

**EVALUATION OF FAMILY
PLANNING FILMS PROJECT:**

THE PRETEST REPORT

BY

Prof. G. S. Eshiwani

and

Dr. E. M. Standa

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EVALUATION OF FAMILY PLANNING
FILMS PROJECT: PRETESTING

1. INTRODUCTION

It is widely accepted by both the Government and Non-Governmental agencies involved in the family planning programmes in Kenya that there is an urgent need to develop effective information-education-communication (I-E-C) process in the area of family planning (birth rate in Kenya is currently estimated to be about 4.1%). The ad hoc communication process that has been used in the recent past consisting of hastily designed pamphlets, posters or radio spots have proved ineffective. This has been so because of the erroneous assumption that the target population for whom the communication messages were intended were homogeneous whole. It must be noted that on the contrary the Kenyan population consists of a series of subgroups each requiring specialised messages on family planning directed to its specific interests. In order to appeal to these subgroups one must consider broad motivational themes in the communication messages. Such themes might include family finances, infant health, women's education and environmental protection.

In an attempt to develop an I-E-C strategy for reaching Kenyans on the improvement of family planning, Stellagraphics Ltd. produced four comedy spots (4-5 Minutes each) and one drama (70 Minutes) called Usiniharakishe. The five films were all produced on video. Table I summarises the communication objective, the target audience, the main point to be remembered by the viewer and the producers main concerns for each film.

2. PURPOSE OF THE PRETESTING:

The main purpose of the pretesting the films was to determine the extent to which the intended audience understood

and accepted the messages contained in those films. It was expected by the researchers that the pretesting would eliminate ineffective communication in the films before large amounts of money are invested in their production and dissemination.

3. METHODOLOGY

The initial phase of the pretesting activities were mainly administrative. The activities included; consultation with the films producer and selected agencies involved in the family planning programmes in Kenya; application of research authorisation from the Office of the President; and identification of pretest sites.

The second phase of the project planning consisted of development of pretest questionnaires. Two pretest questionnaires were developed:

- a) A questionnaire for the film producer (The Director Stellagraphics Inc.). A copy of this questionnaire is found in Appendix I of this report.
- b) A questionnaire in English and Kiswahili for pretesting the films. This questionnaire consists of five parts:
 - (i) Audience reactions to the films.
 - (ii) Films ability to attract attention and convey its main point.
 - (iii) Audience reactions to the messages in the film.
 - (iv) Assessment of the technical aspects of the film.
 - (v) Information on pretest participants.

TABLE I
SUMMARY OF MESSAGES, TARGET
AND CONCERNS FOR THE FPPF FILMS*

	Communication Objective of the film	Target Audience	Main Message Communicated in the film	Important points to be remembered by the viewer	Producer's Concerns
Comedy I	To suggest to the viewer that pregnancy is a hardship which should not be subjected to wives unnecessarily or too frequently.	Husbands of low to medium level of education.	Pregnancy is difficult undertaking: A wife should be spared of unnecessary pregnancies for this reason.		That the comedy be amusing but believable
Comedy II	To suggest to the viewer that too many children are an economic hardship to parents	Low and medium - income parents	Too many children are an economic hardship to parents	It is never too late to plan families	Film should be understood and be amusing
Comedy III	To suggest that being a father is an onerous task which should be undertaken only when one is ready	Young unmarried men of low to medium income levels	Do not enter into parenthood unless and until you are ready		The comedy be amusing and believable
Comedy IV	To suggest that too many children are difficult for parents to keep healthy	Parents of low to medium incomes	Too many children are difficult for parents to keep healthy		The comedy should be amusing and believable

* Note that the information contained in this Table was produced by the producer of the films

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Cont.

Drama: Don't Rush me	To Warn Against the dangers of school girl pregnancies	High school girls; boys and youngmen; and general public	Girls should put off sexual activities till after completion of school because of the risk of pregnancy	Pregnancy can spoil the future of a school girl	Audience should understand dialogue and thrust of story line
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The pretest questionnaire is found in Appendix II.

Recruitment of Research Assistants and identification of pretest sites.

Six Research Assistants were recruited to represent the linguistic areas that was covered in the pretesting. Three of the Research Assistants were graduate students (two men and one woman) while three were Form Six leavers, (one man and two women). Pretest sites were identified in relation to the home regions of these Research Assistants.

The first assignment of the research assistants was to translate the pretest questionnaire into the following languages: Kiswahili, Luo, Luhya and Kikuyu. This was done in anticipation of pretest participants who would not be able to speak or write English or Swahili during the pretest exercise.

Training of Research Assistants:

The first four short films (comedies) plus the completed questionnaires from the films producer were received from Stellagraphics on September 17th 1985. From September 18th to September 20th, the Research Assistants were trained using these films and the questionnaires previously developed. Samples of film viewers were selected from Kenyatta University Staff of low and medium level of education and income. Based on the interviews of these viewers and the training sessions of conducted with the Research Assistants, the audience questionnaire was

revised for the proper pretesting which started in Nairobi on September 23rd 1985.* The modified pretesting questionnaire that was used in the field is contained in Appendix III.

The main role anticipated for the Research Assistants was to provide assistance in recording responses of illiterate and semi-illiterate audiences. In this connection their training involved viewing the films and completing the questionnaires individually as would the respondents. After that the trainer went over the whole exercise, pointing out the "dents" to avoid bias or minimise interviewer influence. Further training involved conducting actual interviews with a sample audience. Thereafter the field exercise commenced.

Fieldwork:

The pretesting of the films took place in the following places in Western Kenya, Central, Nairobi and Coast:

Western Kenya:	Bushiangala
	Kakamega
	Kisumu
	Ogada
	Eregi
Central:	Ndumberi (Kiambu
	Githunguri
Nairobi:	Pumwani
Coast:	Matuga
	Kwale
	Ukunda
	Waa

*The Drama film was received on November 19th 1985

Twenty one sites were used for the pretesting.

Gathering of the audiences

Various approaches were used in gathering people for the pretest. This variation in approach was necessary because it was realised after the initial experiences that each area needed an approach suitable for the locality.

In Nairobi, Ndumberi and Githunguri, posters were adequate announcement. Probably this worked because since these areas (Ndumberi and Githunguri) are near Nairobi, the population are used to reading posters, and they move around to and from their work places often enough to get the information.

A different strategy was used for places further away from Nairobi. Once the location for the pretest was identified, local headmen and other influential people such as teachers and churchmen were used to spread the information.

Another strategy we tried to use but quickly abandoned was the strategy of going through the chief, District Officer, etc. We found out that the government administrative machinery was too slowly for us. In one case, Kibera (Nairobi) it took several days to get audience with the Chief or District Officer. When audience was finally given, the Chief insisted that the researcher should first attend his "baraza" (public meeting) where the announcement would be made on a Sunday. The researcher went to the meeting site and found that the baraza had been postponed because of another important government function.

Similarly in the Coastal area where the administrative line was used, we arrived on the site to conduct the interview after several confirmations only to find that the Chief who was to organize the audience had not received the memo from the D.O.! Therefore, there was no audience until we arrived to use other personal channels which worked the same day!

Viewing and Interview

At each interview, the same format was used for consistency (see Appendix IV: instructions sheet). Equipment was set, a brief introduction to the exercise was given, then the film was viewed. We tried to show not more than two short films at each location because the exercise was long. To show one ten minute film and go through the questionnaire took altogether one hour. In the case of the long film (70 Min.) we did not show a second film in the same location at the same sitting.

