



**HAAP Animation Film
“Changing Minds”
Field Testing Report**

Waves Communication

Executive Summary

“Changing Minds” is a film that addresses issues relating to Stigma and Discrimination in the context of HIV/AIDS, and is designed to create awareness on basic prevention issues. It was developed with a group of children selected from the four states of Rajasthan, Andhra Pradesh, Karnataka and Delhi, which along with Maharashtra form the target audiences for this film. As a result, the film is rendered in Hindi, Telugu and Kannada. After editing, the film was subjected to a field testing process to test its efficacy across target segments in these five states. This report documents the program, processes and results of the field testing exercise.

The field testing exercise was conducted in five locations in the five target states during the period, 15 Sept., 2006 to 1 October, 2006 with the assistance of local NGOs.

Methodology

A Pre/Post comparison of a set of ten questions was conducted. Between these two activities, the film was screened and during this first screening, the visual responses of the audience were recorded on video. These were used for measuring distraction during the viewing to provide cues about those segments of the film where boredom or confusion may have elicited one of three distractors i.e. yawning, glazed look, and sleep with eyes closed.

Immediately after the first screening, participants were required to respond to three objective type questions which were designed to obtain feedback on the qualitative aspects of the film.

The film was then screened for a second time. During this screening, the film was stopped at specific points and participants were invited to respond to one of a set of ten questions that measured their observational, inferential and conceptual abilities.

After the second screening was completed, the ten questions that comprised the Pre/Post tests were again put to the audience.

All responses to objective type questions were provided through a Real Time Feedback System (RTFS) which created a computer file of responses immediately after responses had been keyed into specially developed radio frequency remote controls.

Results

The tests of the perception of film quality show that 64 of 69 respondents believed that the film was “very good” and the remaining believed that it was “good” in the context of the question which asked them how they liked the film. In terms of the importance of the HIV/AIDS information provided, 59 out of 71 felt it was “vital”, while 11 felt it was “Important”. When questioned about the length of the film, 86% felt it was either “just right” or “too short”. We surmise therefore that the film was well received by participants across the states.

In the Pre/Post comparison, there was a wide range of questions. On average 48% of respondents registered a correct answer in both Pre and Post testing of the same question. However, 17% made a transition from providing an incorrect answer before seeing the film to providing a correct answer after seeing the film. Hence, on average 26% of those who were correct were potentially influenced by the learnings through watching the film. The report deals in great detail with the results of individual questions and the state specific challenges.

During the Within-film evaluation, there was a near linear progression in obtaining the correct answer as participants went from the first to the last question, lending thereby the inference that the learnings from earlier questions were influencing later answers. If one excludes the results from the states of Andhra and Karnataka, which may have been affected by problems of translation, ranging from inappropriate wording of questions to problems with diction and inappropriate dialogue, all questions averaged more than 65% correct responses with 4 questions registering a 90% correct answer. In combination with the results from the Pre/Post transitions, this represents an eminently satisfying outcome in terms of the effectiveness of the film.

The Distractor Analysis yielded very encouraging results overall with only 17 instances across all states of “Yawning” and 4 of a “glazed look”. The principal cluster of such distractors occurred during that segment of the film that dealt with government structures for addressing HIV/AIDS related issues. There was a near complete absence of distractors when the primary issues of stigma, discrimination and HIV/AIDS awareness were being discussed.

In general, we have tried to address the issues of the translation problems with an initial comprehensive review, modification and final review of the Telugu and Kannada versions of the film. We are confident these will improve the situation significantly.

Conclusions

We believe that the field testing conclusively shows that the film is an effective instrument for changing perceptions and beliefs in the context of the issues of stigma and discrimination that the film addresses, as well as in creating awareness of the nature of HIV, and how it spreads. Last but not least, the film impacts on the need for the use of condoms even where fidelity is not an issue. It also has shown itself to be effective in differentiating between HIV and AIDS as the results of the Section 5.2.3 show in terms of the Pre-Post transition.

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1 Introduction



This document reports on the program, processes and results of field testing of the HAAP Animation film, “Changing Minds” across five states in India. Principally this field testing process comprised:

1. Pre-film Evaluation : Ten statements where participants choose one of three options
2. Post-film Evaluation: The same ten statements after the second showing of the film
3. Evaluation during the film: Primarily used to ascertain if the key concepts/information imparted in a particular scene was perceived correctly by the viewers in the context of knowledge that is implied, inferred and conceptual.
4. Distractor Analysis: This was designed to measure the response of the audience to the different parts of the film through measuring the type and duration of distractors
5. Participant assessment of the qualitative aspects of the film: This was carried out directly after the first screening.

