



# What difference does it make? Measuring the impact of Tsha, Tsha, a television drama series.

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- Produced by CADRE, South African NGO in partnership with Curious Pictures/ SABC
- 26 half hour episodes screened to date, with a further 26 in production
- Research and development in partnership with Johns Hopkins CCP, funded by USAID
- Nguni language (English sub-titles), targeting youth (18-24 yrs)

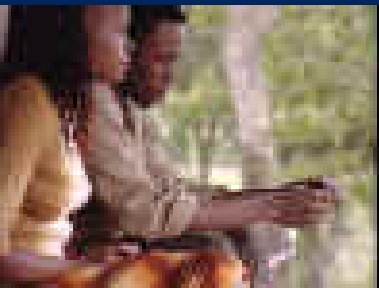
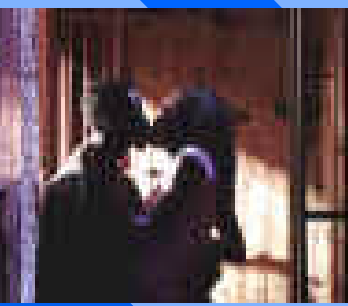


# The setting

- Set in Lubusi, a fictional rural village.
- In the dusty streets of this impoverished town, the series follows the lives of four 20-somethings as they negotiate a bumpy course along the path to adulthood, dealing with HIV/AIDS, relationships, sex and money/poverty.

# Series methodology

- focuses on creative, insightful and collaborative problem-solving in limit-situations.
- based more on deepening of insight about problem issues than provision of information or delivery of messages.
- education themes or lessons are embedded in story and unravel in the context of dramatic events.
- problem situations are encountered and tackled in a gradual, realistic way.



# Series development

- Involved researching and creating a credible, coherent and appealing dramatic context through engagement in understanding the stories and realities of a small rural town in the Eastern Cape, on which the drama series is partly modelled.
- Multi-stage, research-oriented script development process.
- Tensions between entertainment and intervention (education) values needed to be creatively balanced throughout the development and production process.



**Viwe, spoiled, relatively wealthy, arrogant, discovers she is HIV positive and learns to face the challenges this brings.**



**Boniswa, introspective, bookish, but whose heart and mind don't always follow the same path.**

**Andile, struggling to care for Mother sick with AIDS and little sister, talented but reluctant dancer.**



**DJ, brash, immature city boy exiled in Lubusi and out of tune with a world he gradually embraces.**



# Viewership

- 1.8 million viewers per week (living standards measure 5+)
- Achieved audience share of over 50%



# GOALS OF THE STUDY PROGRAMME

- To test perceptions of characters and perception of dramatic shifts intended.
- To understand the impact, if any, of being exposed to a serial drama textured around such shifts.
- To test for hypothesised changes in attitudes, orientations and behaviours related to key intervention themes.
- To contribute to development of E-E evaluation methodology.

# Scope of presentation

- Focus on measuring impact and illustrating methods for this
- Other Tsha Tsha research at EE4:
  - Measuring and understanding audience identification with characters and its relation to attitude and behaviour change
  - Critical reflections on the challenges of establishing audience resonance
  - Understanding the joust between production and education imperatives.
  - Understanding the impact of the production on the town in which the series was filmed.

# RESEARCH DESIGN

- Panel design: Using the same group of individuals before and after, giving a time lagged measure of the outcome variables.
- 3-wave panel survey with 960 respondents: 88% return (round 2) after 13 episodes; 80% (round 3) after 26 episodes
- Group administered questionnaire in English, Xhosa, Zulu
- Systematic and simple random sampling methods used in 3 areas
- Deep rural area (KZN), small town (EC) and metropolitan township (Gtng)
- Teams of 10 youth researchers used as fieldworkers in each site

# DILEMMA

- Research question: Has Tsha Tsha changed the orientation of audience members who are exposed to the program compared to their orientation if they had not been exposed?
- Problem 1: Mass media doesn't allow for standard control group design because exposure can't be controlled for.
- Problem 2: Finding an appropriate unexposed group that is equivalent to the 'treatment' group in terms of characteristics that might affect the outcome of exposure.

# SOLUTION

- Propensity score matching: Matching and pairing 'treated' and 'untreated' (control) groups on 8 variables.
- Multivariate logistic regression to discover the key variables associated with propensity to be exposed.
- Matched exposed and unexposed groups within six strata or groups with statistically equivalent mean propensity scores.
- Groups statistically equivalent on each of the 8 variables as well as on mean propensity score.

# Exposure variables

- What does it mean to watch the drama?
- Simple exposure: watched any?
- Exposure to particular episodes?
- Recall and knowledge about the drama?
- Identification with characters in drama?
- Having discussed drama with different people?
- Having discussed themes in the drama with others?

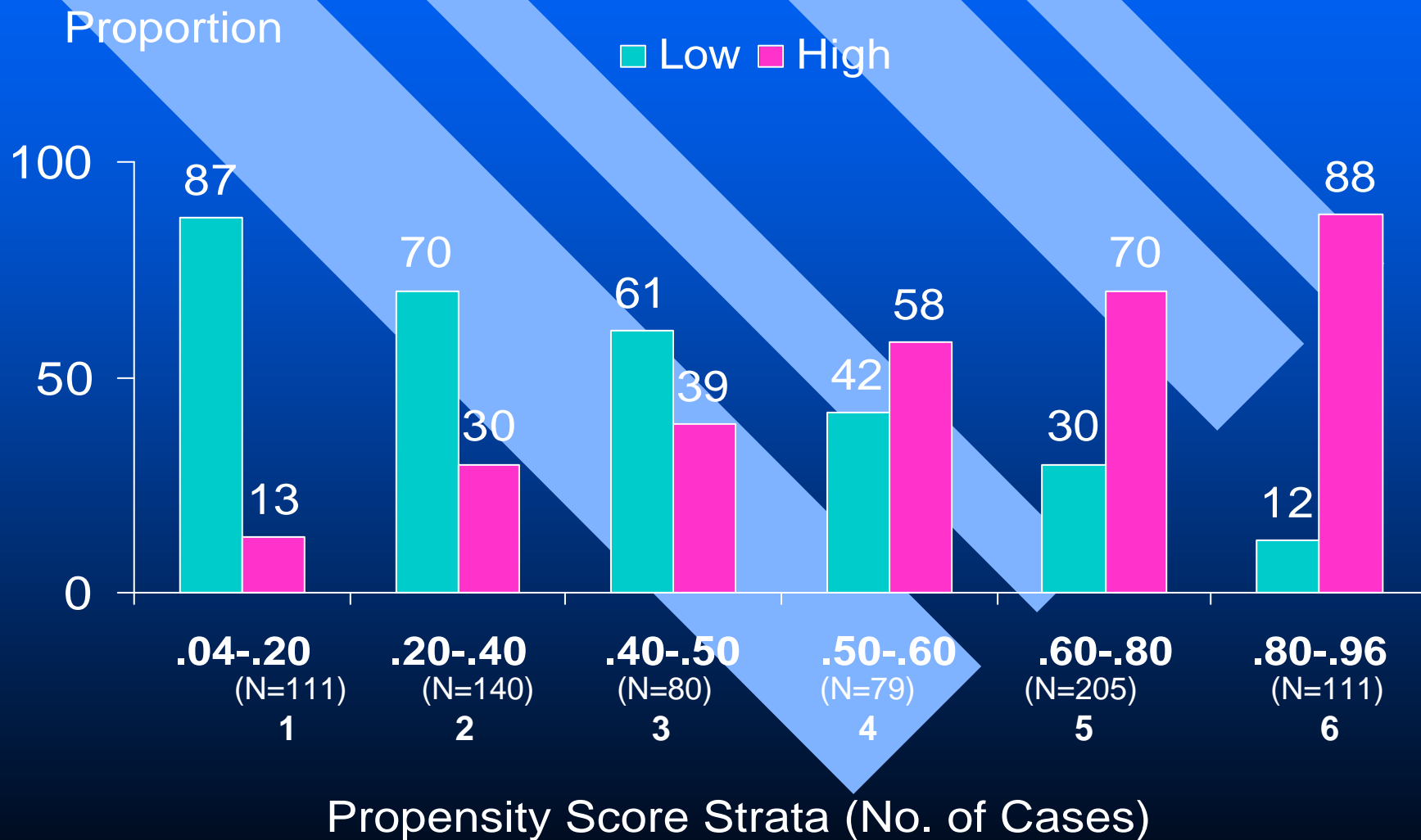
# Variables used to control for confounding influences and to construct the propensity score to create matched comparison groups for analysis