Although different audiences were used for the short films, in each area several but similar audiences were used. Appendix V shows the schedule for West Kenya. Similar schedules were followed in other areas.

During the interview, the respondents chose either Kiswahili or English questionnaires. We were surprised that most of the people who were literate preferred to answer the English questionnaire rather than the Kiswahili one. Assistance was given only to those who were unable to read or write on their own. The R.A.s then took charge.

Some of the participants (respondents) had opinions outside the questionnaire, and these were recorded separately as discussed

in this report. The opportunity for the additional opinions was given at every location after completing the questionnaires.

Table II shows the number of people (men and women) who viewed the comedies and the drama and who were later interviewed by the researchers and the research assistants.

TABLE II
Number of People who viewed
the Films and were interviewed

Film	Urban		Rural		Total
	Men	Women	Men	Women	
Comedy I	8	25	32	23	88
Comedy II	34	35	41	16	126
Comedy III	20	10	23	11	64
Comedy IV	45	15	15	2	77
Drama	25	38	89	53	205
TOTAL	122	123	200	105	560

4. ANALYSIS OF THE RESULTS

4.0 Introduction

The pretest questionnaire consists of closed-ended questions and open-ended questions. The closed-ended questions were analysed first tabulating the number of respondents who gave each possible response to each question and then calculating percentages. The open-ended questions were analysed by first placing the responses into the following categories: "Correct,

Partially Correct and Incorrect" or "favourable/unfavourable" followed by calculating the corresponding percentages.

In the following paragraphs we will discuss the summary of the results for each film.

4.1 Results of Comedy I

The Sample:

Table III shows the descriptive data of the persons who viewed Comedy I and who were later interviewed about the film. The sample consisted of 38 men and 48 women making a total of 86 people. Majority of these people (57%) were in the age bracket 25-44 years, followed very closely (40.7%) by those in the age bracket 18-24 years. Only a small percentage of the viewers were either Moslems or belonged to other religions. The majority of the viewers were either Catholics (46.5%) or Protestants (36.0%). Their education background ranged from primary level to College level with most of the viewers 50% having attained some level of secondary education.

Out of the 86 viewers only 23 were married but 32 indicated that they had children (majority of them - 40.6% - had 3-4 children). A very interesting statistic related to the children is the observation that only 45.3% of the viewers said that they had heard of family planning before and half of them (50%) indicated that they would like to have between 3 - 4 children. This last statistic has an implication on the type of strategy those involved in family planning activities may wish to institute in future.

Audience Reactions to the film:

Table IV shows the summary of the viewers' reactions to the film with respect to liking the film. Table V shows the

TABLE III
 Descriptive data about
 the persons who viewed Comedy
 and were interviewed

Variable	Responses	Number of Responses	Percentage
Sex	Male	38	44.1
	Female	48	55.9
Age	Under 18		
	18 - 24	35	40.7
	25 - 34	24	27.9
	35 - 44	25	29.1
	45 - 49	2	2.3
	Over 49	-	-
Religion	Protestant	31	36.0
	Catholic	40	46.5
	Moslem	10	11.6
	Others	5	5.8
Education	Eighth grade or less	33	38.4
	Some high school	43	50.0
	High school graduate	8	9.3
	Some College	2	2.3
Married	Yes	23	26.7
Have children	Yes	32	37.2
Number of Children	1 - 2	9	28.1
	3 - 4	13	40.6
	5 - 6	6	18.7
	7 - 8	1	3.1
	More than 9	3	9.4
Heard about family planning before	Yes	39	45.3
How many children would you like to have	Max. of 2	22	25.6
	3 - 4	43	50.0
	Does not matter	26	23.3

overall reaction of the viewers to the film. It is evident from these two tables that the film was generally liked by the viewers: 86.4% of the views said that the film was good and they wished to see it again while 88.6% of the viewers said that they would recommend this film to their friends.

Although 71.6% of the viewers indicated that there were specific parts of the film that they liked 77.3% of the viewers said that there were certain things about the film that they did not like. Tables VI and VII show the sections of the film that were liked and those that were not liked respectively. Parts of the film which were specifically liked were:

- a) Where the man is pregnant
- b) The argument between the man and his wife
- c) The part where the woman insists that she must plan the family and when she decided to leave the home.

There were three main parts of the film that seem not to have been liked by the viewers. These were:

- a) Parents arguing in front of their children
- b) Man's attitude toward his wife after delivering baby boys
- c) The idea that the man can give birth.

TABLE IV

Summary of viewers' reactions
to Comedy I with respect to
liking the film

Question	Response	No. of Responses	Percentage
1. Was there any part of the film that you especially liked?	Yes	63	71.6
	No	35	28.4
2. Was there anything about the film that you did not like?	Yes	68	77.3
	No	20	22.7
3. Would you recommend this film to your friends	Yes	78	88.6
	No	10	12.4

TABLE V

Over all Reaction to the film

Variable	Number of Responses	Percentage
Good film: would like to see it again	76	86.4
Film like others I have seen before	4	4.5
Bad film	8	9.1

TABLE VI

Parts of the film that were especially liked:

Responses	Number of Responses	Percentage
a. Where the man is pregnant	23	26.1
b. Where the wife leaves the husband	8	9.1
c. Where the woman insists that she must "family plan"	9	10.2
d. The argument between man and wife	12	13.6
e. When the man cooks	4	4.5
f. When the children are told to go away with their mother	4	4.5
g. Other parts (Not clearly articulated)	28	31.8

TABLE VII

Some of the things the viewers
did not like about the film

Responses	Number	Percentage
a) There is no way a father can give birth	23	33.8
b) Father refusing his own children	3	4.4
c) Man's attitude toward his wife after she delivered baby boys	7	10.3
d) Parents arguing in front of their children	7	10.3
e) Other responses	8	41.2

Message in the Film

According to the Producer, the main message of the film was that:

"Pregnancy is a difficult undertaking. A wife should be spared of unnecessary pregnancies for this reason".

The viewers responses concerning the message in the film were evaluated against the Producer's blueprint. Table VIII (a) shows the summary of the results on the films message under the sub-sections: attention/recall, main idea and worth remembering. It is evident from this table that despite the fact that the viewers had said that they liked the film a very small number of them were able to pinpoint the main

message in the film. Thus the percentage of the viewers who remembered seeing the main idea of the message after one exposure was significantly low. Reasons for this can perhaps be found in the summary data in Table VIII (b). According to this table slightly over a half (55.8%) of the viewers perceived the film as being personally relevant. Secondly, 50% of the viewers found the message in the film confusing. Although over 60% of the viewers found the film believable (61.3%) and informative (64.7%), it is worthwhile to note that only 31.8% of them found the film convincing.

The Technical Aspects of the film

Table IX shows the summary results on the technical aspects of the film. According to the information in this table the Kiswahili used in the table was found to be suitable by the viewers. Similarly the main actors in the film were considered "believable" and to have got the message of the film across (although the message seems not to have been correctly comprehended).

The Family Planning Association of Kenya seems to be well known among the viewers as an agency which would sponsor such a film as Comedy I. Only a small number of the viewers thought that NCPD, or the Ministries of Health and Information had sponsored the film.

Majority of the the viewers said that the film was suitable for showing on TV: % at any time, .% only at certain times. This is because many of them % found the film interesting (amusing).