A fundamental rationale for this process was to ascertain how far the animation film was able to impart the specific HIV/AIDS related information (learning objectives) in a friendly, interesting, and captivating manner to target audiences across the 5 states. The field testing design also takes into consideration the need to complement a successful transmission of information with reinforcement from the multimedia CD-Rom.

2 Program

The field testing was carried out at the following locations:

Table 1: Testing Sites for HAAP Animation Film Testing Program

State	Facilitating Local NGO	Location	Dates	Participants
Rajasthan	GNK	Bharatpur	13 Sept., 2006	15
Maharashtra	CCDT	Navi Mumbai	16 Sept., 2006	15
Andhra Pradesh	HELP	Chirkuluripet	24 Sept., 2006	15
Karnataka	Samuha	Towgera	27 Sept., 2006	15
Delhi	CASP	Sangam Vihar	1 Oct., 2006	14

3 Process



The principal sub-processes were:

1. A Real Time Feedback System (RTFS) was deployed which uses radio frequency monitoring of keypresses on purpose built remote controls to determine the response of a participant to a question. Four options were available in each of the 16 remotes provided.
2. All statements and questions were displayed on a large screen using a video projector.
3. The entire design of the field testing program was explained to the respondents using a slide show.
4. A series of test statements had been prepared and these were used to provide a demonstration of the RTFS system before the actual activities commenced. The responses were not designed for analysis, but to achieve familiarity with the RTFS system.
5. The pre-film evaluation statements were responded to by participants using the RTFS
6. The film was screened for the first time and participants were filmed by video as they watched. This data was used for the distractor analysis.
7. Immediately after the first screening, participants were presented with 3 questions that were designed to ascertain participants views on the qualitative aspects of the film.
8. The film was screened a second time. On this occasion the film was stopped at appropriate positions and participants responded to statements/questions using the RTFS.
9. The Post-film evaluation was carried out after the second screening of the film.

4 Unanticipated Challenges

4.1 Translation

Translation presented challenges and could possibly be responsible for the relatively poor results from Andhra and more acutely from Karnataka. These are the two places where there was less control of translation quality.

5 Results

4.2 Distractor Analysis

In Maharashtra, it was felt that identification of children, some of whom were HIV affected, may be undesirable. For this reason, no video record of the participants watching the first screening, is available for Maharashtra. Hence, the Distractor Analysis is based on the participant response from the remaining 4 locations.

4.3 Data Capture

Data capture loss seems to be confined to the Andhra and Karnataka instances for the Pre and Post comparisons. However, it is relatively small. It is possible this resulted from the failure to properly use the RTFS system, but it seems more likely that in some instances, the participants did not choose to answer.

5 Results

5.1 Perception of Film Quality

5.1.1 Question 1

1. How did you like this film

- 1: Very Good
- 2: Good
- 3: OK
- 4: Not good

Results

AP	DL	KA	MR	RJ	Option	Total	Description
11	13	12	14	14	1	64	Very Good
0	1	2	1	1	2	5	Good
0	0	0	0	0	3	0	OK
0	0	0	0	0	4	0	Not good

5.1.2 Question 2

The information on HIV/AIDS provided through this film was:

- 1: vital for you
- 2: important for you
- 3: was partly useful for you
- 4: not useful for you

5 Results

Results

AP	DL	KA	MR	RJ	Option	Total	Description
7	13	11	14	14	1	59	Vital for you
6	1	3	1	0	2	11	important for you
0	0	0	0	1	3	1	was partly useful for you
0	0	0	0	0	4	0	not useful for you

5.1.3 Question 3

3. You felt that the film was:

1: very long

2: long

3: just the right duration

4: too short

Results

AP	DL	KA	MR	RJ	Option	Total	Description
0	0	1	0	2	1	3	very long
0	2	3	1	1	2	7	long
10	10	6	8	12	3	46	just the right duration
3	2	4	6	0	4	15	too short

5.1.4 Conclusions

There seems to be overwhelming support for the following hypotheses:

1. The film was perceived by respondents to be overwhelmingly “very good” in the context of being likeable.
2. The respondents perceived the content of the film to be largely “vital” or “important”.
3. For 86% of respondents the film was either just right or too short. This does not lend itself to any case for shortening the film.

The general conclusion from this is that it was the perception of respondents that the film should not be altered from the version in which it was shown.

5.2 Pre-film evaluation and Post-film evaluation comparison

The Pre-film evaluation and Post-film evaluation comparisons have been done to elicit the following outcomes, while the Within-Film evaluation results help to illuminate the analysis.

