

IN-ADA-304

**Bakkar Episodes Evaluation**  
**Pre & Post Episodes Evaluation**

**FINAL REPORT**

**Submitted By**  
**Dr. Ibrahim Hegazy & Associates**

**Prepared For**  
**The Academy for Educational Development**  
USAID Contract No. LAG 1-00-01-00005-00, Task Order 807

**December 2002**

#30

### AGENCY FOR INTERNATIONAL DEVELOPMENT PPC/CDIE/DI REPORT PROCESSING FORM

ENTER INFORMATION ONLY IF NOT INCLUDED ON COVER OR TITLE PAGE OF DOCUMENT

1. Project/Subproject Number

AED # 2905-807

2. Contract/Grant Number

IQC # GreenCOM II LAG-I-00-01-00005-00  
Task order No: I-00-01-00005-00, Task Order 807

3. Publication Date

December 2002

4. Document Title/Translated Title

BARRAR: Episodes Evaluation Proj & Post Episodes Evaluation  
Final Report

5. Author (s)

1. Dr. Ibrahim Nejazy & Associates  
2.

6. Contributing Organisation (s)

Academy for Educational Development

7. Pagination

8. Report Number

9. Sponsoring A.I.D. Office

EGAT ENV/ENR  
EGAT NRM/LRM

10. Abstract (optional - 250 word limit)

The GreenCOM Egypt Project worked towards achieving USAID's SO19 goals

11. Subject Keywords (optional)

1. Energy Efficiency  
2. Red Sea  
3. Solid Waste Management  
4. Environmental Education  
5. Tourism Development  
6. Improved Livelihoods

12. Supplementary Notes

13. Submitting Official

Shera Bender

14. Telephone Number

202-884-8889

15. Today's Date

10/21/04

.....DO NOT write below this line.....

16. DOCID

17. Document Disposition

DOCRD [ ] INV [ ] DUPLICATE [ ]

## **TABLE OF CONTENT**

1.	THE INTRODUCTION	3
1.1	The Research Objectives	3
1.2	The Research Methodology	3
1.3	The Sampling Technique	4
2.	THE RESEARCH FINDINGS	5
2.1	The initial Interview	5
2.2	TV Viewership	5
2.3	Level of Environmental Awareness	5
	2.3.1. The Red Sea	5
	2.3.2. The Protectorates	6
2.4.	The Follow Up Interview	7
2.5.	Level of Environmental Awareness	7
	2.5.1. The Red Sea	7
	2.5.2. The Protectorates	7
2.6.	Assessment of Seif and Salma	9
2.7.	Conclusion	9
Appendix 1	The Qualitative Questionnaire (English Version)	11
Appendix 2	The Qualitative Questionnaire (Arabic Version)	14

# **1. THE INTRODUCTION**

## **1.1 THE RESEARCH OBJECTIVES**

The Research main Objectives are:

1. Measuring the current level of environmental awareness among children between the age of 7 and 12 in regards to the Red Sea area and the protectorates prior to exposure to the two episodes of "Bakkar" aired on the 3<sup>rd</sup> and 4<sup>th</sup> of December.
2. Measuring the level of environmental awareness of children with regards to the Red Sea area and the protectorates after exposure to the two episodes of "Bakkar" aired on the 3<sup>rd</sup> and 4<sup>th</sup> of December.
3. Assessing children perceptions' of the two new characters, namely Seif and Salma, introduced in the above mentioned episodes.

## **1.2 THE RESEARCH METHODOLOGY**

A qualitative approach was used in order to explore the dimensions of the issue under study. The Qualitative component includes 100 Personal In-depth interviews with children aged 7 to 12 years.

The rationale behind using such a research approach is attributed to the nature of the objectives set forth; which are predominately exploratory in nature. To recall the main objectives of the study aim at gaining insight into the target groups' mind concerning their level of awareness of the Red Sea area as well as the protectorates in addition to their reaction to the new characters introduced in the episodes.

During the in-depth one-to-one interviews, and in order to gain insight into the targets' mind, a questionnaire with a mixture of "open-ended" and "closed-ended" questions was used. The close ended questions were used to provide a sort of benchmark against which the second interview will be measured in addition to facilitating the work of interviewers (the questions were unaided i.e. answers were not supplied to the respondents to choose from). A copy of the questionnaire is attached in Appendix 1.