TABLE VIII (a)

Summary Results of the viewers responses
Concerning the message in the film

Category	Correct Responses	Partially correct Responses	Incorrect Responses
Attention/ Recall	<ol style="list-style-type: none"> 1. Man should feel pains of pregnancy (3) 2. Man is ignorant of pregnancy (3) 3. The wife is "tired" of giving birth (2) 	<ol style="list-style-type: none"> 1. Too many (6) children are bad eg. boys will take all land 2. Have children you can take (2) care of 3. Man wanted (8) a baby girl 	<ol style="list-style-type: none"> 1. Father should (1) love his 2. Father does (2) not know how to tackle the wife 3. Lesser work (1) during pregnancy 4. Are you (1) scared of children? 5. After suffering one cannot (1) eat well
Main	<ol style="list-style-type: none"> 1. Pregnancy is (6) not easy job 	<ol style="list-style-type: none"> 1. Mother (2) can't agree to have more kids 2. Plan the family 3. Wife refusing (4) to give birth 4. Give birth (6) to a few children 	<ol style="list-style-type: none"> 1. Father (2) and mother should agree 2. Pregnant Man (2) 3. How to care for family 4. Children are the same whether (8) boys or girls

Tab. VIII (a) Cont.

Category	Correct Responses	Partially correct Responses	Incorrect Responses
Worth	1. Wife (5) refuses to have more children	1. All children (2) are the same 2. Husband (12) getting pregnant 3. Women (1) having many children 4. Plan your (1) family 5. One should (5) have children that she can take care of	1. If you (1) plan the family you will be safe 2. Wife (2) threatening to leave due to problems 3. Man and wife (1) disagreeing 4. Treat your (1) partner with tender care

Note: The numbers in the parenthesis show the number of viewers who responded correctly, partially correctly or incorrectly.

TABLE VIII (b)

23

Views on message of the film

		Responses	Number	Percent
1.	To whom was this message talking to? (Personally Relevant)	Some like me	48	53.8
			39	45.3
2.	Was there anything confusing in the message Anything Confusing	Yes	45	51.1
		No	39	44.3
3.	Believable	Yes	54	61.3
		No	23	26.1
4.	Interesting	Yes	42	47.7
		No	29	32.9
5.	Information	Yes	57	64.7
		No	13	14.8
6.	Convincing	Yes	28	31.8
		No	11	12.5

TABLE IX: TECHNICAL ASPECTS OF THE FILM

Variable	Responses	Number	Percentage
Language suitability	I understand Swahili used in the film	62	2
	Swahili used in the film was difficult	11	
	I wish the film was in another language (regional)	13	
Main Actors:	Believable	69	
	Not believable	17	
	Got message across	64	
	Did not get message across	22	
Organization which sponsored the message	The Family Planning Association of Kenya	55	
	The NCPD	9	
	Ministry of Health	17	
	Ministry of Information	5	
	Don't know.		

Tab. IX Cont.

Pleasantness of the film	Film made me uncomfortable	7
	Film interested me	58
	Had no particular feeling	8
	No Response	13
Suitability of showing the film	Suitable to show on TV at any time	41
	Suitable but should be shown only at certain times	22
	Not suitable	1
	Don't know	22

Conclusion

Although the film was amusing as anticipated by the Producer, it failed to get across the intended message to the audience. According to one of the viewers:

"The idea of a pregnant man was the most unrealistic and offensive to the audiences."

Other general comments from the viewers are sampled on page 23-24 to illustrate some of the concerns the viewers had on the film. Some of these comments may be summarised as follows:

1. The idea of man becoming pregnant is unnatural and hence not believable.
2. The male character looks like a "mukora" (rogue)
3. The mother and the children are healthy and show no hardship experienced
4. The wife looks younger than the husband - something not seen often in the Kenyan society.
5. The male character is not clear at all. As a result some of the jokes and ideas he tries to put across are not effectively communicated.

Recommendation:

Based on the data reported in the preceding paragraphs about Comedy I, we recommend that this comedy be refilmed taking into account the reactions of the audience as outlined above. There seems to be a major difference between the cameras used in filming Comedies I-IV and the cameras used in filming the 'Drama'. We recommend that the cameras used in filming the Drama be used in filming Comedy I.

Sample of viewer's comments on Comedy I

- (1) The message as such was not well portrayed. The fact that the man got pregnant does not distinctly give a believable picture of what naturally happened. To say this in view of the fact that man can't be pregnant. Its only the very traditional folk that do believe in curses.
 - (2) The second fact is that, if ever, the film was to convey a message on family planning then the wom should have had 3 to 4 kids (boys) and refuse to get more. The fact that one had 9 kids-defeated the whole message.
 - (3) The idea of sex education didn't come out clearly
 - (4) The mother is too healthy
 - (5) Children are about the same age - how come? And in good health.
 - (6) The man is younger than his wife. How come?
 - (7) Baba talks kama mukora, si muzazi.
1. The man playing the part of the husband in the film doesn't look real.
 - 1) Looks younger than his wife by far
 - 2) He depicts the character of a man who has no children or of that one who doesn't have a family
 - 3) I know of men who are genuinely married with many children, who seem to be concerned about their children but resources do not allow them to maintain them properly. So such ones would be able to understand and take seriously this programme of family planning.
 - 4) A man of the nature described in No. 3 would be suitable as a character in this film nor an I don't care person.

- 5) I feel the man should speak more clearly than is shown here.

4.2 Results of Comedy II

The Sample

The sample for Comedy consisted of 70 viewers (35 men and 35 women). Majority of these viewers (51%) were in the age bracket 25-34 years followed by the second group (34.1%) in the age bracket of 18-24 years. While only 14.3% of the viewers were Moslems, 44.3% were protestants and 37.1% were Catholics. According to Table X, 57.1% of the viewers were married and 64.3% had children. Although a very high proportion 81.4% of the viewers had heard of family planning, 57.1% said that they would wish to have between 3-4 children.

Audience Reactions to the Comedy

Tables XI (a) and XI (b) show a summary of the viewers reactions to Comedy II. A very high proportion of the viewers (82.9%) said that there parts in the comedy that they especially liked. In contrast 58.6% of the viewers said that there were sections in the comedy that they did not like. The parts of the comedy that were liked and disliked are summarised in Tables XII and XIII respectively. Given that only 14.3% of the viewers said that the film was bad, it is not surprising that 88.6% of the viewers said that they would recommend this comedy to their friends and 78.6% said that the film was good, they would like to see it again.

TABLE X

Descriptive data the persons who viewed
Comedy II and were interviewed

Variable	Responses	Number	Percentage
Sex	Male	35	50
	Female	35	50
Age	Under 18	0	
	18 - 24	24	34.1
	25 - 34	36	51.4
	35 - 44	10	14.3
	Over 44	0	
Religion	Protestant	31	44.3
	Catholic	26	37.1
	Moslem	10	14.3
	Others	4	5.7
Married	Yes	40	57.1
Have Children	Yes		64.3
Number of children	1 - 2	18	25.7
	3 - 4	18	25.7
	5 - 6	7	
	7 - 8	2	10.0
	More than 9	2	10.0
	No response	23	-
Heard about family Planning	Yes	57	81.4
	No	13	18.6

Cont.

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Table X Cont.

Variable	Responses	Number	Percentage
How many children would you like to have	Max. of 2	15	21.4
	3 - 4	40	57.1
	Does not matter	5	7.4
	No response	10	14.3

Message in the film.