PP_C: Instances where the question was answered correctly both in the Pre-film evaluation and the Post-film evaluation

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PP_I: Instances where the question was answered incorrectly both in the Pre-film evaluation and the Post-film evaluation

PP_I2C: Instances where the question was answered incorrectly in the Pre-film evaluation but correctly in the Post-film evaluation

PP_C2I: Instances where the question was answered correctly in the Pre-film evaluation and incorrectly in the Post-film evaluation

PP_%C: The Percentage of participants who got the right answer in the Post-film evaluation. This is the sum of items 1 and 3 as a percentage of the total of items 1 to 4.

5.2.1 Question 1

Question: If you share food with an HIV positive friend, then you are not likely to become HIV positive

1: True

2: False

3: Don't know

Desired answer: 1

Results

Q1	PP_C	PP_I	PP_I2C	PP_C2I	Total Respondents
AP	7		4		11
DL	13			1	14
KA	12		2	1	15
MR	11		4		15
RJ	7	5	1	2	15
Total	50	5	11	4	70

Correct answers as a %age of the total in Pre/Post testing: 87%

Analysis This question was inserted to obtain a view of respondent perceptions reflecting stigma on the one hand, and ignorance on the other. The responses vary considerably with an average of 87% of respondents being correct at the end. However, there were a high percentage who were right in PP_C. This may reflect low levels of ignorance but do not necessarily indicate low levels of stigma. What is known is not necessarily a potent influence on behaviour which is conditioned by other responses such as social perceptions of how to behave.

There are significant differences between the outcomes in the 5 states with Karnataka and Andhra registering low levels of the desired answer compared to the other states.

Conclusion The overall conclusion is that the respondents showed significant understanding of the concept that sharing food carries very low probabilities of infection. However, in some states respondents performed poorly on this understanding.

5 Results

5.2.2 Question 2

Question: Having unprotected sex with only one partner means that one cannot become HIV positive

1: True

2: False

3: Don't know

Desired answer: 2

Results

Q1	PP_C	PP_I	PP_I2C	PP_C2I	Total Respondents
AP		3	7	2	12
DL	1	7	3	3	14
KA	3	7	1	4	15
MR	3	5	7		15
RJ		9	1	5	15
Total	7	31	19	14	71

Correct answers as a %age of the total in Pre/Post testing: 37%

Analysis It is possible a double negative does not lend itself to meaningful translations into Indian languages. There is an however an encouragingly high transition in the post film evaluation which indicates a significant level of learning from the film particularly for Andhra and Maharashtra. This is in fact one of the highest levels of PP_I2C transition recorded across all questions implying therefore that the film had a significant impact. There is however, a subtlety about the issue of the partner having other partners which may not be immediately apparent to respondents, and therefore lead to the belief that a film may not seem to be a proper medium for this issue. However, this question was more directly addressed in the film in Q.3. There we note that if we exclude the translation critical states of AP and Karnataka, the percentage of success is a very creditable 67% (See Table 2)

Conclusion This film has provided data which shows that there is a need to correct the "either single partner" or "condom use" perception, possibly aided by public service announcements of the past, that may have created the very low PP_C levels seen above. The strong PP_I2C response shows the positive impact of the film and reinforced the need to ensure that one only has protected sex with one's partner even if that partner is the only partner. The film has created encouraging transitions to dilute dangerous beliefs,

5.2.3 Question 3

Question: It is easy to identify HIV positive people because they look sick

1: True

5 Results

2: False

3: Don't know

Desired answer: 2

Results

Q1	PP_C	PP_I	PP_I2C	PP_C2I	Total Respondents
AP	1	10	2	0	13
DL	5	3	6	0	14
KA	3	6	3	3	15
MR	6	6	3	0	15
RJ	0	9	5	1	15
Total	15	34	19	4	72

Correct answers as a %age of the total in Pre/Post testing: 47%

Analysis This is obviously a popular misconception with a very small percentage for PP_C. This question along with Question 2 recorded the highest values for PP_I2C and a relatively low value for PP_C2I from which one can infer that the film is an instrument for initiating a changed response. In addition, The PP_C2I value is dramatically improved in the absence of the Karnataka result. Again, as with question 2, there are significant challenges in changing widely held perceptions or perceptions that accord with intuitive responses. It also remains possible that public service announcements have tended to create short chronological links between HIV and AIDS. Hence, participants could be driven to the belief that if it is possible to visually identify an AIDS patient, the same should hold good for an HIV patient.