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1. Gender
  2. Age
  3. Education
  4. Household income
  5. Speaking Xhosa language
  6. Frequency of TV viewing
  7. Frequency of radio listening
  8. Learning about AIDS on TV
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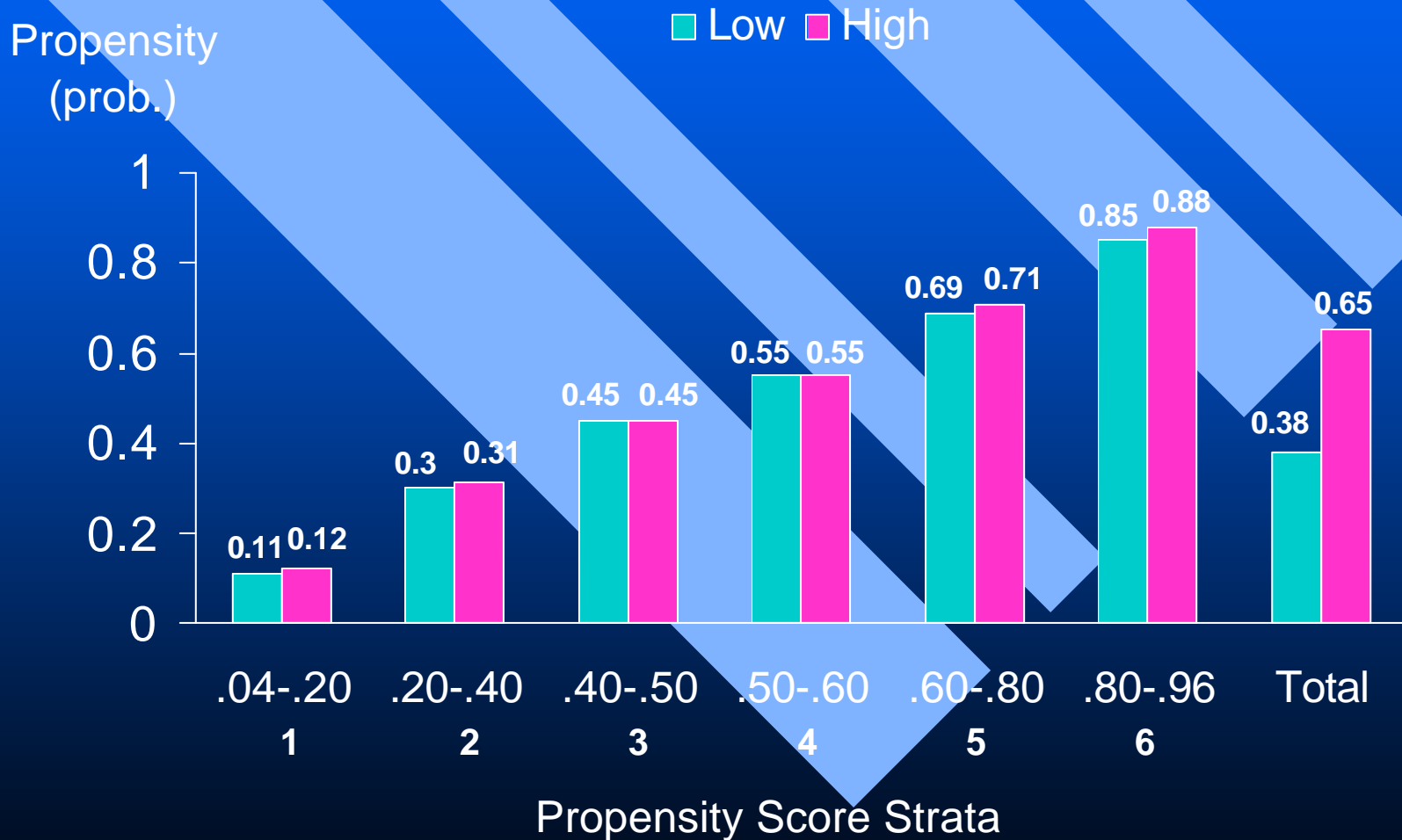
# Proportion of youth ages 16-27 by recall of the drama and propensity score strata at wave 3