According to the producer of the comedy spot two, the main message of the comedy was:

"Too many children are an economic hardship to parents".

The viewers responses concerning the message in the comedy were analysed in relation to the producer's expectations. Tables XIV and XV summarise the results of these responses. It is evident from the information contained in these tables that more than 50% of the viewers got the message in the comedy: 64.3% of the viewers said that the message talked to people like them: 74.3% did not find anything confusing in the comedy. Interesting enough, although 65.7% found the message believable, 68.6% found the message interesting and 64.3% found the message informative only 21.4% of the viewers found the message convincing. This observation is very difficult to explain since, according to Table XVI, 88.6% of the viewers found the language used in the comedy suitable, 71.4% found the main actors believable, and 75.7% found the comedy interesting. Another interesting statistic is the observation that although a high proportion of the viewers liked the comedy

only 53.6% of them said that the comedy was suitable for showing on TV at any time. One of the viewers summarised her reaction to the comedy as follows:

"The comedy seems to touch and put the message to the public especially mothers and father. Except for the first part where the father talks neither to the audience nor to the family, the film is alright. The man actor looks very irresponsible, a part which he plays well. However the speech is not clear and the filming is of low quality. The children in the comedy should be made to look less healthy and smart."

Conclusion:

Based on the information discussed in the preceding paragraphs it is evident that comedy II was found to be interesting and put across the intended message effectively.

Recommendation:

The quality of the filming may need attention.

TABLE XI (a)
Summary of viewers reactions to Comedy II
with respect to liking the film.

	Responses	Number	Percentage
1. Was there any part of the film that you especially liked?	Yes	58	92.9
	No	14	17.1
2. Was there anything about the film that you did not like?	Yes	41	58.6
	No	39	41.4
3. Would you recommend film to your friends	Yes	62	88.6
	No	8	11.4

TABLE XI (b)
Overall Reaction to the Film.

Variable	Number of Responses	Percentage
Good film: Would like to see it again	55	78.6
Film like others I have seen before	5	7.1
Bad Film	10	14.3

TABLE XII
Parts of Comedy II that were especially liked

Responses	Number	Percentage
1. The way the mother tells her husband to care for the children and wants to plan the family	9	12.9
2. When the father comes to the house with food	23	32.9
3. When the mother runs away	4	1.4

TABLE XIII
Some things the viewers did not like about Comedy II

Responses	Number	Percentage
1. The male actor not clear	21	30
2. When the man feeds his children on bread	8	11.4
3. The children do not look malnourished	5	7.1

TABLE XIV

Summary results of the viewers' responses
concerning the message in Comedy II

Category	Correct Response	Partially Correct Response	Incorrect Response
Attention/ Recall	1. Smaller families are better and easier to (23) maintain	1. Reduce birth rate to avoid (25) problems 2. Family (18) planning	1. Problems in the family(1) 2. Mother(1) running away. 3. No food for (1) children
Worth Remembering	1. Have a few (6) children 2. To plan the family for (25) better health and good standard of living	1. Women are burdened (6) caring for children 2. Family (7) planning	

TABLE XV

Views on message of Comedy II

	Response	Number	Percentage
1. To whom was the message talking to?	Some one like me	45	64.3
	Someone else not me	25	35.7
2. Was there anything <u>confusing</u> in the message?	Yes	18	25.8
	No	52	74.3
3. Was the message believable?	Yes	45	65.7
	No	24	34.3
4. Was the message interesting?	Yes	48	68.6
	No	22	31.4
5. Was the message informative?	Yes	45	64.3
	No	25	35.7
6. Was the message convincing?	Yes	15	21.4
	No	55	78.6

TABLE XVI
 TECHNICAL ASPECTS OF COMEDY II

Variable	Responses	Number	Percent
Language suitability	I understand Kiswahili used in the film	62	88.6
	Swahili used in the film is difficult	8	11.4
Main actors	Believable	50	71.4
	Not believable	20	28.6
	Got message across	-	-
	Did not get message across	-	-
Sponsoring Organization	The Family Planning Association of Kenya	50	71.4
	The NCPD	11	15.7
	Ministry of Health	3	4.3
	Ministry of Information	3	4.3
	Don't know	3	4.3
Pleasantness of the film	Film made me uncomfortable	7	10
	Film interested me	53	75.7
	Had no particular feelings	10	14.3
Suitability	Suitable to show on TV at anytime	41	58.6
	Suitable but should be shown only at certain times	21	30.0
	Not suitable	1	1.4
	Don't know	7	10

4.3. Results of Comedy III

The Sample

The Sample in Comedy III consisted of 59 viewers, 40 males and 19 females. Majority of the viewers 55.9% were in the age range 18 - 34 years. They consisted of protestants (50.8%), catholics (35.6%) and moslems (13.6%). Less than 50% of the viewers said that they were married although 54.2% said that they had children. As in the previous comedies a higher proportion 61.0% of the viewers in comedy III had heard of family planning and a high proportion 61.0% intended to have between 3 - 4 children.

Audience Reactions to the Comedy

Table XVII and XIX give a summary of the viewers reactions to Comedy III. This Comedy seems to have been liked by the majority of the viewers: 91.5% of the viewers said that the comedy was good and they would like to see the film again while 100% said that they would recommend the film to their friends. However, despite these ascertions, a fair proportion of the viewers did not like some parts of the comedy (See Table XXI). This proportion is far outweighed by the proportion of viewers who said that they liked some parts of the comedy (see table XX).

Message in the comedy

The producer's message in the comedy was as follows:

"Do not enter parenthood unless and until you are ready."

TABLE XVII
 Descriptive data the persons who viewed
 Comedy III and were interviewed

Variable	Responses	Number	Percentage
Sex	Male	40	67.8
	Female	19	32.2
Age	Under 18	17	28.8
	18 - 24	21	35.6
	25 - 34	12	20.3
	35 - 44	8	13.6
	Over 44	1	1.7
Religion	Protestant	30	50.8
	Catholic	21	35.6
	Moslem	8	13.6
	Others	-	-
Married	Yes	29	49
Have children	Yes	32	54.2
Number of children	1 - 2	17	28.9
	3 - 4	12	20.3
	5 - 6	4	6.8
	7 - 8	2	3.4
	More than 9	10	16.9
	No Response	14	23.7
Heard about about family planning	Yes	36	61.0
	No	23	39.0
How many children would you like to have	Max. of 2	13	22.0
	3 - 4	36	61.0
	Does not matter	4	6.8
	No response	6	10.2

TABLE XVIII
 Summary of viewers reactions to Comedy III
 with respect to liking the film.