Conclusion The film appears to have played a significant part in effecting a change between the Pre-film testing and the Post-film testing.

5.2.4 Question 4

Question: People from good families who are wealthy are not likely to be HIV positive

1: True

2: False

3: Don't know

Desired answer: 2

5 Results

Results

Q1	PP_C	PP_I	PP_I2C	PP_C2I	Total Respondents
AP	2	5	3	1	11
DL	12	0	0	2	14
KA	6	2	2	5	15
MR	11	0	1	3	15
RJ	6	6	1	2	15
Total	37	13	7	13	70

Correct answers as a %age of the total in Pre/Post testing: 63%

Analysis This shows an encouragingly high desired response with 37 out of 70 respondents providing desired responses both in Pre and Post film evaluation. This is particularly true of Delhi and Maharashtra. There is a high undesired response from Karnataka on the PP_C2I which may be partially explained by the translation either of the questions, the script or the protocols for testing.

Conclusion This issue may be given relatively low priority for the HAAP multimedia package due to the high incidence of PP_C in the respondent population which shows a significant impact of the film.

5.2.5 Question 5

Question: A new born baby can be prevented from becoming HIV positive even if its mother is HIV positive

1: True

2: False

3: Don't know

Desired answer: 1

Results

Q1	PP_C	PP_I	PP_I2C	PP_C2I	Total Respondents
AP	6	0	7	0	13
DL	11	0	3	0	14
KA	12	0	1	2	15
MR	14	0	0	1	15
RJ	3	9	2	1	15
Total	46	9	13	4	72

Correct answers as a %age of the total in Pre/Post testing: 82%

5 Results

Analysis The total response is very encouraging with a low value on the PP_C2I and a high value of PP_I2C along with a high value on the PP_C. Clearly there is widespread awareness of this among the respondents and as there are no issues of stigma strongly associated with it, this remains an encouraging response. The film also appears to have been effective given the relatively high value of PP_I2C and low value of PP_C2I.

Conclusion Given the 82% overall rating, even with the relatively low rating of PP_C in Rajasthan, the film can be considered to be successful in achieving its objectives. We would recommend that this issue can be covered with relatively low priority in the HAAP multimedia package. As this is a topic that was covered fairly comprehensively in the film, that initiative can be construed to be a success.

5.2.6 Question 6

Question: If someone in a village becomes HIV positive the entire family should leave the village to prevent others from becoming similarly infected

1: True

2: False

3: Don't know

Desired answer: 2

Results

Q1	PP_C	PP_I	PP_I2C	PP_C2I	Total Respondents
AP	13	0	1	0	14
DL	13	0	0	0	13
KA	6	3	6	0	15
MR	12	1	0	2	15
RJ	5	7	2	1	15
Total	49	11	9	3	72

Correct answers as a %age of the total in Pre/Post testing: 81%

Analysis Again, this indicates a very heartening response that could be driven as much by social conscience as by knowledge. Given the high level of PP_C there seems to be a very significant increment in the PP_I2C, particularly for Karnataka where it seems to have doubled the success rate. The film deals at some length on this issue and clearly where initial perceptions were different as in Karnataka and Rajasthan the film has had an impact particularly in the context of "Stigma and Discrimination" which is the focus of this film.

Conclusion This is an important stigma related issue on which the film has had significant impact particularly in states where the overall performance has been less than expected.

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5.2.7 Question 7

Question: One can get oneself tested for HIV at a VCTC and the fee for conducting this test is very low

1: True

2: False

3: Don't know

Desired answer: 1

Results

Q1	PP_C	PP_I	PP_I2C	PP_C2I	Total Respondents
AP	10	1	1	0	12
DL	7	0	7	0	14
KA	10	1	2	2	15
MR	11	0	4	0	15
RJ	3	8	4	0	15
Total	41	10	18	2	71

Correct answers as a %age of the total in Pre/Post testing: 83%

Analysis The overall PP_C results are very encouraging and even more encouraging are the PP_I2C figures and the contrast with the PP_C2I results which were the exclusive contribution of the Karnataka respondents. In general it seems that the film was successful in reinforcing the role of VCTC's and the services they provide at low cost.

Conclusion The film has made a significant impact on the understanding of VCTC's within the respondent group.

