

# **Translating Theory into Practice**

**World Bank-Annenberg Summer Institute  
2014**

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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

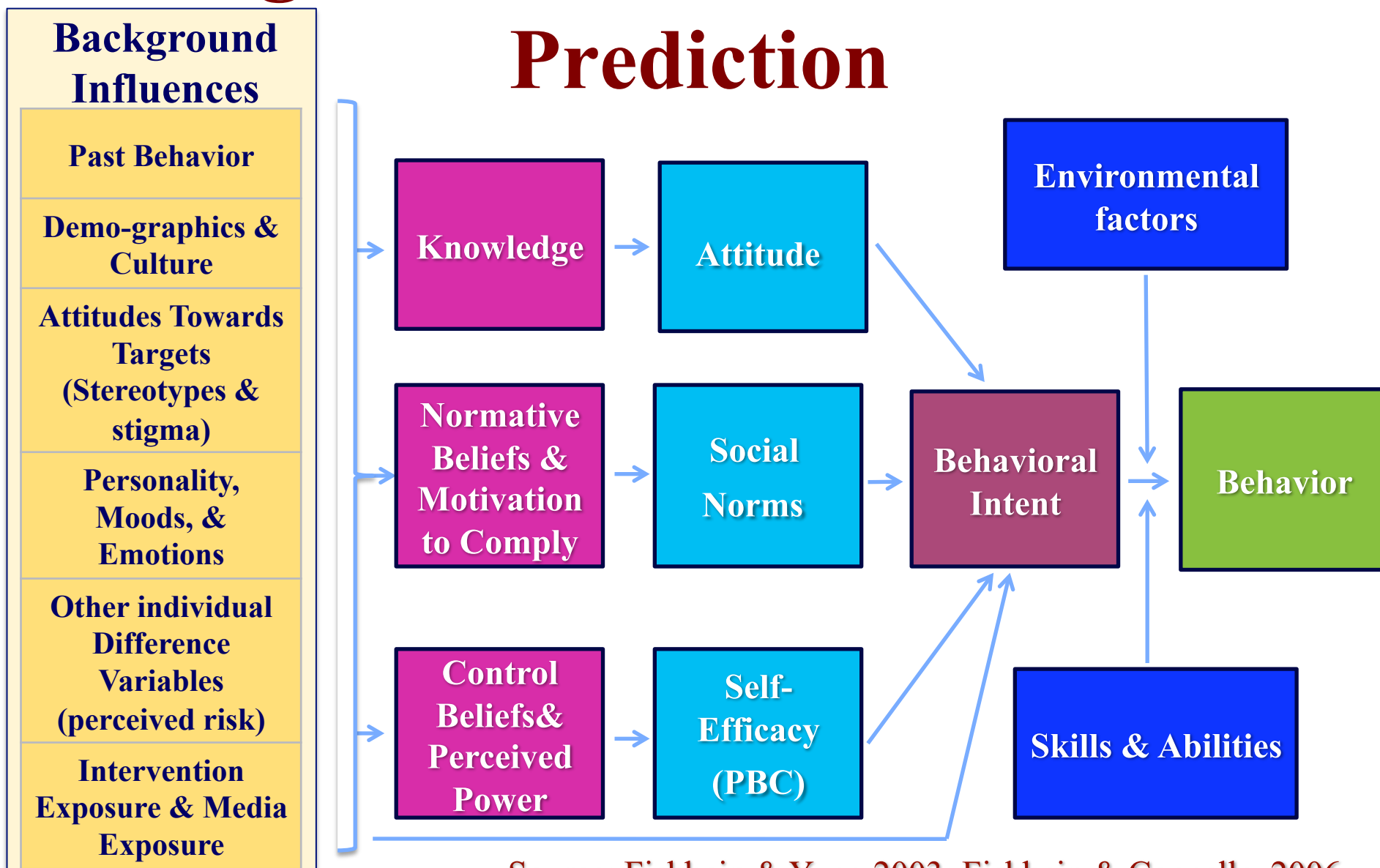
## OBJECTIVES:

- 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:

KAP MODEL, INTEGRATED MODEL OF BEHAVIORAL PREDICTION, ENTERTAINMENT EDUCATION, MODELING, SELF-EFFICACY, INTERPERSONAL DISCUSSION