## South Africa, 2004



# Mean propensity score of youth ages 16-27 by drama recall and propensity score strata at wave 3

South Africa, 2004

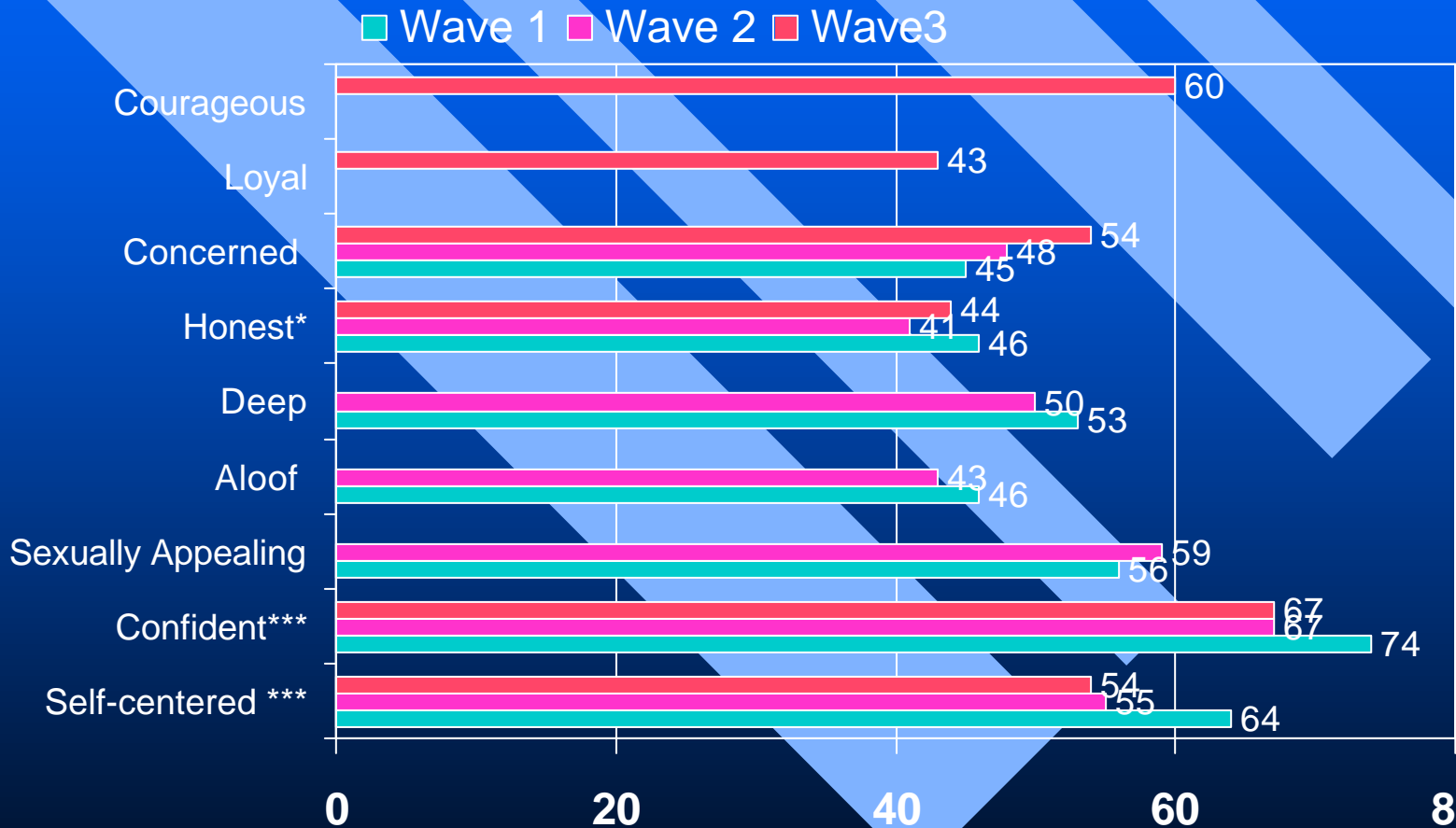


# Results

- Changes in perception of characters
- Caring about characters
- Attitude change
- Behaviour change

# Changes in the Perception of DJ from the 4th to 26th Episode

(Total sample from each wave)

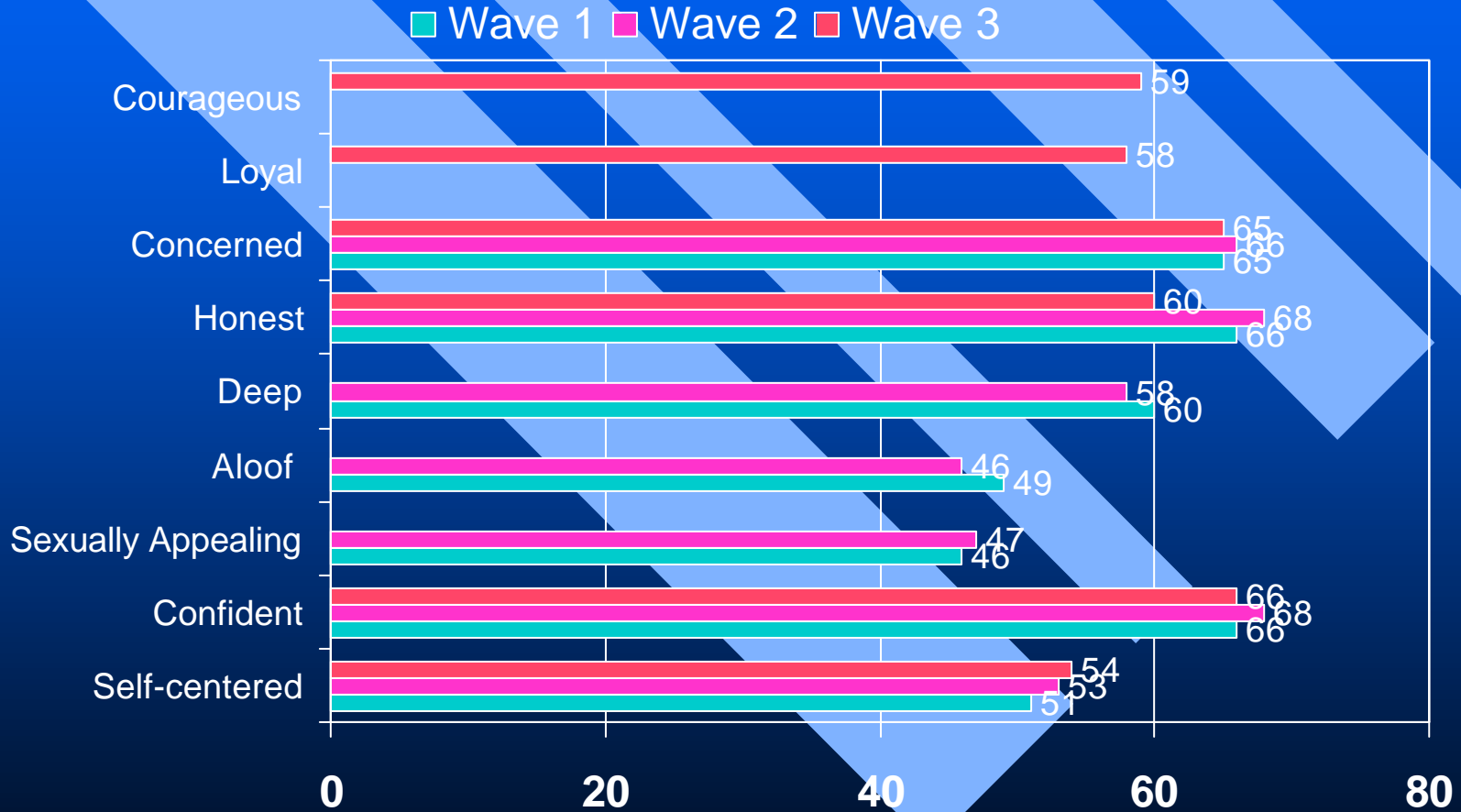


\* Statistically significant,  $p < 0.05$  \*\*\*  $p < 0.001$

N = 511

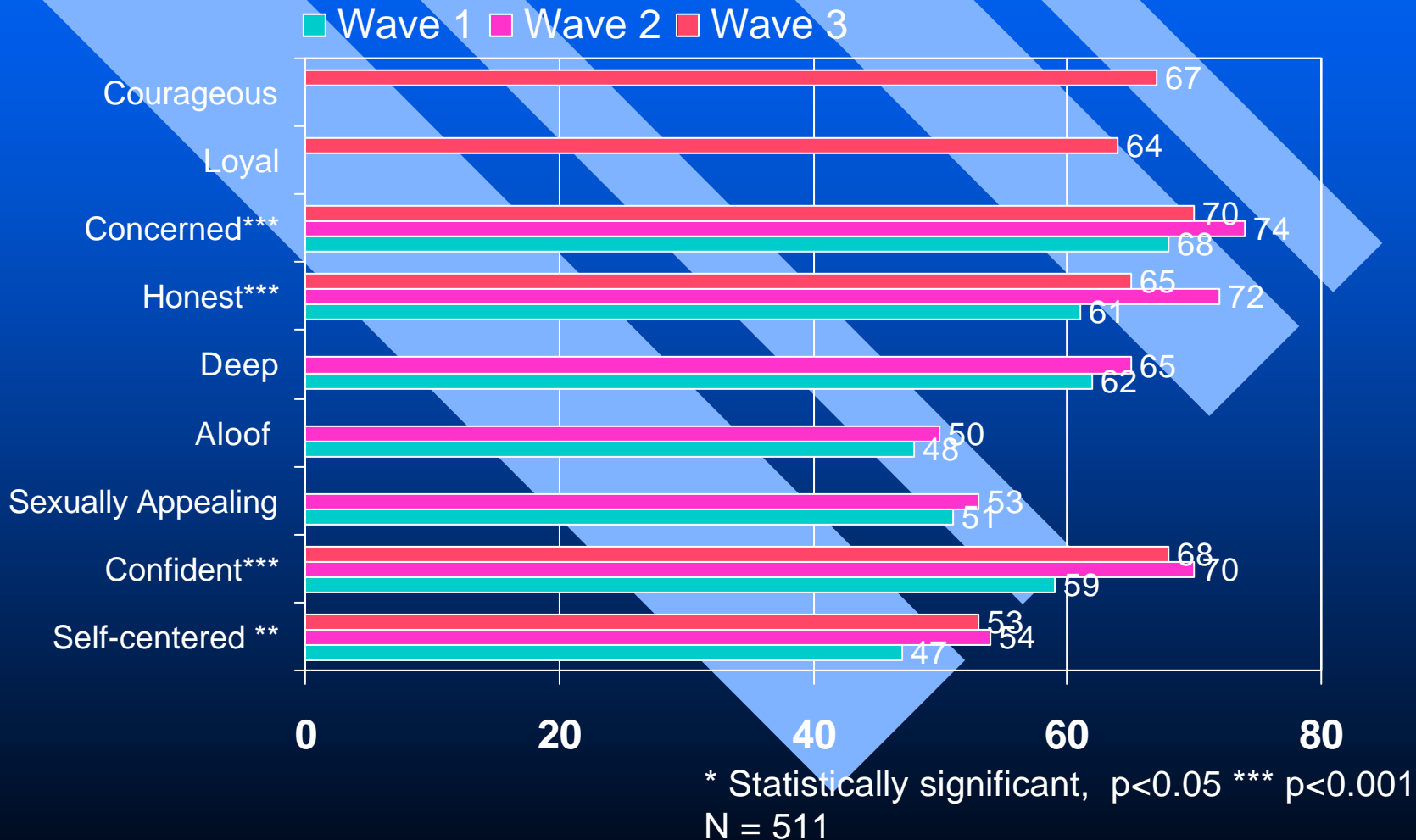
# Changes in the Perception of Boniswa from the 4th to 26th Episode