5.2.8 Question 8

Question: A PPTCT Center is a government facility where homeless HIV / AIDS patients live

1: True

2: False

3: Don't know

Desired answer: 2

5 Results

Results

Q1	PP_C	PP_I	PP_I2C	PP_C2I	Total Respondents
AP	0	13	0	1	14
DL	0	12	1	1	14
KA	2	5	5	3	15
MR	0	12	2	1	15
RJ	1	10	0	4	15
Total	3	52	8	10	73

Correct answers as a %age of the total in Pre/Post testing: 15%

Analysis The PPTCT was covered very briefly in the film as something peripheral to the main messages which were centred on stigma and on creating awareness of HIV / AIDS with an emphasis on prophylactic measures. From the results it would appear that neither was there a prior understanding of a PPTCT nor was there understanding created by the film. It is also not clear what terms are used for the PPTCT in different linguistic environments and whether our translations were appropriate in that context.

Conclusion The results show the effectiveness of the film as a medium. While the issue of the VCTC was possible to cover within the scenes embodied in the film, the same was not true of the PPTCT. The marked difference between the two shows the need to constrain content within the film to what it can legitimately achieve.

5.2.9 Question 9

Question: People who are HIV positive have the right to continue to work in the same jobs as they had before becoming HIV positive

1: True

2: False

3: Don't know

Desired answer: 1

Results

Q1	PP_C	PP_I	PP_I2C	PP_C2I	Total Respondents
AP	12	1	0	1	14
DL	12	1	1	0	14
KA	8	0	2	5	15
MR	11	1	3	0	15
RJ	12	0	3	0	15
Total	55	3	9	6	73

Correct answers as a %age of the total in Pre/Post testing: 88%

5 Results

Analysis Again, the Karnataka results seem to be inconsistent with the rest of the group of states. In general, there is a high rating for PP_C and also for PP_I2C. Overall, however the responses closely match the desired response and indicate a low level of stigma. As with similar issues preceding this, there is a strong intuitive link that may determine response in a test environment but may not be reflective of behaviour in daily life. For this reason, this issue should continue to be addressed in addition to the film which clearly has had a significant impact, where if the Karnataka contribution is ignored, the level of PP_C2I is very low while the PP_I2C is respectable given the high levels of PP_C.

Conclusion The film has clearly been successful in making an impact and the overall level of correct responses at the Post-film evaluation stage is a high 88%.

5.2.10 Question 10

Question: Regular exercise and a nutritious diet can help prolong the life of an HIV positive person

1: True

2: False

3: Don't know

Desired answer: 1

Results

Q1	PP_C	PP_I	PP_I2C	PP_C2I	Total Respondents
AP	10	0	3	1	14
DL	13	0	0	0	13
KA	3	3	5	4	15
MR	14	0	0	1	15
RJ	0	12	3	0	15
Total	40	15	11	6	72

Correct answers as a %age of the total in Pre/Post testing: 71 %

Analysis There is a respectable percentage in terms of the desired answer lending support to the view that the respondents possibly saw the value of ensuring a healthy diet for an HIV infected person. While the PP_C is relatively low there is a significant contribution from the PP_I2C. Barring the Karnataka figures, the PP_C2I is also very low. Hence, the film has made a significant impact. It is possible that the film alone is adequate for providing awareness of this fact.

Conclusion The film has adequately covered the material and made a significant difference to the PP_I2C response.

5 Results

5.3 Within-film Evaluation

5.4 Purpose

The purpose of testing was principally to determine the specific issues that might need to be altered to increase the impact of the film. The questions address in a progressive way, the observational, inferential, and conceptual abilities of the participants.

5.4.1 Results

Table 2: Percentage of Correct Answers - Within Film Testing

Within-film Result	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
AP	29%	57%	50%	64%	64%	79%	64%	93%	86%	100%
DL	71%	79%	57%	57%	79%	100%	100%	100%	100%	100%
KA	6%	44%	25%	38%	13%	88%	25%	69%	75%	81%
MR	53%	87%	73%	87%	93%	100%	93%	100%	93%	87%
RJ	70%	60%	70%	70%	70%	80%	80%	80%	90%	70%
Average	46%	65%	55%	63%	64%	89%	73%	88%	89%	88%
Av -KA-AP	65%	75%	67%	71%	81%	93%	91%	93%	94%	86%

5.4.2 Questions and Statements

1. The secretary recommends to Nikhil that he should go to a VCTC to:

- 1: register to keep the results of his HIV test confidential
- 2: pay a small fee and get another HIV test done and receive counseling
- 3: get treatment for his HIV positive status
- 4: seek counseling so that he learns to live with HIV