# Integrated Model of Behavioral Prediction



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

# Entertainment Education (aka EE, narrative or storytelling )

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

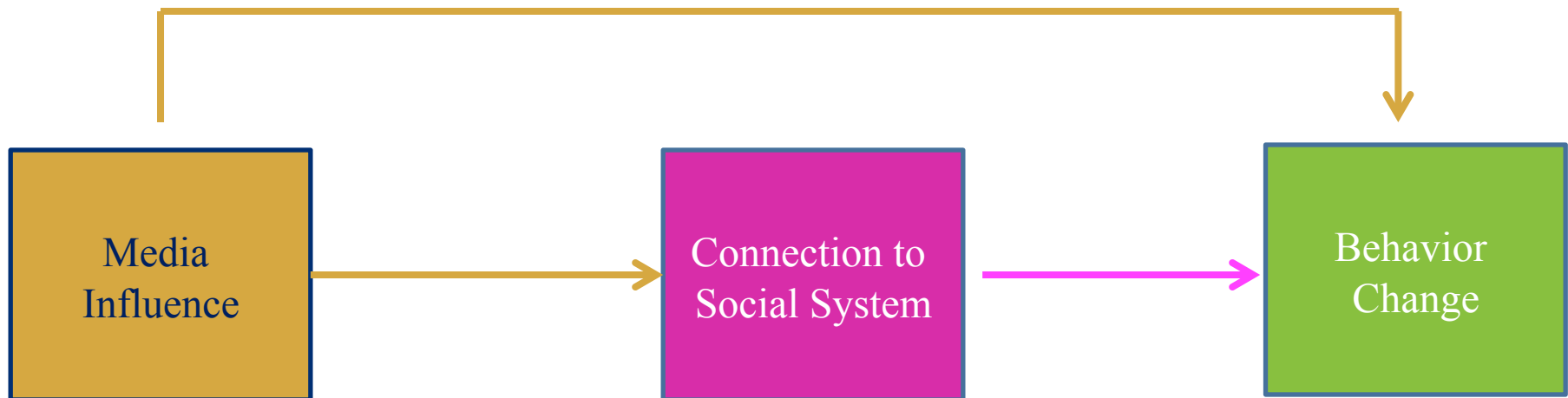
## ABBREVIATED HISTORY

- **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

# IMPORTANCE OF MODELING

- The theoretical backbone of EE and narrative approaches more generally is Bandura's Social Cognitive Theory, which says that individuals are far more likely to mimic or **model** a behavior that they have seen being performed than one that was recommended but not demonstrated (2004).
- Individuals who are unsure how to engage in a behavior benefit (show increased **self-efficacy**) from watching others model the desired behavior.
- **Modeling** can also impact how common or normative the behavior is perceived to be (changing the **subjective norm**).

# Social Cognitive Theory's Dual Paths of Media Influence



Bandura, A. (2001) Social Cognitive Theory of Mass Communication,  
*Media Psychology*, 3:3, 265-299



# Condom Normalization Campaign

Change Social Norms around Condoms

1. Encouraging general public to discuss condoms. (TABOO TO EVEN SAY

“CONDOM”)

2. Destigmatize the word condom.

3. Reposition condom use as responsible behavior.

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

# Increased Intention to Use Condoms

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



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?



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

# Impact of Condom Normalization Campaign

- Based on the Television Audience Measurement (Nielsen) data, the campaign reached 150 million sexually active at risk men across India.
- **OBJECTIVE MEASURE OF SUCCESS**  
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.

# FREQUENCY OF EXPOSURE:

## Priming Mammograms

In 1971, Berkowitz and Macauley found a significant increase in violent crime following the high profile coverage of sensational murders.

They argued that as a result of cognitive activation or “**priming**” there is an increased likelihood that the same concept or related associations will come to mind.

Individuals who already have positive attitudes toward performing a particular behavior but just haven't gotten around to it may benefit from **frequent reminders or “priming”**

# **NARRATIVE vs. NONNARRATIVE & the importance of identification and transportation**

## **OBJECTIVES:**

- **Conduct a “clinical trial” to test the relative efficacy of the identical information presented in a narrative and non-narrative format to determine if narratives are more effective.**
- **If so, what are the underlying mechanisms that predict change in relevant knowledge, attitudes and behavior?**

