

# Can mass media videos encourage reading in children?

Boosting reading in early childhood development through SBCC and A/B testing of mass media videos for Facebook.

## Background: Boosting reading in early childhood development through SBCC and A/B testing of mass media videos for Facebook

Queen Rania Foundation (QRF) is rolling out an ambitious program to encourage parents in Jordan to improve early childhood literacy through shared reading practices with their children. This program includes videos for social media messaging aimed at parents. Busara was engaged to review the video scripts through a behavioral lens, then work with QRF through January 2024 to tailor its rollout plan to facilitate iterative and rigorous learning about the impact of the program.

The aim of this engagement was to provide recommendations for:

- Messaging content and strategy based on social and behavioral change communication best practices
- Testing options for video and social media efforts among the target population
- Contextualizing the plan for broader rollout

## Conducting the research

Our research model involved working with QRF to understand their needs and priorities and structure our behavioral audit of their videos content and research plan accordingly.

The project output was distributed across four deliverables:

- **Video review:** A memo outlining comments on content review as well as a work plan for iterative testing which will be linked to recommendations for next steps.
- **Research plan:** A detailed map of how to iteratively and rigorously test the program's messaging across the program's audience.
- **Qualitative instrument:** A step by step guide for field officers to gather feedback on the media campaign through in person interviews and focus groups.
- **Field officer training:** A 15 hour training program for field officers on the qualitative instrument and interview methods based on the reviewed and contextualized materials.

## project facts

### Key words

Early Childhood Development, SBCC  
Material, A/B Testing, Facebook,  
Parents, Gender Roles

### Behavioral themes

Social Behavior Change  
Communication, Experiment Design

### Research design

Content review and behavioral audit

### Scope

Start date: October 2023  
End date: February 2024

### Location

Jordan  
(remote support - no field activity)

### Partner

NA

### Ethics approval

N/A (no field work)





### Prominent behavioural themes that emerged from our video content evaluation included:

- » **Content-based feedback:** Provide transformative information, Use principles of persuasion.
- » **Follow-through feedback:** Create a hook action/hot trigger such as, simple direct call to action such as a link to a website way to keep effective continual engagement from parents.
- » **Building brand-value:** Invest in building brand familiarity (of the campaign), test videos with non parents for social relevance and context.

## Study team

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## Implications

### For practitioners:

The key implications of our work are for practitioners from a perspective of reviewing SBCC videos and making them more effective. The methodology employed here is directly portable to other contexts as it is rooted in core messaging principles.

The aha! moment summarises key facts and insights from Busara's research projects.

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