2. Nikhil always used a condom during sexual intercourse with Uma

- 1: True
- 2: False
- 3: Don't know

3. Uma is HIV positive

- 1: True
- 2: False
- 3: Don't know

4. Educated people are not likely to get HIV

5 Results

- 1: True
 - 2: False
 - 3: Don't know
5. Nikhil would have greatly reduced his chances of becoming HIV positive if:
- 1: he had used injectable drugs
 - 2: he had unprotected sex with other girls
 - 3: he had used a condom when having sex with Uma
 - 4: he had unprotected sex only with boys
6. The village council decided to throw Ramesh and his family out of the village because:
- 1: they believed the whole village could have got infected
 - 2: the family needed to be punished
 - 3: the family was involved in illegal activities
 - 4: they wanted to leave the village
7. The possibility of Seema's child being HIV positive can be greatly reduced with:
- 1: two doses of medicine
 - 2: two months of medication
 - 3: two weeks of very expensive medicines
 - 4: bringing doctors from overseas
8. The villagers realized that they had made a mistake in sending Nikhil's family away from the village. They began to understand that HIV positive people can continue to play a productive role in the community:
- 1: True
 - 2: False
 - 3: Don't know
9. The villagers realized that they had made a mistake in sending Nikhil's family away from the village. They began to understand that HIV positive people also have rights like other people
- 1: True
 - 2: False
 - 3: Don't know
10. The villagers realized that they had made a mistake in sending Nikhil's family away from the village. They began to understand that working and living with HIV positive people does not make one HIV positive
- 1: True
 - 2: False
 - 3: Don't know

5 Results

5.4.3 Analysis and Recommendations

It is possible that the first question was poorly responded to, as the idea of Within-film testing was clearly new to the participants as was the idea of using RTFS. The questions also started a significant way into the film, where the primary issues of content lie, hence in spite of prior notice about the testing, it may have come as a bit of a surprise. In general we are not aware of the quality of translation either of the film script or of the questions, though we have sought to verify samples of it. The translations of questions were sometimes done at short notice at the location itself. Removing the results from these two locations shows an altogether different profile as is indicated in the last line of the table. That profile taken with Pre-film / Post-film comparisons bears witness to the effectiveness of this film as a medium for achieving the goals visualized.

6 Distractor Analysis

Distractor analysis is a methodology formulated on the belief that when the audience is bored by a presentation, then the presentation may benefit from a review. We have found this a useful tool in other applications as the audience remains oblivious to the process. Hence, it represents a relatively unbiased tool. Distractor analysis is primarily designed to identify the relative weaknesses and strengths of specific segments of the content that is intended to be transferred. It is not a reliable tool to compare individuals or audiences in terms of their understanding. For instance, human beings have multiple intelligences and some individuals will be bored by a medium that others find intriguing. Finally, distraction may not be a sign of boredom or disinterest. In many of the cases we saw that children turned away from scenes they construed to be embarrassing. In general, however, a high distractor rating is good grounds for investigation of the particular segment or episode that it relates to.

6.1 Principles for Calculating Distractor Value

The principles that we have used in calculating the Distractor Value are :

1. Those who are less frequently distracted have a higher weighting in calculating the distraction value.
2. The distraction value is a function of the type of distractor and of the duration of the specific distraction.
3. The distraction value is calculated for specific intervals that correlate with the time segments when discrete items of information are being communicated.

Hence, identifying discrete items of information, or episodes, in the medium is central to the process of Distractor Analysis. This has been done below. Each of the items is numbered and is followed by the duration in seconds of that particular episode. The statements describe the closing stage of an episode that commenced with the end of the previous stage. The first episode is assumed to commence at the start of the film. Not all episodes will have meaningful content that we wish to transfer as they could be preparatory episodes or linking episodes.

1. [27] Ramesh leaves factory to go to teach
2. [61] Urmila finishes delivery
3. [87] Urmila returns home. Talks of Nikhil's scholarship
4. [130] Nikhil's friend suggests a party the same night and says he is going to phone home about Nikhil's achievements
5. [164] Nikhil and friends get into Uma's car for party at her place
6. [193] Refrain: start behaving like a man
7. [213] Nikhil and Uma in bed