**CONCEPTS: NARRATIVE, TRANSPORTATION & IDENTIFICATION**

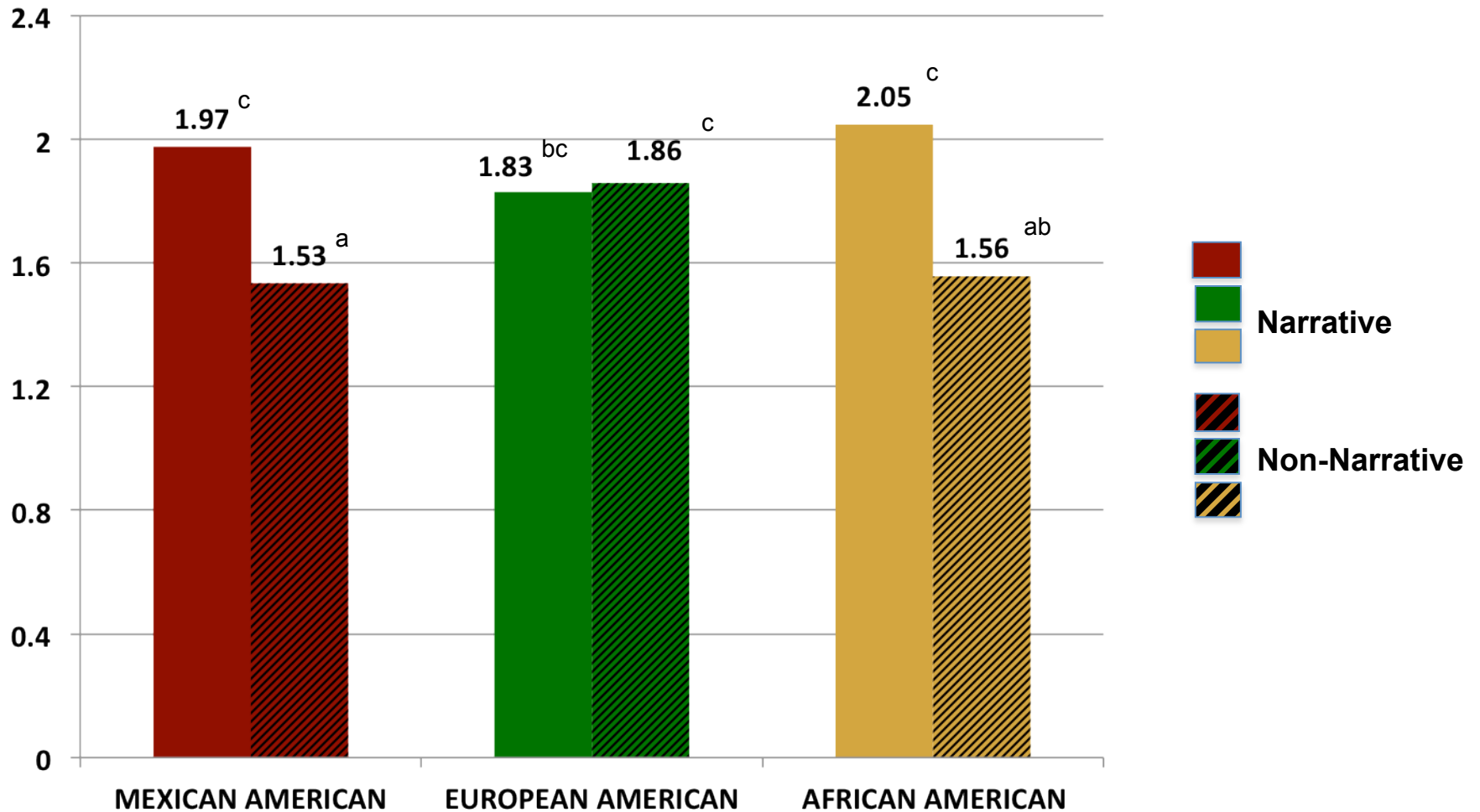
# METHODOLOGY

To empirically test this, we produced two 11minute films each conveying the same key facts regarding the cause of cervical cancer (the Human Papilloma Virus or HPV) as well as its detection (via Pap test) and prevention (via the HPV vaccine).

- The non-narrative, *It's Time*, uses a more traditional approach featuring doctors, patients, and figures.
- The narrative, *The Tamale Lesson*, revolves around a family's preparation for their youngest daughter's Quinceañera (15<sup>th</sup> birthday).