	Responses	Number	Percentage
1. Was there any part of the film that you especially liked?	Yes	50	84.7
	No	9	15.3
2. Was there anything about the film that you did not like?	Yes	44	74.6
	No	15	25.4
3. Would you recommend this film to your friends?	Yes	59	100
	No	0	0

TABLE XIX
 Overall Reaction to Comedy III

Variable	Number of responses	Percentage
Good film: would like to see it again	54	91.5
Film like others I have seen before	1	1.7
Bad film	4	6.8

TABLE XX

Parts of Comedy III that were especially liked

Responses	Number	Percentage
1. Discussion on pregnancy (4) Marriage		
2. When the man was planning to marry		
3. When the father washed napkins (12)		
4. How the father suffers (5)		
5. Taking care of a child (4)		
6. Where a child is compared to (2) animals		

TABLE XXI

Some things the viewers did not like about the film
Comedy III

Responses	Number	Percentage
1. The man washing baby napkins	5	
2. Giving the baby water instead of milk and quarreling with neighbours	6	
3. The way the man cared for the baby	8	

Tables XXII and XXIII give the results of the viewers responses concerning the message in the Comedy. According to these tables a significant proportion of the viewers seem to have got the message in the film: 50.8% of the viewers said that the film talked about people like them: 71.2% did not find the message confusing: over 70% of the viewers found the message believable and informative while 61.0% found the message interesting. Despite all this it is surprising that only 40.7% of the viewers found the message to be convincing. It is difficult to explain why this was the case given that 88.1% of the viewers said that they understood the language used in the film, 81.4% believed the main actors, 78% found the film interesting and 64.4% said that the film was suitable for showing on TV.

Conclusion

Comedy III seemed to be very entertaining to the audiences and the message was closest to the family planning objectives. Some of the jokes were missed because of the main male character.

We quote two reactions from a lady from Kakamega and an old man from Kwale about the film:

1. "Comedy three is nice, educative, but the people should have used their own child. In this case, NOBODY ought to have a baby. At least the mother should have come to find out how the baby was fairing not staying away even at night. It was rather inhuman to feed the baby on plain water. If he was the real father, he would have tried to

give the baby some milk even dilute milk. Next time, the baby should have some proper care."

2. "The film is good, but Which school does one graduate from for married life? When you become a parent then you learn the hardway about parenthood. There is no short cut. Waiting will not solve the problems."

Recommendation

Other than cleaning it up for quality production comedy III does not need any more work on it.

TABLE XXII

Summary results of the viewers' responses concerning the message in the film

Category	Correct Response	Partially Correct Response	Incorrect Response
Attention/ Recall	1. One should (8) know why one wants to become a parent 2. Father tired (7) of disturbance of the child 3. Somebody should be ready to (4) marry		1. I will (3) throw you out 2. I will marry you if you become pregnant (3) 3. The man does not have money for milk (2) 4. You must get pregnant before being married. 5. A man wants a child (13) before Marrying.
Worth Remembering	1. If you want to be a father be (19) ready. 2. Plan before you have a (10) family		1. The man taking care of the baby 2. Child does not belong to the (4) mother alone

TABLE XXIII
Views on message of the film

	Response	Number	Percentage
1. To whom was the message talking to?	Some one like me	30	50.8
	Someone else not me	29	49.2
2. Was there anything <u>confusing</u> in the message?	Yes	17	28.8
	No	42	71.2
3. Was the message believable?	Yes	43	72.8
	No	16	27.2
4. Was the message interesting?	Yes	36	61.0
	No	23	39.0
5. Was the Message informative?	Yes	43	72.8
	No	16	27.2
6. Was the message convincing?	Yes	24	40.7
	No	35	59.3

TABLE XXIV
 TECHNICAL ASPECTS OF THE COMEDY III

Variable	Responses	Number	Percent
Language suitability	I understand Kiswahili used in the film	52	88.1
	Swahili used in the film is difficult	7	11.9
Main actors	Believable	48	81.4
	Not Believable	11	18.6
	Got message across	-	
	Did not get message across	-	
Sponsoring	The Family Planning Association of Kenya	46	78
	The NCPD	6	10.1
	Ministry of Health	4	6.8
	Ministry of Information	1	1.7
	Don't know	2	3.4
Pleasantness of the film	Film made me uncomfortable	6	10.1
	Film interested me	46	78.0
	Had no particular feelings	7	11.9
Suitability	Suitable to show on TV at anytime	38	64.4
	Suitable but should be shown only at certain times	16	27.1
	Not suitable	3	5.1
	Don't know	2	3.4

4.4 Results of Comedy IV

The Sample

The sample for Comedy IV consisted of 44 males and 17 females making a total of 61 viewers. Of these viewers 36.1% were in the age range 18 - 24 years, 32.8% in the age range 25 - 34 years while 24.6% were in the age-range 35 - 44 years; 52.5% were protestants and 37.7% were catholics. A very high proportion 83.6% of the viewers were married.

Audience Reactions to the Comedy

Tables XXVI and XXVII give the summary of the viewers reactions to comedy spot IV. It is evident from the information in these two tables that the majority of the viewers liked this film: 75.4% said that the film was good and they would like to see it again while 82.0% said that they would recommend this, film to their friends. A high proportion 83.6% of the viewers liked parts of the film while 67.2% did not like certain parts of the film. The sections of the film that were liked and not liked are summarised in Tables XXIV and XXV respectively.

Message in the film

Interesting enough the producers message that "Too many children are difficult for parents to keep healthy" does not seem to have come through to the audience clearly. Only a small proportion of the viewer seem to have had a correct view of the intended message. Tables XXVI and XXVII show this clearly. Slightly over 60% of the viewers found the message believable, interesting, informative and not confusing but 54.1% did not find the message convincing.

On the technical aspect, the language used in the film was found to be suitable 67.2% and the main actors believable 68.8%. Only a small proportion of the viewers 6.5% said that the film made them uncomfortable and 57.4% said that the film is suitable for showing on TV at any time.

Conclusion:

Although the viewers found the film interesting a significant proportion of them seem to have missed the message in the film. This could be due to the fact that part of the action where children scramble for food is only clear after one has seen the film several times. Camera did not capture the action, therefore for sometime it appears like a period of confusion which fails to depict pity. Secondly, for a typically Kenyan film, music such as "Baba Otongolo" could have been very appropriate to the theme.

"These children don't look sick at all. The sick baby (carried by the father) exaggerated. But even if that child was dying, shake him? The rest of the family including the father are not shocked that the child is dying. The mother tries to express some shock though she fails. At the clinic, they should also have shown other families who were sick, it can't have just been one family sick that day. After discovering the children were not sick but suffering from hunger (malnutrition), they should not have been given medicine but should have been asked to go home and eat well."

Recommendation

Some of the comments made above merit attention of the producer. The film could be improved by taking into account these comments, especially so that the film could be convincing.

Descriptive data the persons who viewed Comedy IV
and were interviewed

Variable	Responses	Number	Percentage
Sex	Male	44	72.1
	Female	17	27.9
Age	Under 18	1	1.6
	18 - 24	22	36.1
	25 - 34	20	32.8
	35 - 44	15	24.6
	Over 44	3	4.9
Religion	Protestant	32	52.5
	Catholic	23	37.7
	Moslem	2	3.3
	Others	4	6.5
Married?	Yes	51	83.6
Have children	Yes	10	16.4
Number of children	1 - 2	14	23.
	3 - 4	21	34.4
	5 - 6	4	6.5
	7 - 8	3	4.9
	More than 9	7	11.5
	No Response	12	19.7
Heard about about family planning	Yes	27	44.3
	No	15	24.6
	No Response	19	31.1
How many Children would you like to have	Max. of 2	13	21.3
	3 - 4	20	32.8
	Does not matter	11	18.0
	No Response	17	27.9

TABLE XXVI
 Summary of viewers reactions to Comedy IV
 with respect to liking the film.