6 Distractor Analysis

8. [235] Nikhil goes to Football Board Secretary
9. [256] Secretary informs Nikhil his HIV test report is not alright
10. [265] Secretary tell him that he can go to VCTC and get tested for a small sum like Rs.10
11. [312] Nikhil is besieged by thoughts of HIV, death, disbelief and suspicion
12. [435] Nikhil's visit to VCTC
13. [493] Nikhil visits Uma and she informs all his friends about his HIV status
14. [520] Nikhil goes to school and is turned out by his schools and his team
15. [574] Nikhil returns to him village and is feted by the villagers
16. [581] Nikhil returns home and tells his mother he has come to visit
17. [617] Nikhil heads out to teach football and Ramesh goes to inquire about children
18. [659] Nikhil, Ramesh and Urmila learn the village is stigmatizing them
19. [684] At the Panchayat meeting the old man described the 4 methods by which HIV spreads
20. [693] He describes three processes that do not spread HIV
21. [736] The village people come to Nikhil's home to drive out the family
22. [774] Nikhil's sister returns home after being thrown out
23. [805] Nikhil's family leaves the village and reaches the town
24. [843] Nikhil tells his mother to get his sister checked so the child can be preserved from HIV
25. [877] The lady doctor says that two tablets are required to be administered to save the child from HIV, and, ART for Seema, and these tablets will be provided free
26. [919] Nikhil's boss sees the game and promotes him to partner
27. [944] Nikhil becomes famous while his village degrades
28. [987] Villagers realize they made a mistake in sending Nikhil's family away
29. [1036] Nikhil's family decides to get into various community care ventures
30. [1094] End of film

6.2 Factors Impacting the Distractor Analysis

1. The process that we followed was to use a video camera to capture the expressions of the participants on a continuous basis while they were watching the video for the first time. This was not permitted during the Maharashtra session and the Karnataka CD was damaged in the course of transportation to Bangalore for analysis. The analysis for this will not be ready in time for the deadline for this report but will be done later.
2. Due to the short notice at which this report has been requested, the work of creating the list of distractors was given to an agency. There has been no opportunity to check this work within the limited time.
3. At locations such as Rajasthan visitors would often open the doors and close them to move in and out of the venue reasonably frequently, and in AP where a large number of visitors are closely seated along with the participants, there is also an element of external distraction. Of the 27 people marked in the AP picture, data for the 14 participants alone has been used. In many ways, the Delhi venue seems to have been most appropriate as the following pictures show.



(a) Rajasthan



(b) AP



(c) Delhi

Figure 1: Groups surveyed in Rajasthan, AP and Delhi

6.3 Results

6.3.1 Distractors monitored

1. The specific distractors measured for this work were:
 - [3] Yawning
 - [4] Glazed Look
 - [5] Eyes closed sleep
 - [6] Sleep + control loss

6 Distractor Analysis

6.3.2 Description of Results

The numerical record along the left hand indicates the Episode which relates to the Episode listing in Section 6.1. On the extreme right are the data from which the Distractor Value has been calculated. The same colour notation is used to create a total listing of Distractor Values for each episode in the left hand figure of Figure 2.