# KNOWLEDGE

CHANGE IN MEAN NUMBER OF ITEMS CORRECT OUT OF 9  
FROM PRE-TEST TO POST-TEST BY ETHNICITY  
BY ETHNICITY

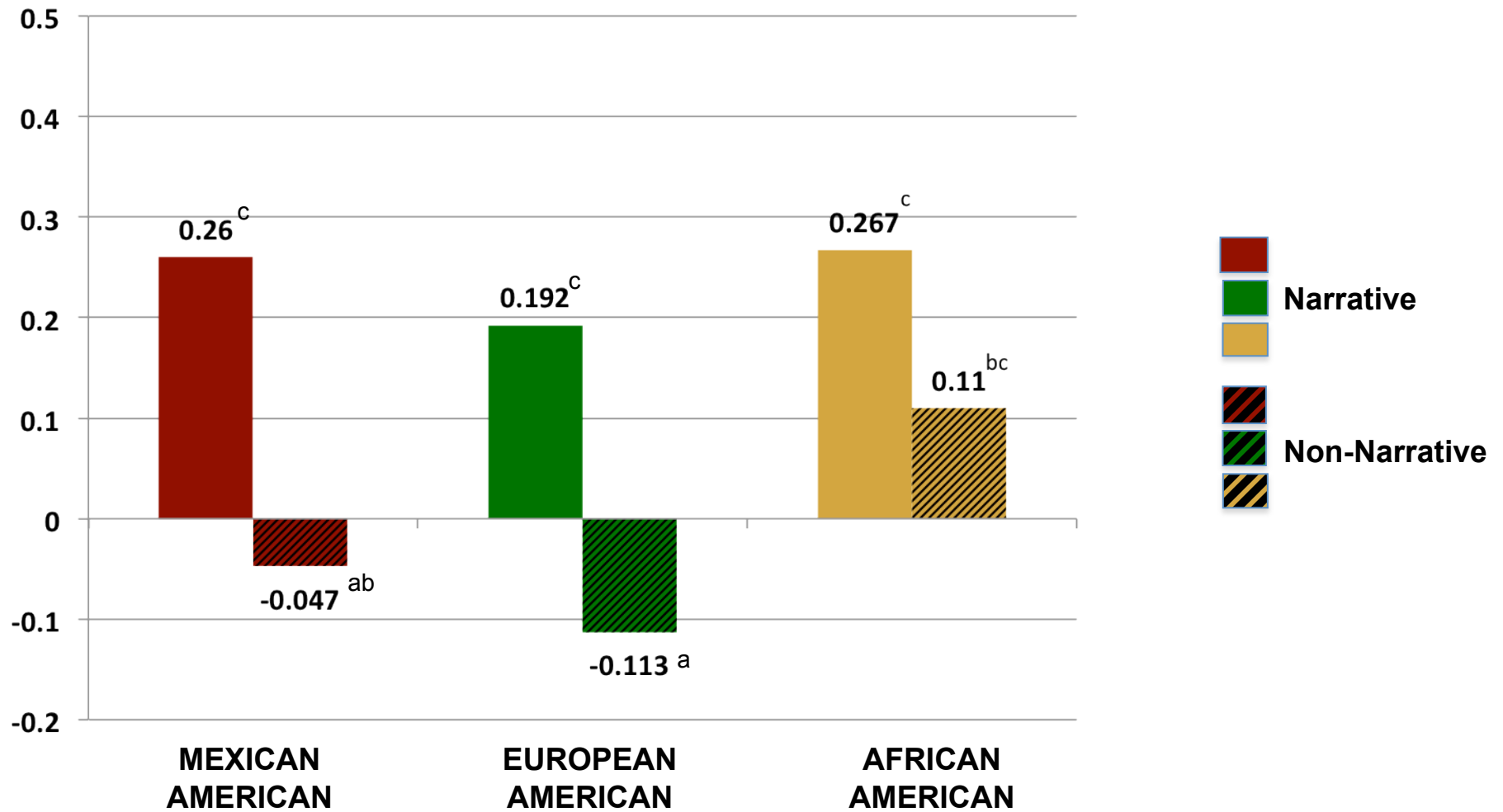


*Means in the same row with no letters  
in common differ at  $p < .05$*

# ATTITUDE TOWARD PAP TEST

## CHANGE IN MEAN FROM PRE-TEST TO POST-TEST

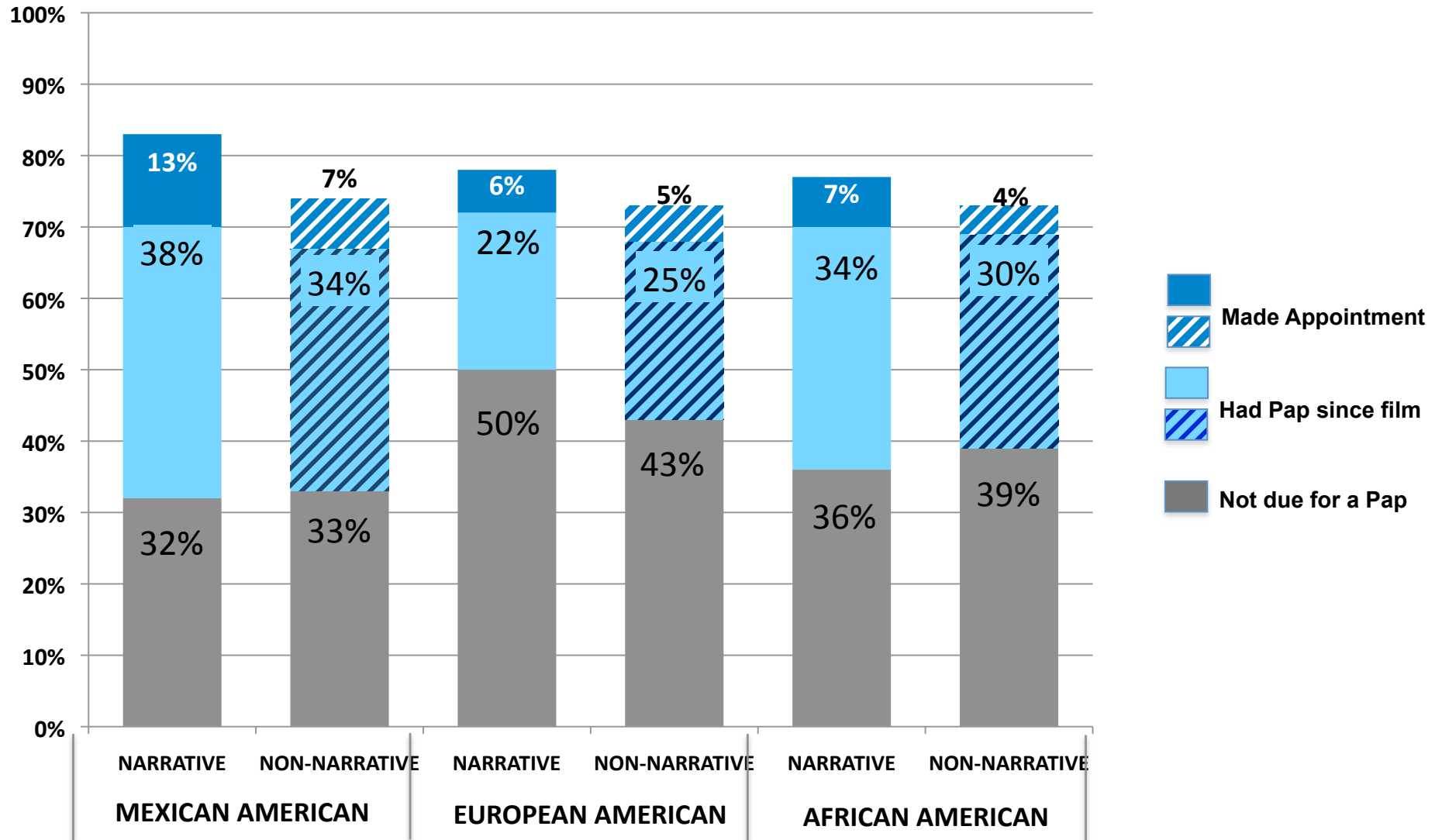
### BY ETHNICITY



Note: Scale ranges from -10 to 10.  
Means in the same row with no letters in common differ at  $p < .05$



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



# THEORETICAL PREDICTORS OF NARRATIVE IMPACT

**H2:** For women in the narrative condition there will be a difference by race/ethnicity when viewing the film such that

**Mexican American women will**

- **(a) identify more strongly with the primary characters, and**
- **(b) be more transported or immersed in the narrative.**

# Identification

We pay more attention to and learn more from models with whom we identify, like, feel as if they know, or perceive ourselves similar to.

Some of the most salient indicators of whether or not we are going to identify with someone are readily observable physical cues such as gender, age, and ethnicity suggesting that we may need to tailor messages to different audiences to increase identification particularly cross-culturally.

