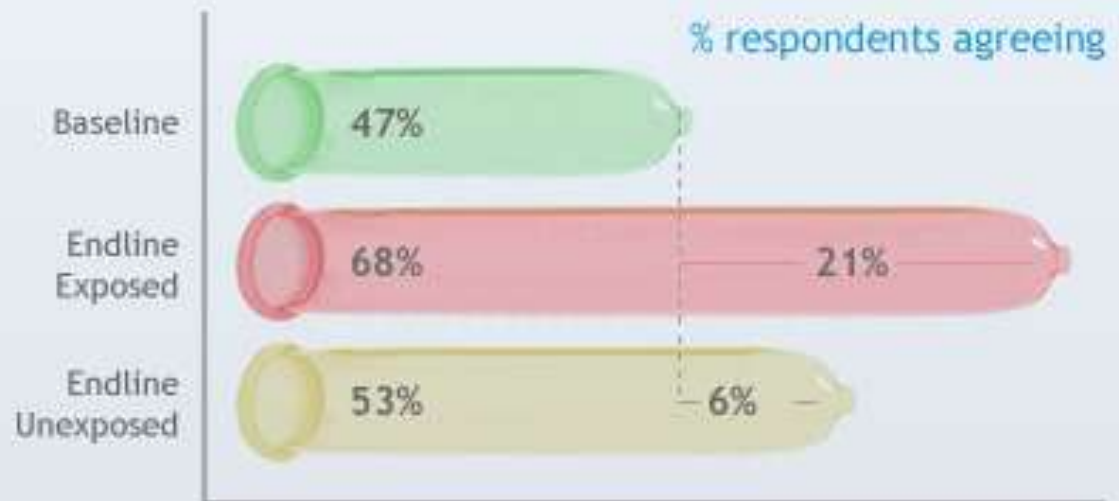
Wtd Base (Random+Booster): Baseline (3209),
Endline - Exposed (3615), Endline - Unexposed (957)

Decreased Embarrassment in Carrying Condoms

"I am not embarrassed or scared to carry a condom in my pocket even if people get to know about it."

Compared to the baseline 25% more men exposed to campaign reported no embarrassment in carrying a condom

This increase was more than twice (10%) than the % witnessed among the unexposed

% respondents agreeing

Baseline	41%	
Endline Exposed	66%	25%
Endline Unexposed	51%	10%

Wtd Base (Random + Booster): Baseline (3209), Endline – Exposed (3615), Endline - Unexposec (957)

Decreased Fear of Negative Judgment from Friends

If my friends see me buying condoms they will look down upon me.

% respondents agreeing

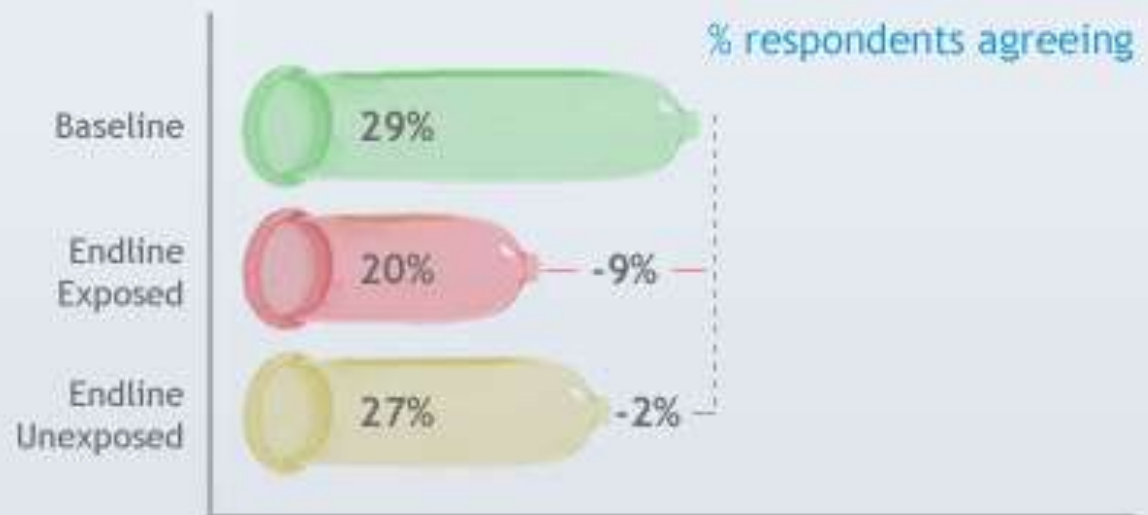|	%
Baseline	44%
Endline Exposed	35% -9%
Endline Unexposed	42% -2%

Wtd Base (Random + Booster): Baseline (3209), Endline - Exposed (3615), Endline - Unexposed (957)

Decreased Shame in Using Condoms

"I am ashamed to use a condom"

% respondents agreeing

Shame in using condoms reduced by 9% among those exposed

Significantly higher reduction among unexposed

Baseline — 29%

Endline Exposed — 20% — -9% —

Endline Unexposed — 27% — -2% —

Wtd Base (Random + Booster): Baseline (3209), Endline - Exposed (3615), Endline - Unexposed (957)

Increased Intention to Use Condoms

How likely are you to use a condom the next time you have sex with commercial sex worker?