	Responses	Number	Percentage
1. Was there any part of the film that you especially liked?	Yes	51	83.6
	No	10	16.4
2. Was there anything about the film that you did not like?	Yes	41	67.2
	No	20	32.6
3. Would you recommend this film to your friends?	Yes	50	83.0
	No	11	18.0

TABLE XXVII
 Overall Reaction to Comedy IV

Variable	Number of responses	Percentage
Good film: would like to see it again	46	75.4
Film like others I have seen before	6	9.8
Bad film	9	14.8

TABLE XXVIII

Parts of the Comedy IV that were especially liked

Responses	Number
1. Where the family goes to see the Doctor (2)	
2. Where the doctor was advising about family planning (18)	
3. Where children are struggling over food (7)	
4. Where the woman wants to beat the man (3)	

TABLE XXVIII I

Some things the viewers did not like about the Comedy 4

Responses	Number
1. Husband and wife want to fight	8
2. Where the child was sick	5
3. Having many children	3
4. Father acts like a mad man	4

TABLE XXIX

Summary Results of the viewers' responses concerning the message in the film

Category	Correct Responses	Partially Correct Response	Incorrect Responses
Attention/ Recall	1. Doctors advice on family (6) planning	1. Planning the (6) family	1. The kind of hunger the children had 2. disagreeing because of hardships
Main idea	1. A small family has (7) better health	2. To educate people about (5) family planning	1. Lack of food due to many children (2) 2. To be able to provide within (3) limits of income

TABLE XX'X .
Views on message of the Comedy IV

	Response	Number	Percentage
1. To whom was the message talking to?	Some one like me	37	60.6
	Someone else not me	24	39.4
2. Was there anything <u>confusing</u> in the message?	Yes	24	39.4
	NO	37	60.6
3. Was the message believable?	Yes	42	68.8
	No	19	31.2
4. Was the message interesting?	Yes	35	57.4
	No	26	42.6
5. Was the message informative?	Yes	39	63.9
	No	22	36.1
6. Was the message convincing?	Yes	28	45.9
	NO	33	54.1

TABLE XXXI
TECHNICAL ASPECTS OF COMEDY IV

Variable	Responses	Number	Percentage
Language suitability	I understand Kiswahili used in the film	41	67.2
	Swahili used in the film is difficult	20	32.8
Main actors	Believable	42	68.8
	Not believable	17	31.2
	Got message across		
	Did not get message across		
Sponsoring Organization	The Family Planning Association of Kenya	47	77
	The NCPD	5	8.2
	Ministry of Health	10	16.4
	Ministry of Information	3	4.8
	Don't Know	6	9.6
Pleasantness of the film	Film made me uncomfortable	4	6.5
	Film interested me	50	82.0
	Had no particular	7	11.5
Suitability	Suitable to show on TV at anytime	35	57.4
	Suitable but should be shown only at certain times	16	26.2
	Not suitable	4	6.5
	Don't know	6	9.8

4.5. Results of the Drama: Usiniharakishu

The Sample

The sample in this film was 105 consisting of 53 males and 52 females. Since the film was shown mainly to young people 92.4% of the viewers were in the age range 16 - 24 years. Out of these 61.9% were catholics. A high proportion of the viewers 74.3% said that they had heard of family planning and 82.8% said that they wish to have between 1 - 4 children.

Reactions to the Drama

Tables XXXII and XXXII summarise the viewer's reactions to the film. In general the film was found to be very entertaining and educative: 92.2% of the viewers found the film to be good and said they would like to see it again: 89.5% of the viewers said that they would recommend this film to their friends. A very high proportion 94.3% liked many parts of the film while 58.1% did not like certain sections of the film. Table XXXV. summarises the sections that the viewers said they liked. Table XXXVI shows the sections that the viewers said they did not like in the film.

TABLE XXXII

Descriptive data the persons who viewed
'Drama' and were interviewed

Variable	Responses	Number	Percentage
Sex	Male	53	50.5
	Female	52	49.5
Age	Under 18	7	4.8
	18 - 24	97	92.4
	25 - 34	3	2.8
	35 - 44	-	
	Over 44		
Religion	Protestant	65	61.9
	Catholic	32	30.5
	Moslem	4	3.8
	Others	4	3.8
Married?	Yes	7	6.7
Have children?	Yes	8	7.6
Number of children	1 - 2		
	3 - 4		
	5 - 6		
	7 - 8		
	More than 9		
	No Response	97	92.4
Heard about family planning	Yes	78	74.3
	No	27	25.7
How many children would you like to have?	Max. of 2	39	37.1
	3 - 4	48	45.7
	Does not matter	18	17.2

TABLE XXXIII

Summary of viewers reactions to 'Drama'
with respect to liking the film.

	Responses	Number	Percentage
1. Was there any part of the film that you especially liked?	Yes	99	94.3
	No	6	5.7
2. Was there anything about the film that you did not like?	Yes	61	58.1
	No	44	41.9
3. Would you recommend this film to your friends	Yes	94	89.5
	NO	11	10.5

TABLE XXXIV

Overall Reaction to the 'Drama'

Variable	Number of responses	Percentage
Good film: would like to see it again	100	95.2
Film like others I have seen before	1	1.0
Bad film	4	3.8

TABLE XXXV

Parts of the 'Drama' that were especially liked

	Responses	Number	Percentage
1.	When Kombo wanted to sleep with a school girl	2	1.9
2.	When Raha refused to go to bed with Kombo	60	57.1
3.	When the school girls are taught and advised about pregnancies	43	40.9
4.	Part played by Raha	50	47.6
5.	Raha refused to listen to rumour-mongering	35	33.3
6.	When Lela stuck in the house	3	2.8
7.	When Kombo was waiting for Raha at the school gate Raha refused him.	22	20.9

TABLE XXXVI

Some things the viewers did not like about the 'Drama'

	Responses	Number	Percentage
1.	The way Kombo was treating girls	50	47.6
2.	Kombo's exaggeration of everything	1	1.00
3.	Kombo's character	5	4.8
4.	Lela proving to be so cheap	8	7.6
5.	Kombo's relationship with Lela	16	15.2
6.	The Stubbing of Kombo	11	10.5
7.	When Lela became pregnant	9	8.6

Message in the film

A very high proportion of the viewers got the message of the drama, namely:

"Pregnancy can spoil the future of a school girl."

This is evident from Table XXXIV and XXXV. The latter Table shows that 89.5% of the viewers thought that the message was talking to people like themselves, 93.3% found the message convincing; 77.1% found the message interesting, while 60% of the viewers found the message believable and not confusing.

On the technical aspect, 77.1% of the viewers said that they understood the message in the film while 93.3% found the main actors believable. It is therefore no wonder that 92.4% of the viewers said that the film is suitable for showing on TV, (65.7% at any time and 26.7% at certain times).

Conclusion

This film was excellent both in the quality of the production and in getting across the message.

Recommendation:

It should be edited to reduce it to 60 minutes by cutting of the long parts of dancing lessons. Sidi is somewhat boring. A must for schools. If it is to be shown on TV, then it should be put into two parts of 30 minutes each.

Appendix I

EVALUATION OF FAMILY PLANNING FILMS PROJECTQUESTIONNAIRE FOR THE FILM PRODUCER

1. What is the communication objective of the FPF?

2. Who is the target audience?

3. What is the main or overall point that you wish trying to communicate to your audience with this spot?

4. What other important points do you want the viewer to remember from this film? (List these in order of importance below.)

5. What special concerns do you have about this film (e.g., reactions to the characters, music, technical words, setting, etc.)?