## 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”).

- Liking (*How much do you like...*);
- Similarity (*How similar are you to...*).
- Wishful identification (*How much would like to be like...*);
- Parasocial interaction (*How much do you feel like you know...*)

**Women in our study who identified with Lupita showed the greatest shift in cervical cancer-related knowledge, attitudes and behavior.**

# Transportation

One of the main advantages of using a narrative approach 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

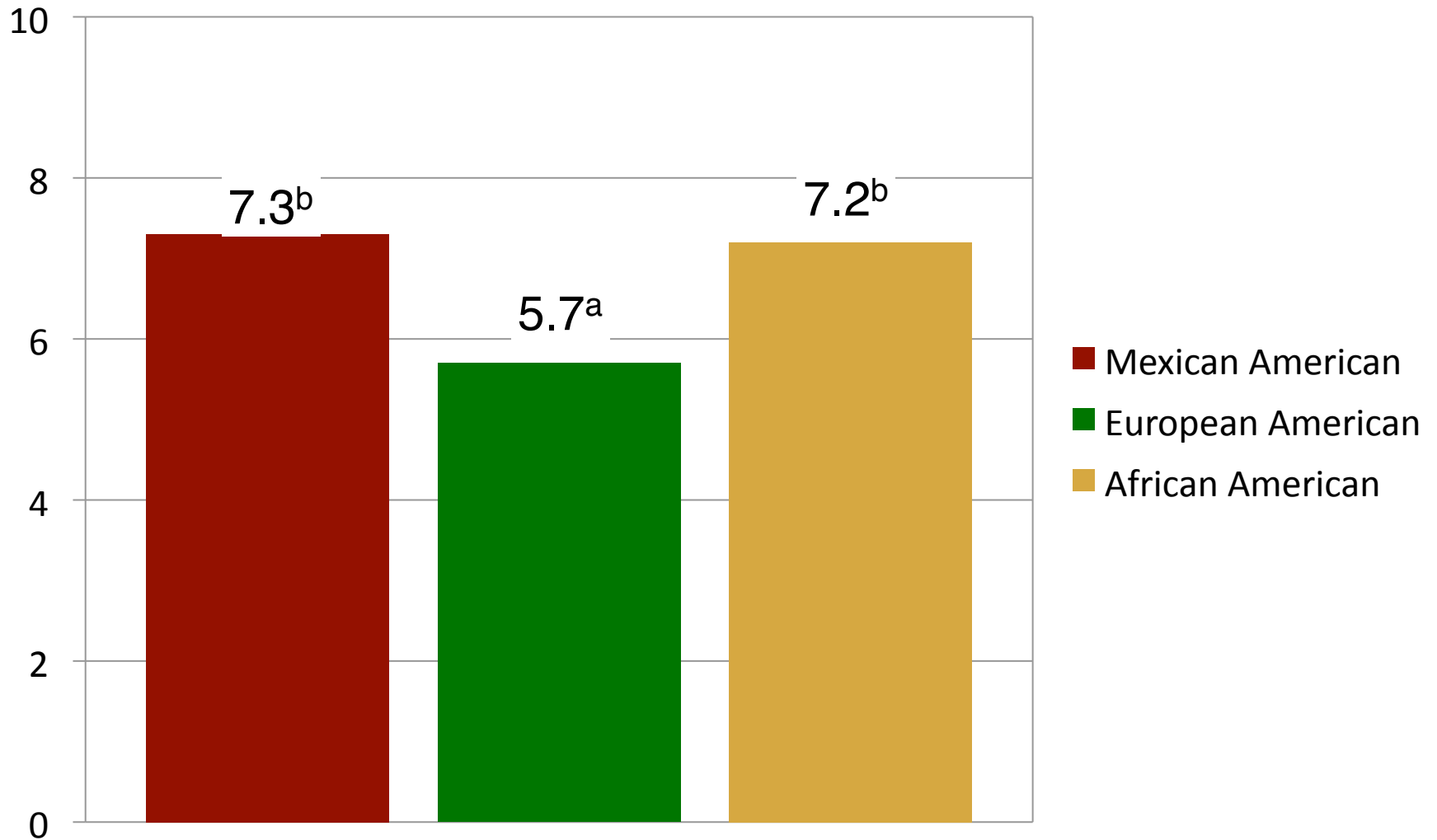
## Measurement (adapted from Green & Brock's items)

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.

**Women who reported being most engrossed or transported by Tamale Lesson showed the greatest shift in cervical cancer-related knowledge, attitudes and behavior.**

## H2: TRANSPORTATION IN RESPONSE TO THE NARRATIVE FILM BY RACE/ETHNICITY



*Note: Scores could range from 1 to 10.*

# Overcoming Persuasive Resistance

(Moyer-Gusé, 2008)