% Saying very likely

80%
Baseline

40%   — 12%—
Endline Exposed
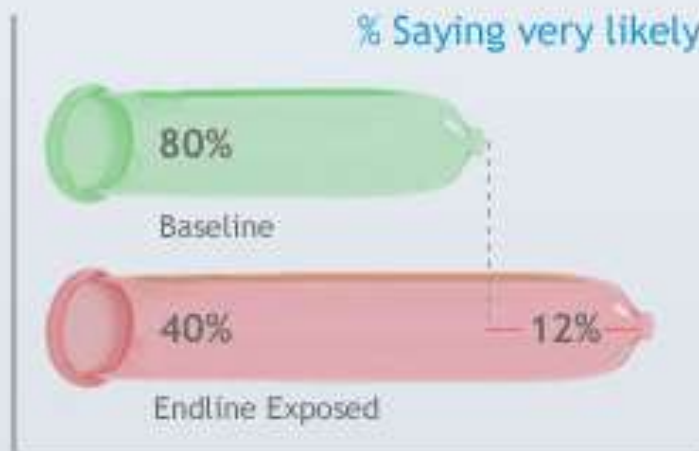
Wtd Base (Random-Booster): Secondary
TG: Baseline (381), Endline - Exposed (128)

How likely are you to use a condom the next time you have sex with girlfriend?

% Saying very likely

50%
Baseline

58%   — 8%—
Endline Exposed
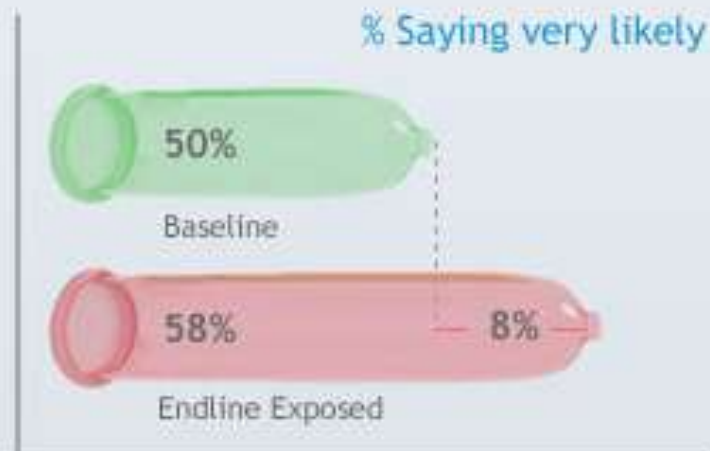
Wtd Base (Random-Booster): Secondary
TG: Baseline (422), Endline - Exposed (263)

Impact of Condom Normalization Campaign

➢ Based on the Television Audience Measurement (Neilsen) data, the campaign reached 150 million sexually active at risk men across India.

➢ Condom sales increased roughly 8- 10% in India.

➢ But more importantly, the campaign seems to have really changed the underlying social norms regarding condom use and users.

Example 2: Combating Cervical Cancer

OBJECTIVES:

➢ Increase rates of screening for cervical cancer through Pap tests

➢ Increase knowledge that the Human Papilloma Virus or HPV causes most cervical cancer

➢ Increase behavioral intent to have daughter (and now sons) vaccinated against HPV

➢ Decrease disparity in Pap tests and HPV vaccination between European Americans and Latinas

CONCEPTS: NARRATIVE, TRANSPORTATION & IDENTIFICATION

Identification

Research suggests that involvement with characters is positively related to increased attention, mental rehearsal of the arguments presented, and modeling of behavior (Sharf et al., 1996; Sood, 2002).

Consequently, viewers appear to learn more from models with whom they identify, like, feel as if they know, or perceive to be similar to themselves (Bandura, 2002).

Measurement

Following Moyer-Guse (2008), we use the term *identification* to refer to the overarching category of 4 related constructs each of which were measured on a 10-point scale ("not at all" to "a great deal").

➢ Wishful identification *(How much would like to be like…);*

➢ Liking *(How much do you like…);* and

➢ Parasocial interaction *("How much do you feel like you know…")*

➢ Similarity *(How similar are you to…).*

Transportation

One of the main advantages of using an entertainment education strategy over a traditional public health campaign that employ public service announcements and clinic brochures is that narratives can lead viewers to become transported into a narrative world where disbelief is suspended and counterarguing circumvented

<u>Measurement</u> (adapted from Green & Brock's items)

Thinking about the film please indicate how strongly you agree or disagree with each of the following statements …(10 point scale)

➢ The storyline affected me emotionally.

➢ I could picture myself in the scenes shown in the storyline.

➢ I was mentally involved in the storyline while I was watching it.

➢ I have a vivid mental image of the characters in the storyline.

➢ The events in this storyline are relevant to my life.

➢ I wanted to find out how the storyline ended.