Appendix II

EVALUATION OF THE FAMILY PLANNING FILMS PROJECT

QUESTIONNAIRES FOR PRE-TESTING

Name and Number of the film watched

Name of the Interviewee

Location Date

Name of Interviewer Time

PART I: AUDIENCE REACTIONS TO THE FILM

Thank you for watching this film. One of the reasons why we have shown the film to you is to get your reaction to it - to see what parts you liked and what parts you didn't like.

1. Was there any part of the film that you especially liked?

2. Was there anything about the film that you did not like?

3. Please indicate your overall reaction to the film by circling one of the phrases below.

1. This was a very good film, I would like to see it again.

- 2. This was a good film.
- 3. The film was like many others I have seen before.
- 4. This was a bad film.

4. Would you recommend this film to your friends? Why or why not?

PART II: FILM'S ABILITY TO ATTRACT ATTENTION AND CONVEY ITS MAIN POINT

For each communication that you remember seeing, please write down what the message said and what the message showed (on the dotted lines). Write down the main idea each message was trying to get across on the solid lines.

- | | |
|-------------------------------|-------------------------|
| 1. What did the message say? | What was the main idea |
| 2. What did the message show? | each message was trying |
| | to get across? |

1.	1.		
	2.		
2.	1.		
	2.		

3. 1. _____

2. _____

4. 1. _____

2. _____

5. 1. _____

2. _____

PART III: AUDIENCE REACTION TO THE MESSAGES IN THE FILM

1. This evening you saw a film on family planning. Now that you have seen the film please tell me what you think was the main idea of the message in the film?

2. In your opinion, was there anything in particular that was worth remembering about the message?

- 1. Yes
- 2. No

2a. If yes, what was worth remembering?

3. In your opinion, what type of person was this message talking to?

1. Someone like me
2. Someone else, not me

3a. If someone else, why?

4. In your opinion, was there anything in the message that was confusing or hard to understand?

1. Yes
2. No.

4a. If yes, what was confusing?

5. We would now like you to describe what you saw in the film. From each pair of words or phrases, please circle the one which you feel best describes the message.

- | | |
|--------------------|--------------------------|
| 1. Believable | 1. Made its point |
| 2. Not believable | 2. Didn't make its point |
| 1. Well done | 1. Interesting |
| 2. Not well done | 2. Not interesting |
| 1. Convincing | 1. Pleasant |
| 2. Not convincing | 2. Not Pleasant |
| 1. Informative | |
| 2. Not informative | |

6. What action, if any, is the message that you have seen recommending that people take about family planning?

PART IV: ASSESSMENT OF THE TECHNICAL ASPECTS OF THE FILM

A. Use of Music:

1. Please circle the one answer from each pair which better describes your feelings about the music in the message.
 1. Appropriate to the message
 2. Not appropriate to the message

1. Effective in getting the message across
 2. Not effective in getting the message across

1. Could understand the words to the music
 2. Could not understand the words to the music

2. Overall, how would you describe the music in the announcement?
 1. The music fit the message.
 2. The music did not fit the message.
 3. I don't remember the music.

B. Language Suitability:

Please circle the one answer from each pair which describes your feelings about the language that was used in the film:

1. 1. I understand the Swahili in the film.
2. I found the Swahili used in the film difficult.

2. 1. I wish the film was in _____ (insert the mother tongue of the interviewee).
2. I did not mind the use of Kiswahili in the film.

C. Use of Famous Spokesperson:

1. Which of the following best describes _____ (name of spokesperson), the main actor in the message contained in the film?

1. Singer
2. Actor
3. Comedian
4. Athlete
5. Don't know

- 2.. Please circle the one answer from each pair of phrases which better describes your feelings about the announcer, _____ (name of spokesperson).

1. Believable
2. Not believable

1. Appropriate to the message
2. Not appropriate to the message

1. Gets the message across

D. Request for a Particular Action:

1. Did the message ask you to do anything about family planning?

- a. Yes
- b. No

2a. If yes, what did the film ask you to do?

E. Instructions on Family Planning:

1. Were there any instructions about family planning in the film?

- a. Yes
- b. No

2. If Yes, then answer the following question:

Please circle one answer from each pair of phrases which better describes your feelings about the instructions regarding family planning in the film.

- 1. Clear and easy to understand
- 2. Confusing, hard to understand

- 1. I would be able to practise family planning after seeing this film
- 2. I would not be able to practise family planning after seeing this film.

F. Presentation of Technical or Medical Information:

1. In your opinion do you think that the film presented any technical or medical information regarding family planning?
 1. Yes
 2. No
2. If the answer is yes, please select one answer from each pair of phrases which better describes your feelings about the information.
 1. The film did a good job of presenting technical information.
 2. The film did poor job of presenting technical information.
 1. I understand all the terms in the film.
 2. I had difficulty understanding the terms in the film.

G. Presentation of New Information:

1. How much, if any, of the information in the announcement was new to you?
 1. All of it
 2. Most of it
 3. Some of it
 4. None of it

2. Overall, how useful was the information in the announcement to you?

1. Very useful
2. Somewhat useful
3. Not very useful
4. Not useful at all
5. Don't know/not sure

H. Promotion of a Sponsoring Organization:

1. From among the following choices, please indicate the organization which you think sponsored this message.

1. The Family Planning Association of Kenya.
2. The National Council on Population and Development.
3. The Ministry of Health.
4. The Ministry of Information and Broadcasting.
5. I do not know/I am not sure.

I. Persons Who Are Supposed to be Typical of the Target Audience:

1. Which of the following statements better describes the persons for whom this film was made?

1. The people in this film remind me of people I know.
2. The people in this film do not remind me of any people I know.

2. Overall, how would you describe the people in the film? Please select one response from each group.

1. Realistic
2. Not realistic

1. Helped me to understand the message
2. Did not help me to understand

3. Overall, how would you describe the people in the film? Please select one answer from each group.

1. Appealing
2. Not appealing

1. Get the message across
2. Do not get the message across

1. Believable
2. Not believable

1. Easy to understand
2. Not easy to understand

J Use of a Voice-Over Announcer:

1. Please circle the one answer from each pair of phrases which better describes your feelings about the main actors in the film.

1. Believable
2. Not believable

1. Appropriate to the message
2. Not appropriate to the message

1. Gets the message across
2. Does not get the message across

1. Easy to understand
2. Hard to understand

K. Presentation of Controversial or Unpleasant Information:

1. Some people have mentioned different feelings they had during or after watching this film. Please circle the opinion which comes closest to yours.
 1. The film made me uncomfortable and I had difficulty paying attention to it.
 2. The film interested me so I paid attention to it.
 3. I had no particular feeling about the film.
2. Overall, how do you think most people would feel about this film if they saw it on television at home?
 1. Suitable to show on television at any time
 2. Suitable to show, but only at certain times
 3. Not suitable to show at any time.

6. Are you married or single?

1. Married
2. Single

7. Do you have children?

1. Yes (go to question 8a)
2. No (go to question 9)

8a. Please circle the age categories in which your children belong. Circle as many as apply.

1. I have 1 - 2 children
2. I have 3 - 4 children
3. I have 5 - 6 children
4. I have 7 - 8 children
5. I have more than 9 children.

8b My children are in the age range^A

1. 1 - 5 years old
2. 6 - 10 years old
3. 11 - 15 years old
4. 16 - 20 years old
5. 21 and over.