## Total sample



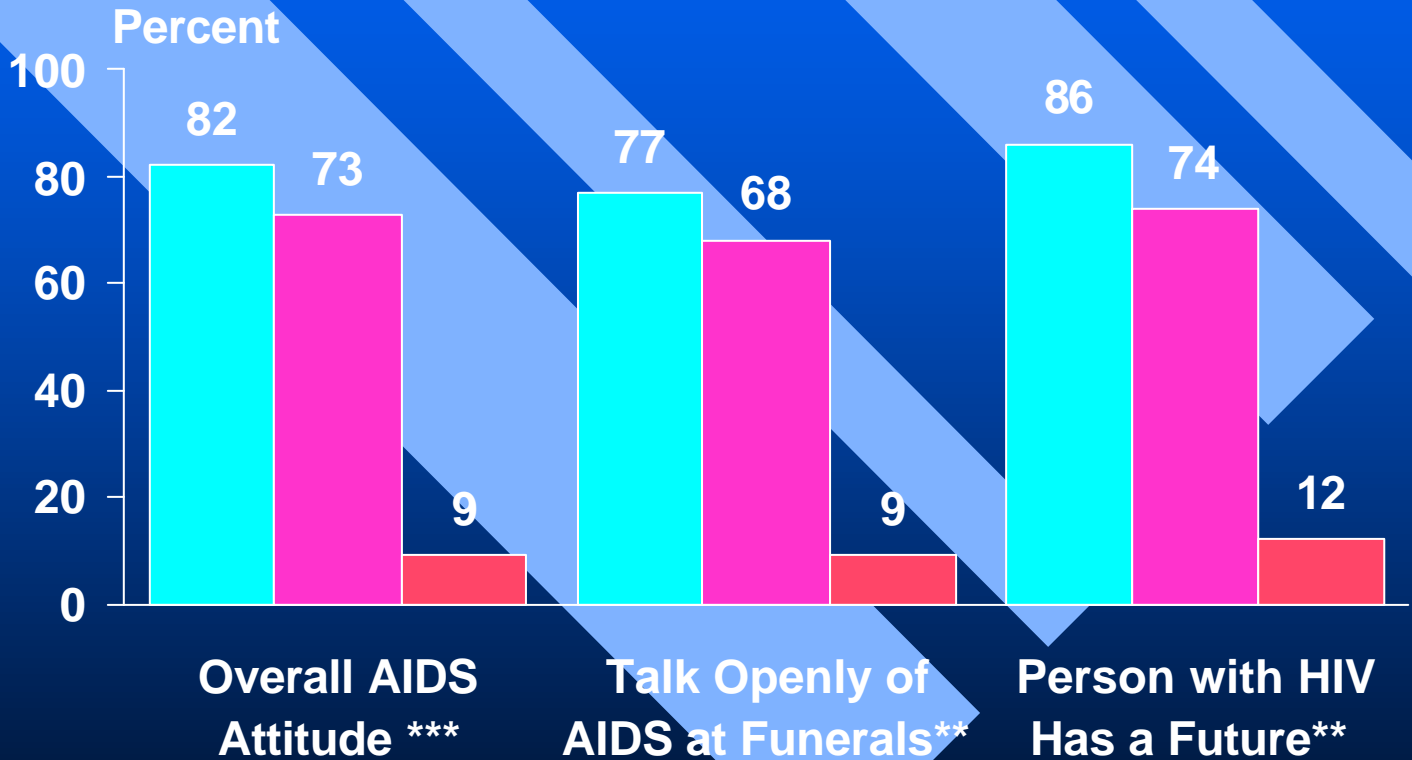
\* Statistically significant,  $p < 0.05$  \*\*\*  $p < 0.001$   
N = 511