TAMALE LESSON

TRO1 STUDY DESIGN

RDD pretest/baseline phone survey

Pretest/Baseline
N=1000

Randomly assign respondents to receive narrative or non-narrative film in mail

Narrative
N=500

Non Narrative *
N=500

Conduct post-test phone survey within 2-weeks

European American
N=150

African American
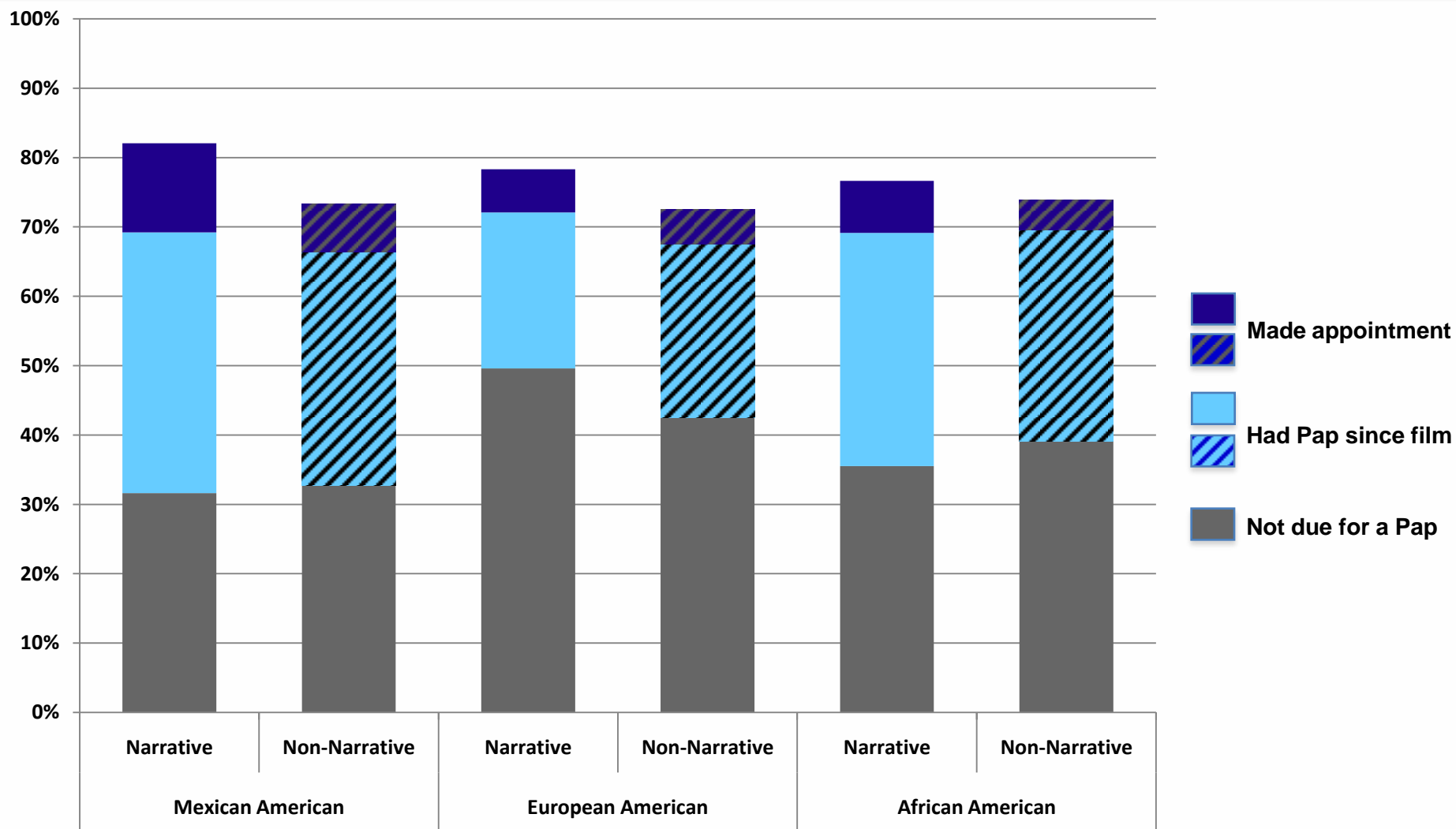N=150

Mexican American
N=150

Conduct 6-month follow-up

Follow Up
N = 100

Follow Up
N=100

Follow Up
N=100

Identical design for non-narrative

BEHAVIOR (HAD PAP TEST OR MADE AN APPOINTMENT) AT 6 MONTH FOLLOW-UP

What predicted change from Pretest to Posttest in knowledge, attitudes and actually getting screened for cervical cancer?

1. NARRATIVE The narrative or story format resulted in greater change than the non-narrative.

2. TRANSPORTATION The more transported or engrossed in the film the more change.

3. IDENTIFICATION The more viewers identified with the characters in the film the greater change.

4. ETHNICITY Mexican Americans identified more with our characters, were more transported, and showed the greatest change overall.

Key Theoretical Concepts or Tools

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