6.3.3 Observations

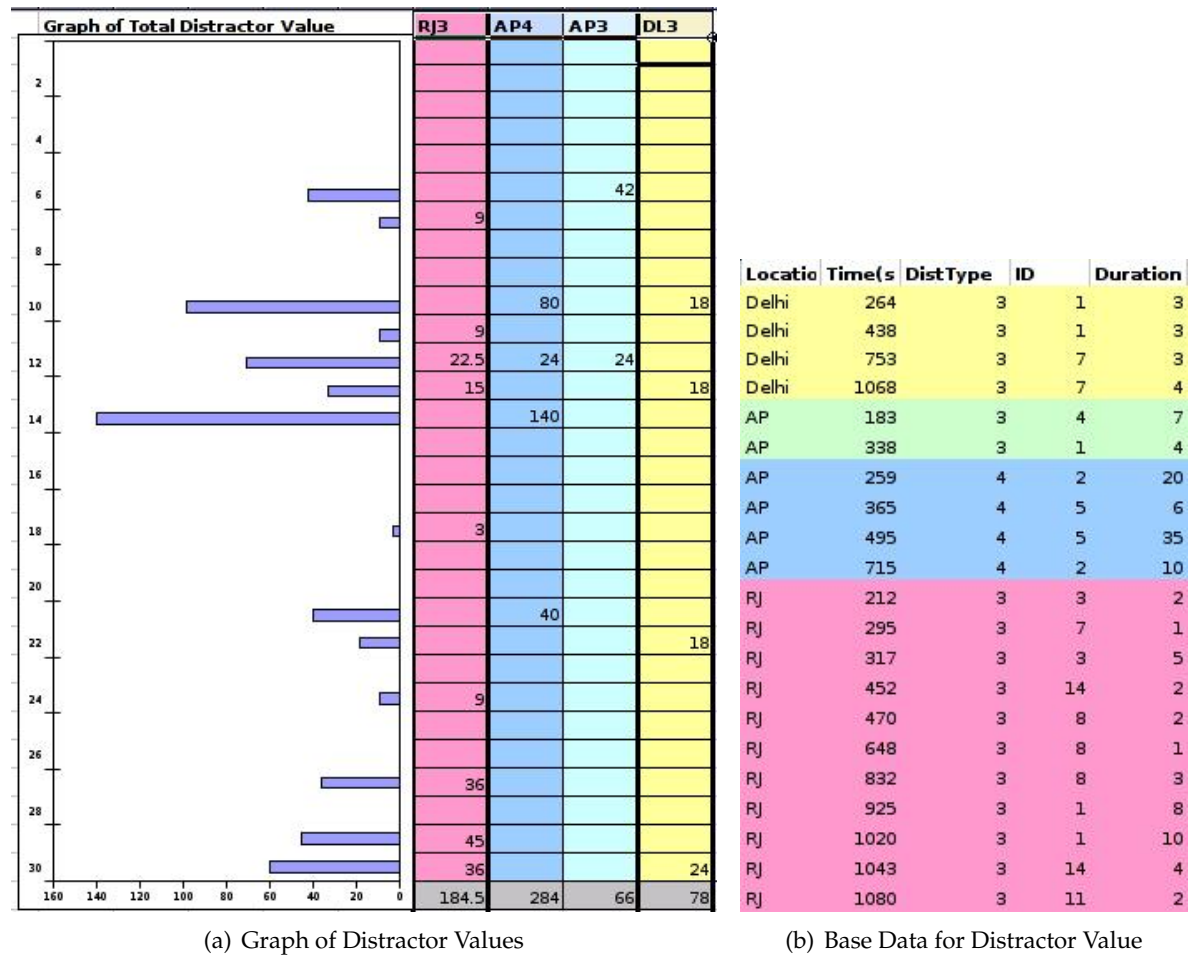


Figure 2: Distractor Values for Rajasthan, AP and Delhi by Episode

6.4 Analysis

The total number of distractors at the three locations can be summarized as follows:

[3] Yawning: 17

[4] Glazed look: 4

7 Conclusions of the Field Testing Exercise

In general, Distractor Values are low, but they seem to have been most significant in AP where the total distractor value is 350 compared to 78 for Delhi and 185 for Rajasthan. AP is also the location where control over translation was low, and this could, as noted earlier have been responsible for a lowered quality of language used in the film as well as in the questions. The Distractor Value is independent of language unlike a survey and could point to lowered translation quality compared to the Hindi version.

6.4.1 Principal Findings

1. Episodes 10 to 13 constitute a fairly consistent cluster of responses where distraction is possibly arising from the high rate of information transfer that has been attempted. In particular this relates to government structures for preventing the spread of HIV. This is also apparent in the response to Question 1 in Table 2 where the lowest score of all questions is stimulated by a question on the VCTC.
2. Episodes 15 to 20 register a very low incidence of Distractor Values. These include the period when the 4 processes for spreading HIV are described and also those mechanisms which have a low incidence for the spread of HIV. It would appear that the film elicited a high level of attention during this period.

6.5 Conclusions

The inference from the Distraction Analysis supports the conclusion that the film elicited strong interest during the period when the mechanisms for spreading HIV and issues impacting on stigma and discrimination were being addressed. Equally well, it would seem that the issue of government structures for addressing HIV prevention may have been of less interest to the participants, as has also been indicated by the Within-film testing

7 Conclusions of the Field Testing Exercise

The HAAP Animated Film appears to have been an effective instrument in addressing the twin objectives of creating awareness both of the issues impacting stigma and discrimination, and of the spread of HIV/AIDS. These issues were woven into the story that the film projects.

Where problems have occurred, these have been almost exclusively limited to the states where there was least control over translation. Translation may create problems on three counts:

1. The wording of questions used for testing.
2. Projecting the protocols to be used for conducting the field test e.g. explaining the use of the RTFS devices
3. The quality of diction and dialogue within the film.

7 Conclusions of the Field Testing Exercise

7.1 Remedial Action

While very little can be done about the first two issues in terms of remediation, the Kannada and Telugu films were reviewed for errors in terms of literal meaning and in terms of the quality of dialogue. A number of changes were recommended and these changes have been made. They included re-structuring certain dialogues and replacing the voices of specific characters with improved versions. Competent local field staff supervised the entire recording and re-editing process, which was completed in the field. The films were subsequently reviewed to check for discrepancies.

Hence, the Field Testing served a valuable purpose especially in the context of Karnataka and Andhra Pradesh. Although the Pre/Post test comparison has shown the effectiveness of the HAAP Animation film, we are of the view that these findings will contribute further to the power of this instrument.