# Changes in the Perception of Andile from the 4th to 26th Episode Total sample



# Impact of Watching Tsha Tsha on Specific HIV/AIDS Attitudes at Wave 3

Exposed Treatment Group   Matched Control Group   Difference

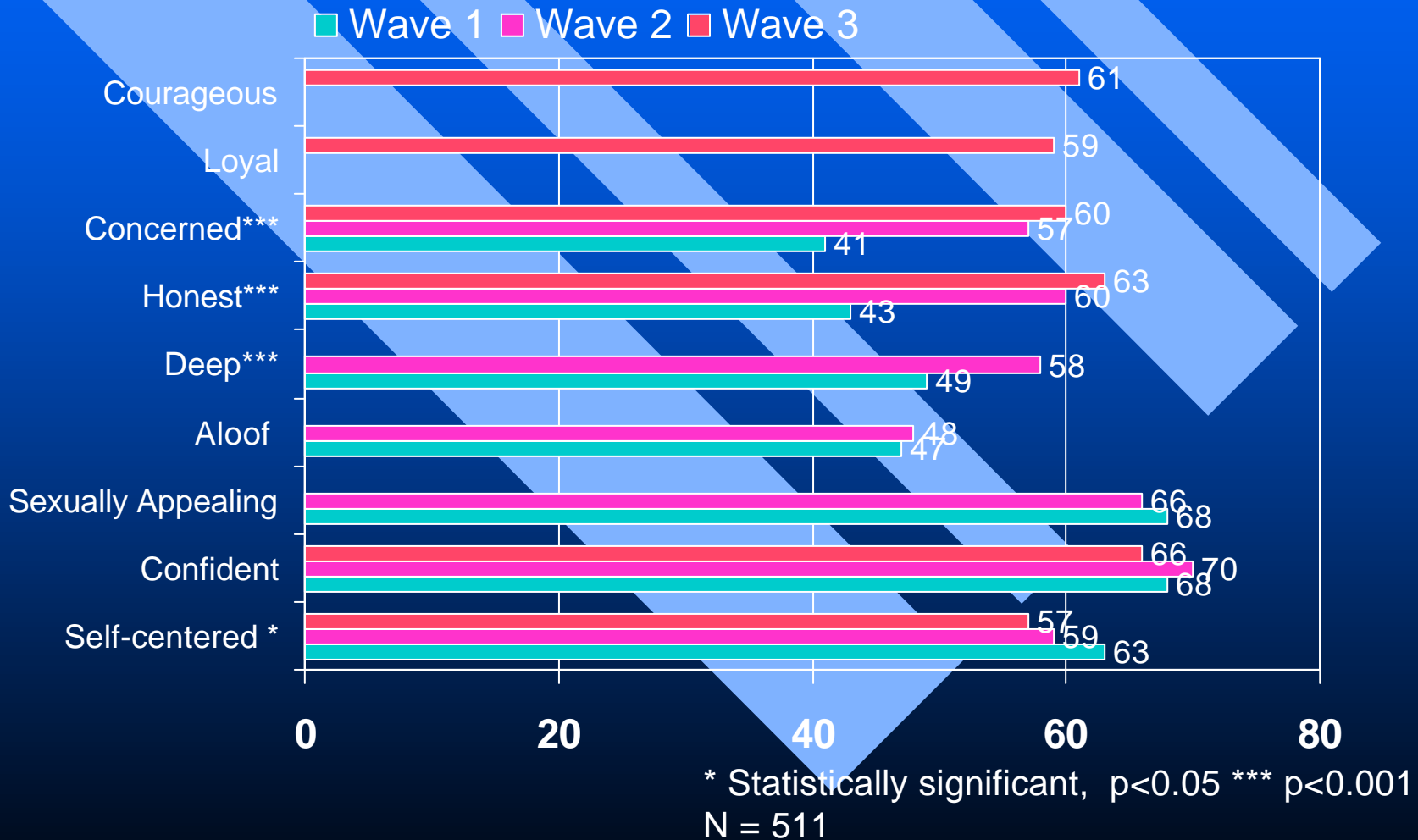


\* Statistically significant,  $p < 0.05$  \*\*\*  $p < 0.001$

N = 726

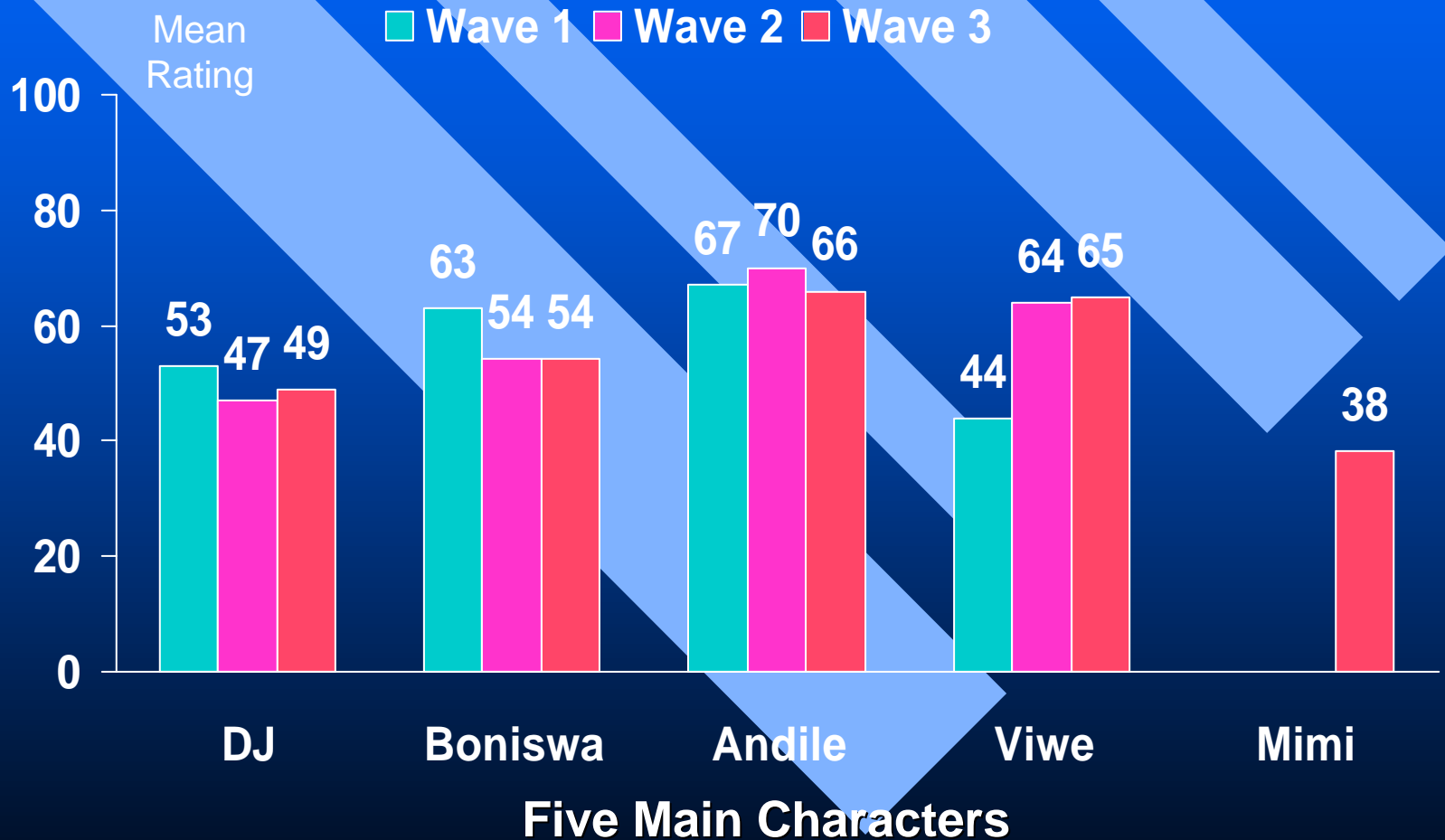
# Changes in the Perception of Viwe from the 4th to 26th Episode

## Total sample



# How much do you care about what happens to . . . . ?

## Total sample



# ATTITUDES EMPHASISED IN THE TV DRAMA

1. I would dance with a person that I knew was HIV positive
2. HIV positive people can have a satisfying relationship
3. It is possible to live a happy life, even if one is HIV positive
4. A person who is unsure about their HIV status should have an HIV test
5. I will tell my friends if I find out I am HIV positive
6. AIDS should be talked about openly at funerals of people who have died of AIDS