8c. Have you heard about family planning programmes before?

1. Yes
2. No.

9. Which of the following statements best describes you?

1. I would like to have a maximum of two children.
2. It is safe to have between three and four children.
3. It does not matter how many children one has.

Appendix III

EVALUATION OF THE FAMILY PLANNING FILMS PROJECT

QUESTIONNAIRES FOR PRE-TESTING

Name and Number of the film watched

Name of the Interviewee

Location Date

Name of Interviewer Time

PART I: AUDIENCE REACTIONS TO THE FILM

Thank you for watching this film: "One of the reasons why we have shown the film to you is to get your reaction to it - to see what parts you liked and what parts you didn't like.

- 1. Was there any part of the film that you especially liked?

- 2. Was there anything about the film that you did not like?

- 3. Please indicate your overall reaction to the film by circling one of the phrases below.

- 1. This was a very good film, I would like to see it again.

3. 1 _____

 2 _____

 1 _____

 2. _____

 1. _____

 2. _____

PART III: AUDIENCE REACTION TO THE MESSAGES IN THE FILM

1. This evening you saw a film on family planning. Now that you have seen the film please tell me what you think was the main idea of the message in the film?

2. In your opinion, was there anything in particular that was worth remembering about the message?

- 1. Yes
- 2. No

2a. . If yes, what was worth remembering?

3. In your opinion, what type of person was this message talking to?

1. Someone like me
2. Someone else, not me

3a. If someone else, why?

4. In your opinion, was there anything in the message that was confusing or hard to understand?

1. Yes
2. No.

4a. If yes, what was confusing?

5. We would now like you to describe what you saw in the film. From each pair of words or phrases, please circle the one which you feel best describes the message.

- | | |
|--------------------|--------------------------|
| 1. Believable | 1. Made its point |
| 2. Not believable | 2. Didn't make its point |
| 1. Well done | 1. Interesting |
| 2. Not well done | 2. Not interesting |
| 1. Convincing | 1. Pleasant |
| 2. Not convincing | 2. Not Pleasant |
| 1. Informative | |
| 2. Not informative | |

6. What action, if any, is the message that you have seen recommending that people take about family planning?

PART IV: ASSESSMENT OF THE TECHNICAL ASPECTS OF THE FILM

A. Use of Music:

1. Please circle the one answer from each pair which better describes your feelings about the music in the message.
 1. Appropriate to the message
 2. Not appropriate to the message

1. Effective in getting the message across
 2. Not effective in getting the message across

1. Could understand the words to the music
 2. Could not understand the words to the music

2. Overall, how would you describe the music in the announcement?
 1. The music fit the message.
 2. The music did not fit the message.
 3. I don't remember the music.

B. Language Suitability:

Please circle the one answer from each pair which describes your feelings about the language that was used in the film:

1. 1. I understand the Swahili in the film.
2. I found the Swahili used in the film difficult.

2. 1. I wish the film was in _____ (insert the mother tongue of the interviewee).
2. I did not mind the use of Kiswahili in the film.

C. Use of Famous Spokesperson:

1. Which of the following best describes _____ (name of spokesperson), the main actor in the message contained in the film?
 1. Singer
 2. Actor
 3. Comedian
 4. Athlete
 5. Don't know

2. Please circle the one answer from each pair of phrases which better describes your feelings about the announcer, _____ (name of spokesperson).
 1. Believable
 2. Not believable

 1. Appropriate to the message
 2. Not appropriate to the message

 1. Gets the message across
 2. Does not get the message across

D. Request for a Particular Action:

1. Did the message ask you to do anything about family planning?

- a. Yes
- b. No

2a. If yes, what did the film ask you to do?

E. Instructions on Family Planning:

1. Were there any instructions about family planning in the film?

- a. Yes
- b. No

2. If Yes, then answer the following question:

Please circle one answer from each pair of phrases which better describes your feelings about the instructions regarding family planning in the film.

- 1. Clear and easy to understand
- 2. Confusing, hard to understand

- 1. I would be able to practise family planning after seeing this film
- 2. I would not be able to practise family planning after seeing this film.

F. Presentation of Technical or Medical Information:

1. In your opinion do you think that the film presented any technical or medical information regarding family planning?
 1. Yes
 2. No
2. If the answer is yes, please select one answer from each pair of phrases which better describes your feelings about the information.
 1. The film did a good job of presenting technical information.
 2. The film did a poor job of presenting technical information.
 1. I understand all the terms in the film.
 2. I had difficulty understanding the terms in the film.

G. Presentation of New Information:

1. How much, if any, of the information in the announcement was new to you?
 1. All of it
 2. Most of it
 3. Some of it
 4. None of it

Appendix IV

EVALUATION OF FAMILY PLANNING FILMS PROJECT:INSTRUCTIONS TO INTERVIEWERS

1. Arrive in the room where pretesting will take place at least 30 minutes before the pretesting starts.
2. Set up the equipment and make sure that it is working.
3. The assistants should make sure that there is enough seating arrangement for viewing of the film. Each assistant should be ready with enough copies of questionnaires and pencils.
4. Participants should be encouraged to sit down as they arrive.
5. When everyone is seated (Assistants should sit among the participants to observe their reactions), the Chief Evaluator should:
 - (a) Greet the participants in a language they understand best.
 - (b) Introduce himself/herself by name only. (DO NOT TELL PARTICIPANTS THE NAME OF YOUR ORGANIZATION TO AVOID BIASES)
 - (c) Thank the participants for coming and tell them:

"THIS MORNING/AFTERNOON/EVENING, WE ARE GOING TO WATCH SOME SHORT FILMS. WE WOULD LIKE YOU TO GIVE US YOUR VIEWS ABOUT EACH FILM AT THE END OF THE VIEWING.

* WE WOULD LIKE TO HAVE THE VIEWS OF EACH PERSON INDEPENDENTLY AND THEREFORE I WOULD BE GRATEFUL IF YOU DID NOT DISCUSS WITH YOUR FRIEND ABOUT THE FILM UNTIL WE HAVE FINISHED THIS EXERCISE

* FOR THOSE OF YOU WHO CAN READ AND WRITE WE SHALL GIVE YOU A QUESTIONNAIRE TO COMPLETE AND WE SHALL ASSIST THOSE OF YOU WHO CANNOT READ AND WRITE IN ANSWERING THE QUESTIONS ON EACH FILM.
6. The Chief Evaluator should then ask for the participants who can read and write quickly to put up their hands. The assistants should hand out the questionnaires and pencils to these participants only.
7. Show the film.

8. At the end of the film introduce the questioning phase by telling the participants that there are no wrong or right answers. What is required is the honest opinion of each participant regarding the film.
9. Divide the group into two groups: Those who can complete the questionnaires by themselves and those who will need assistance in completing the questionnaires.
10. Those who will need assistance should now be seated next to the Assistants (a maximum of two participants per one Assistant).
11. Ask the participants and the Assistants to open their questionnaires to the first question. READ each question and give respondents (including those being assisted by the Assistants) time to fill in their answers.
12. Go through each question, pausing to make sure that the respondents fill in answers for each question.

NOTE: It is a good idea to go round the room to monitor progress and to be sure participants are not discussing their responses.
13. Collect the completed questionnaire as participants finish.
14. Show the next film.
15. Repeat the questioning phase.
16. At the end of the exercise, the group should have tea followed by a word of thanks from one of the Assistants or by the Chief Evaluator.