

THARE MACHI EDUCATION DVD EVALUATION

SUMMARY OF FINAL REPORT FROM GENEVA GLOBAL

Executive Summary

In order to test the efficacy of interactive DVDs developed by TME, field **research was performed** in **six countries** and in **eleven languages**; Acholi, Kiswahili, Chichewa, Luganda, Runyankole, Mandarin, Xhosa, Zulu, Afrikaans, Hindi and Marathi. A total of 3,546 questionnaires were completed during field research and subsequently analyzed.

Narrative reports prepared by Geneva Global regional representatives showed that the DVDs were quite easy to use and enjoyable to learn from. This information was supported by a quantitative analysis that was performed.

The DVDs were shown to be effective in raising the level of knowledge of the audience. Average improvement in score between the first and the final quizzes, an integral part of the interactive DVD learning process, was 1.1 points (13%). For the countries where viewers had a low baseline knowledge of the DVD subject material, the improvement was as high as 4.4 points (86.3%). Most people were able to correctly identify the main message of the DVDs and responded that they were quite satisfied with the DVDs they had watched.

Analysis of the data showed that people were quite comfortable with using the interactive DVDs and that most of them found instructions to the DVDs easy to understand and follow. However, when asked about the length of the DVDs, respondents did not seem to agree or disagree that it was too long. Generally the presenter did not distract them from learning from the DVD. However, Mandarin and Hindi respondents expressed some discontent with the presenter.

In general the respondents found images in the DVDs interesting and helpful in learning. They found the content of DVDs relevant to their lives. The majority of respondents found the language used in the DVDs quite easy to understand. Respondents who watched DVDs in Afrikaans, Acholi, Kiswahili and Runyankole languages were not fully satisfied with the language used in the DVD.

As a result of data analysis we discovered that there are correlations between improvement in score and the size of group, and where the DVD was tested. The best results were demonstrated by the groups with 1-5 people. In groups where respondents were able to discuss their answers with other testing participants and a facilitator, improvements in their quiz scores were as high as 23.4%. Homogeneous groups, especially men's groups and youth demonstrated the best results among other groups. The role of equipment media used to view the DVDs did not seem to have a significant impact on the questionnaires results. However, the most significant improvement in scores were in groups where DVDs were viewed on portable DVD players.

Based on the data analysis the following conclusions were drawn:

- 1. Interactive DVDs with a generic message are effective as they improve the level of knowledge of the audience;**
- 2. The best target group for the DVDs is people with limited knowledge of the given topics: people with low levels of education, people living in rural areas;**
- 3. The setting most conducive to effective learning from the DVDs is in homogenous groups of 1-5 people;**
- 4. Portable DVD players are easy to use and enjoyable to learn from.**

Summary of Findings

In order to test the efficacy of interactive DVDs developed by TME field research was performed in six countries and eleven languages; Acholi, Kiswahili, Chichewa, Luganda, Runyankole, Mandarin, Xhosa, Zulu, Afrikaans, Hindi and Marathi. A total of 3,546 questionnaires were completed during field research and analyzed.

Narrative reports prepared by Geneva Global regional representatives showed that the DVDs were quite easy to use and enjoyable to learn from. This information was supported by numeric analysis.

The analysis of the acquired data consisted of a comparison between the first and the final quiz scores, analysis of the answers given by respondents and finding correlations between the score and the context in which the DVDs were tested.

To help evaluate the effectiveness of DVDs three criteria were chosen: improvement in score, understanding of the main message of the DVD and overall satisfaction with the DVD. The analysis of these demonstrated that the DVDs were effective and raised the level of knowledge of the audience. Average improvement in score between the first and the final quizzes was 1.1 points, which equals 13%. For the countries with low baseline knowledge the improvement was as high as 4.4 points, suggesting that people who know less, learn more from the DVDs and benefit from them more than others. It also reflects that the DVDs contain the basics and very relevant information, rather than complex and thorough presentation of these subjects. Most people (from 73% to 98%) were able to correctly identify the main message of DVDs and were quite satisfied with the DVDs they had watched. Even though there are factors that could influence the results of the DVDs' screening: implementing organizations' reputation in the community, quality of introduction to the DVD testing, initial knowledge of the audience, it would be fair to assert that the interactive DVDs are effective in raising the knowledge level of viewers on given topics.

Even though several implementing partners noted that the respondents had a hard time choosing from “Strongly Disagree” to “Strongly Agree”, these type of questions helped to determine how they felt about watching the DVDs and interacting with them. In particular, due to the analysis of the answers given to Likert questions, we could conclude that people were quite comfortable while using the interactive DVDs and that most of them found instructions to the DVDs easy to understand and follow. However, when asked about the length of the DVDs, respondents could not determine if the DVDs were too long or if their length was appropriate. Generally the presenter did not distract them from learning from the DVD. However, Mandarin and Hindi speakers expressed their discontent with the speaker.

In general the respondents found images in the DVDs interesting and helpful in learning. They found the content of DVDs relevant to their lives. The majority of respondents found the language used in the DVDs quite easy to understand. However, respondents who watched DVDs in Afrikaans, Acholi, Kiswahili and Runyankole languages were less satisfied with the language used in the DVD.

As a result of data analysis we discovered that there are correlations between improvement in score and the size of group, and where the DVD was tested. The best results were demonstrated by the groups with 1-5 people. In groups where respondents were able to discuss their answers with other testing participants and facilitator, improvement in score was as high as 23.4%. Homogeneous groups, especially men’s groups and youth demonstrated the best results among other groups. The role of equipment was no so significant. However, the most significant improvement in score was in groups where DVDs were viewed on portable DVD players.

Even though not all respondents answered the questions demanding a written response, we were able to find some of the most frequent answers. Based on the answers given by the respondents, they understood key messages of interactive DVDs and were ready to apply them.

Thare Machi Education

01926 422711

mail@tme.org.uk