# ATTITUDES EMPHASISED IN THE TV DRAMA

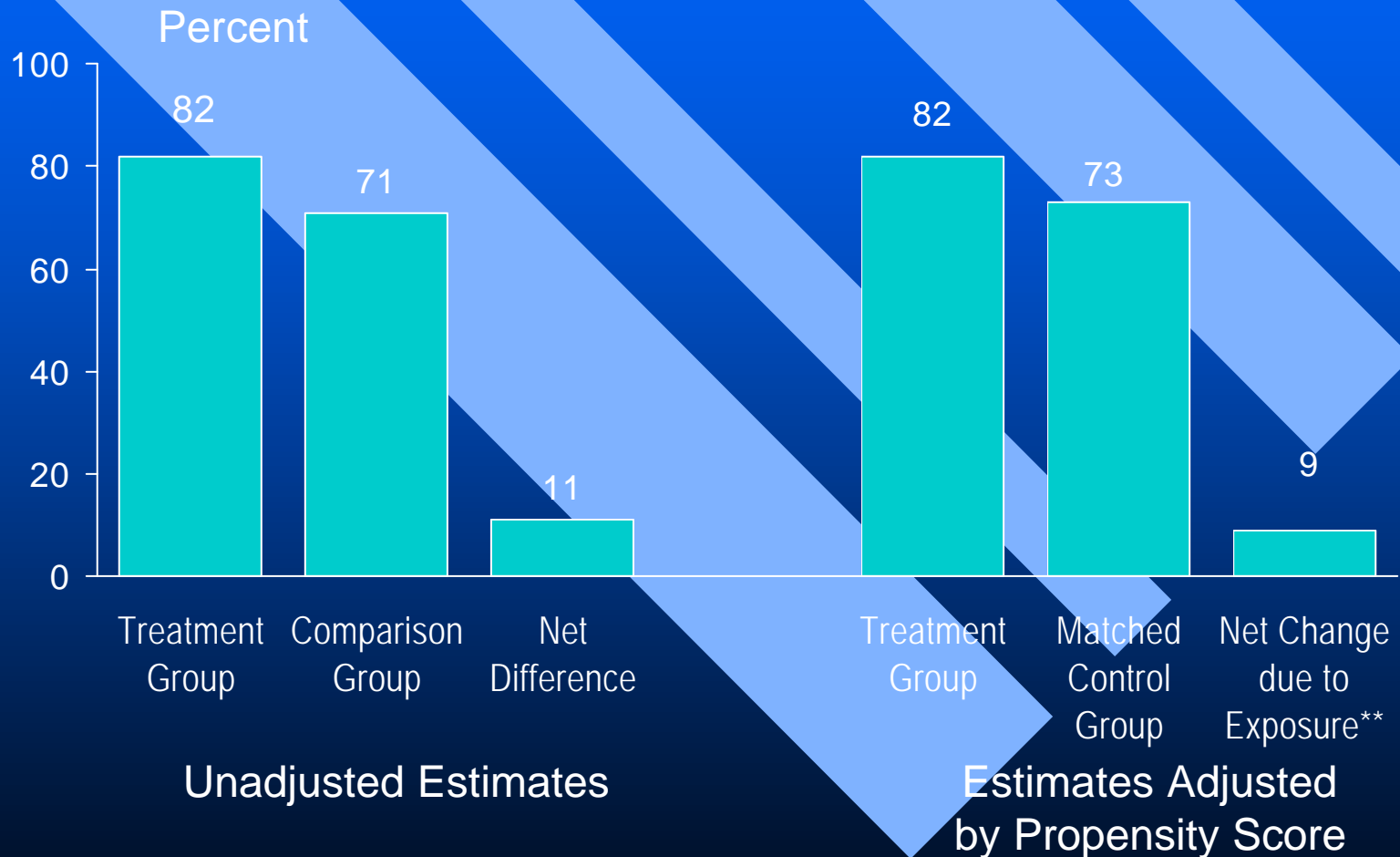
... cont.

7. People with AIDS should not be treated differently
8. I am willing to help care for a family member who is sick with AIDS
9. I will be embarrassed to be seen with somebody everyone knows is HIV positive\*
10. People with HIV will soon lose their friends\*
11. People should talk openly about HIV/AIDS in the family
12. I would hug a person who I know is HIV positive
13. When you learn that you have HIV, your life is over\*

\* reversed items

# Change in the mean percent agreement with attitudes towards AIDS

Wave 3, South Africa, 2004



\* Statistically significant,  $p < 0.01$   
N = 726

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# Impact of Watching Tsha Tsha on HIV Testing at Wave 3

Exposed Treatment Group   Matched Control Group   Difference

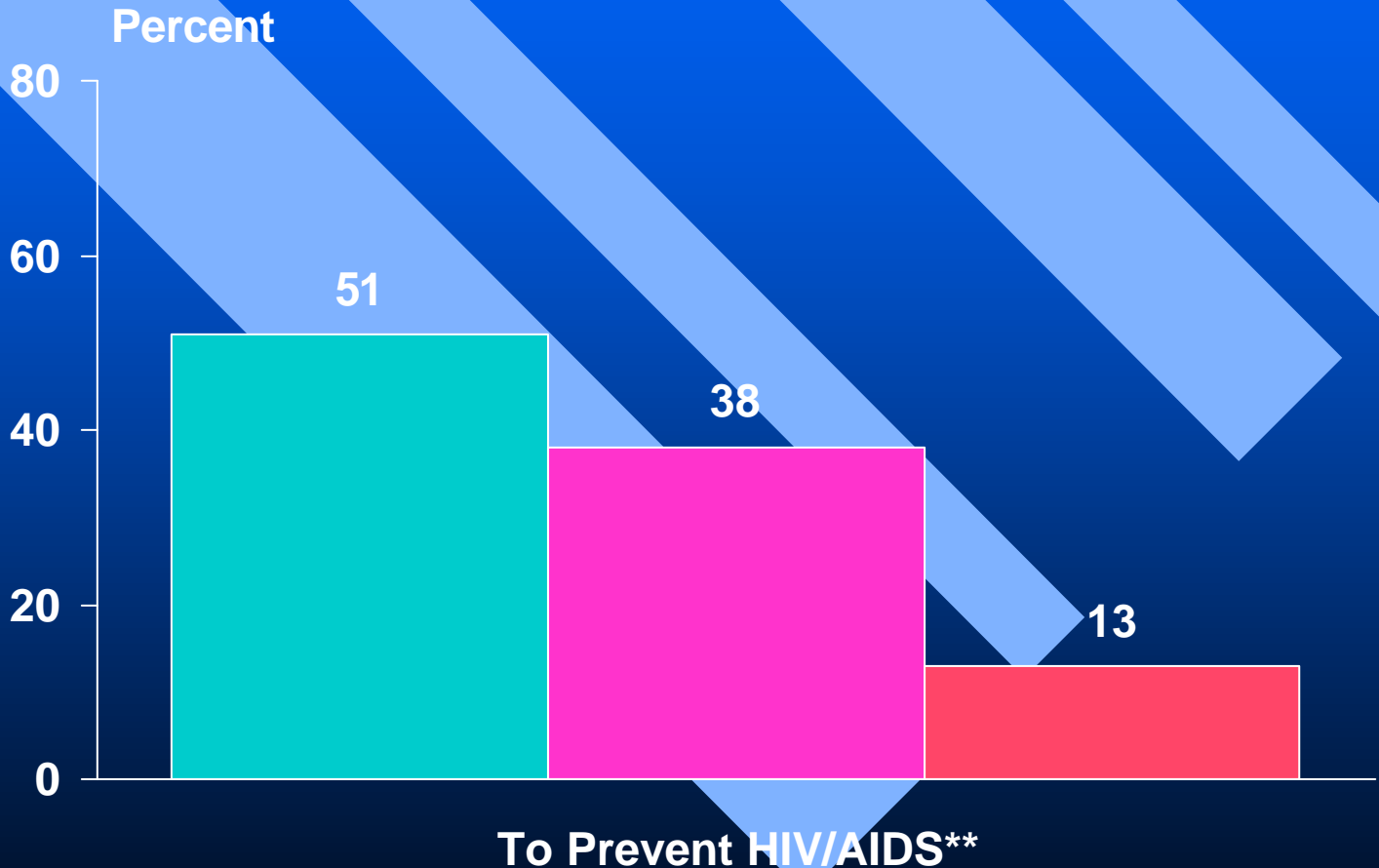


\* Statistically significant,  $p < 0.05$  \*\*\*  $p < 0.001$

N = 726

# Impact of Watching Tsha Tsha on Ever Having an HIV Test at Wave 3

Exposed Treatment Group   Matched Control Group   Difference

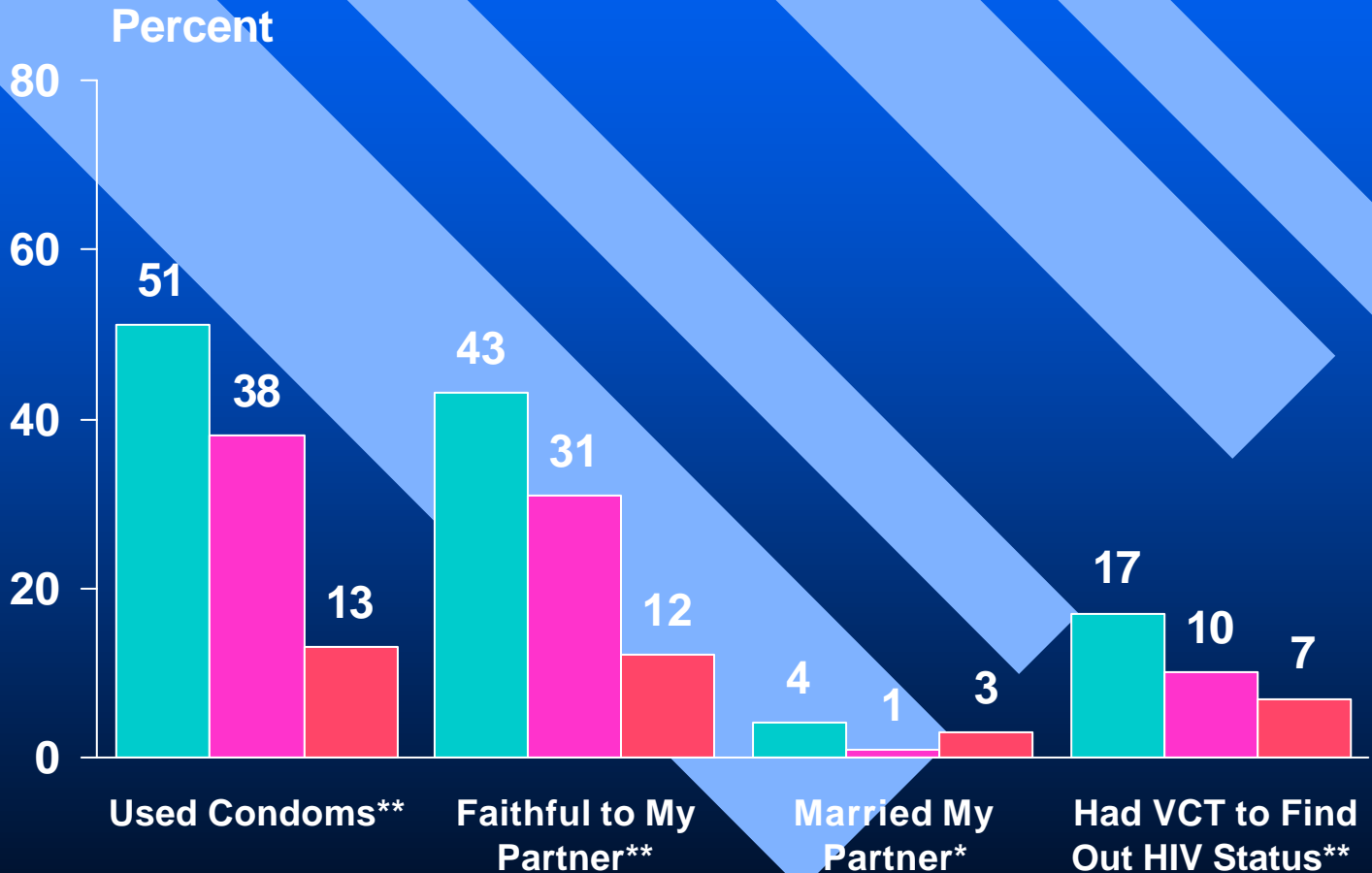


\* Statistically significant,  $p < 0.05$  \*\*  $p < 0.001$

N = 726

# Impact of Watching Tsha Tsha on Behavior at Wave 3

Exposed Treatment Group   Matched Control Group   Difference

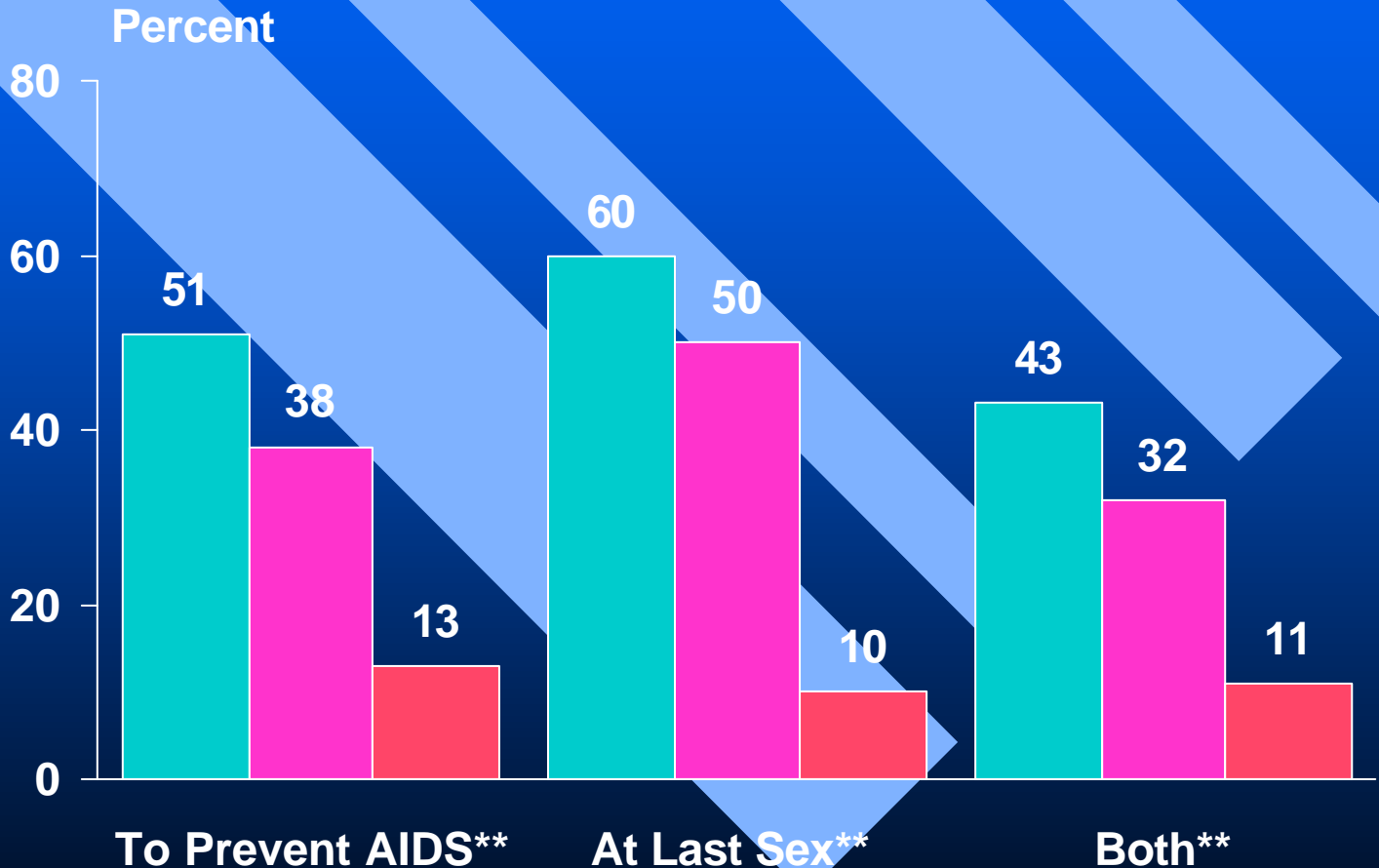


\* Statistically significant,  $p < 0.05$  \*\*\*  $p < 0.001$

N = 726

# Impact of Watching Tsha Tsha on 3 Measures of Condom Use at Wave 3

Exposed Treatment Group   Matched Control Group   Difference



\* Statistically significant,  $p < 0.05$  \*\*\*  $p < 0.001$

N = 726

# CONCLUSIONS

- Regression analysis and propensity score analysis with matched treatment and control groups confirmed that watching the drama had significant effects on attitudes and behavior commitment related to AIDS.
- The changes are small, but a significant confirmation of our previous findings that further episodes of Tsha Tsha have endorsed and increased its positive impact.

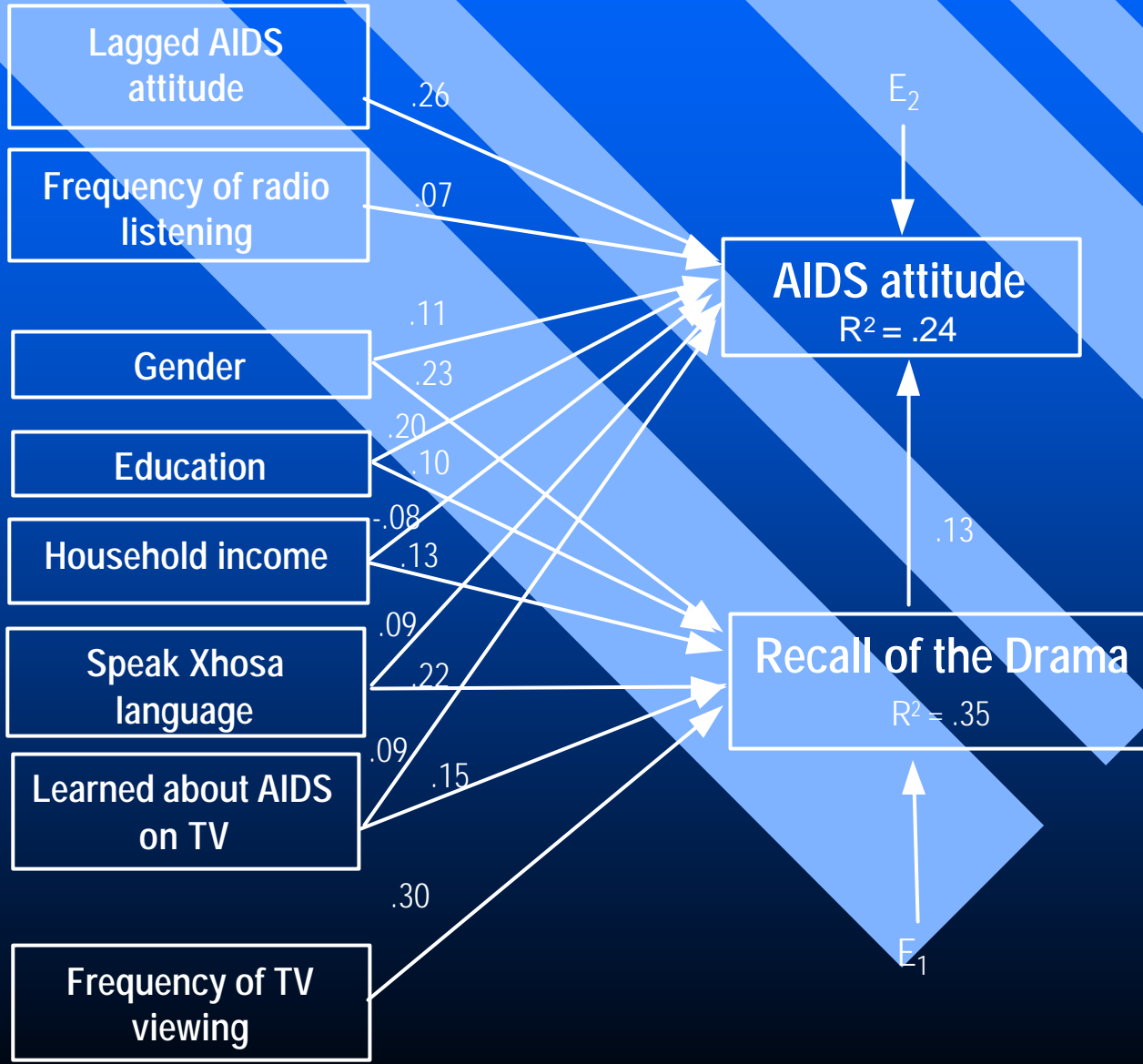
## CONCLUSIONS ...cont.

- In further evaluations of the forthcoming series an episode by episode approach is to be followed, which focuses more on the context of viewing, where household members will be asked to document their own reflections and thoughts and also to discover the perceptions of others in response to Tsha Tsha.
- We plan to move beyond tracking the impact on individuals, into the nooks and crannies of society where HIV/AIDS is responded to.

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End

# Path model of the effect of recall of the drama on AIDS attitudes at wave 3



# Table 1. Percent agreement with AIDS attitude items

Attitude Item	Factor Loading	% with positive attitude			
		All sample		Viewers only	
		Time 1	Time 3	Time 1	Time 3
1. I would dance with a person that I knew was HIV positive	.57	77.9	82.2	80.9	86.4
2. HIV positive people can have a satisfying relationship	.49	61.8	72.3	63.3	77.1
3. It is possible to live a happy life, even if one is HIV positive	.52	69.3	75.7	73.7	79.8
4. A person who is unsure about their HIV status should have an HIV test	.30	85.3	89.7	86.2	90.3
5. I will tell my friends if I find out I am HIV positive	.26	63.8	63.6	62.5	63.5
6. AIDS should be talked about openly at funerals of people who have died of AIDS	.32	61.8	67.3	70.2	75.0
7. People with AIDS should not be treated differently	.37	78.4	78.0	80.8	82.2
8. I am willing to help care for a family member who is sick with AIDS	.34	82.6	86.6	83.9	88.3
9. I will be embarrassed to be seen with somebody everyone knows is HIV positive*	.40	69.0	69.8	70.2	75.5
10. People with HIV will soon lose their friends*	.23	53.0	54.9	52.0	55.7
11. People should talk openly about HIV/AIDS in the family	.38	92.5	89.0	92.6	91.1
12. I would hug a person who I know is HIV positive	.56	84.9	82.7	89.4	88.9
13. When you learn that you have HIV, your life is over*	.43	69.8	76.8	74.8	82.2
Mean positive attitude (alpha at time 1=.62, at time 3 = .70)		72.9	76.0	75.4	79.6

## Table 2. Regression Analysis of Recall and AIDS attitude

Independent variables	Distribution	Dependent Variables (Wave 3)		
		Recall of the Drama	High Level of Recall of Drama	HIV/AIDS Attitude
		Std. Coef.	OR	Std. Coef.
	Mean (range)			
AIDS attitude (wave 3)	.76 (0 – 1)			
Recall of drama	50.0 (40.3 – 71.2)			.13**
Lagged AIDS attitude (wave 1)	.73 (0 – 1)	-	-	.26***
Female	50.6%	.23***	2.60***	.11**
Age	21.4 (16 – 27)	-.02	.96	-.02
Education level	1.2 (0 – 2)	.10**	1.35*	.20***
Household income	2.0 (1 – 4)	.13***	1.49***	-.08*
Speak Xhosa language	45.6%	.22***	3.13***	.09*
Frequency of radio listening	4.9 (1 – 6)	-	-	.07*
Frequency of TV viewing	4.5 (1 – 6)	.30***	1.59***	-
Learned about AIDS on TV	83.2%	.15***	2.58***	.09**
N	756	753	753	750
R-squared		.35	.23	.24
Exclusion test $\chi^2$ (df)		-.47 (7)	1.79 (7)	0.00 (9)