Furthermore, the questionnaire was implemented twice. The first time, the questionnaire addressed the issue of the target groups' awareness prior to exposure to the episodes, while the second questionnaire addressed the targeted groups' awareness level after exposure to the episodes. In each time, there were questions pertaining to their knowledge about the Red sea and the protectorates. However, in the second questionnaire, there were a number of questions addressing the children's reaction to the characters lately introduced; namely, Seif and Salma.

### **1.3 THE SAMPLING TECHNIQUE**

The sampling technique adopted is "Stratified Sampling". Stratified sampling is a 2-Step process in which the population under study is partitioned into sub-populations, or strata that reflect the actual breakdown of the population under study. Next, elements are selected from each stratum by a random procedure, usually simple random sampling (SRS) to guarantee objectivity and reliability of the research results.

The sample frame was formed of 1-1 male female ratio. The age brackets interviewed were divided into two groups. The first age group included children between the age of 7 and 10 years representing 55% of the sample size, while the second group included children between the age of 11 to 12 years representing 45%. Respondents were randomly selected in the greater Cairo area districts of Heliopolis, Nasr City, Maadi and Giza (Dokki and Mohandssen).

## 2. THE RESEARCH FINDINGS

### 2.1. THE INITIAL INTERVIEW

As mentioned earlier, the initial interview was conducted before exposure to the Bakkar episodes, 100 respondents were interviewed and were asked about their environmental information concerning both the red sea area and protectorates in general.

Respondents were also asked about whether they knew any specific protectorates and whether they knew the nature of what was protected in these protectorates. Following the interview, the respondents were asked to watch the Bakkar episodes for their second interview. (The actual sample size went down to 97, some children did not view the episodes.)

### 2.2. TV VIEWERSHIP

Respondents were asked several questions in the beginning of the interview, which were used both as warming questions as well as a way to filter out those who do not watch "Bakkar". The following are the questions asked;

1. *Do you watch TV?*
  1. *Yes*
  2. *No*
2. *How frequently do you watch it?*
  1. *Every day*
  2. *3-6 times a week*
  3. *1-2 / week*
3. *Do you watch Bakkar?*
  1. *Yes*
  2. *No*
4. *How frequently do you watch it?*
  1. *Every day*
  2. *3-6 times a week*
  3. *1-2 / week*

As a response to these questions, almost all respondents reported watching TV daily. When asked about watching Bakkar, most of them reported watching it daily, while others reported watching it every other day, and a few reported watching only on weekends.

### 2.3. LEVEL OF ENVIRONMENTAL AWARENESS

#### 2.3.1. THE RED SEA

5. *What do you know about the red sea area?*

When asked about their knowledge of the nature of the red sea area, most respondents mentioned the existence of a variety of colored fish, while many mentioned the existence of corals, and a few mentioned the existence of plants. Few respondents mentioned tourists coming for visits and diving, others mentioned the existence of deserts and mountains. Few mentioned the existence of protectorates such as Ras Mohamed.

### **2.3.2. THE PROTECTORATES**

#### ***6. Did you hear the term protectorate before?***

When asked about whether they heard of or knew the word protectorate, most of the respondents aged 9 and above mentioned knowing this word while none of those aged 7 & 8 heard of it before. It is also worthwhile to note here that although many respondents mentioned they knew about protectorates when directly probed, most of them did not mention protectorates when asked about the Red Sea in general. This observation infers a low level of association between the red sea area and the "protectorates". However, many of those respondents mentioned Ras Mohamed when asked about the names of the protectorates they knew or have heard about.

#### ***7. What is protected in the protectorates?***

When probed about whether they know what is exactly conserved and protected in these "protectorates", many respondents mentioned animals, while others mentioned plants, and some mentioned birds and fish.

#### ***8. What is it protected against?***

When asked against what are these protectorates protected from, most mentioned hunters and people, some mentioned construction development projects, and a few mentioned pollution.

#### ***9. Who protects them?***

When asked about the entities or people they thought are responsible for the protection of protectorates, many of the respondents mentioned the "Government" as the main body responsible for such protection. Others mentioned the "Police", while a few mentioned a number of other entities such as the "Ministry of the Environment" or "The Individuals". Few mentioned "Rangers", while many preferred to say they do not really know who is responsible for the task of protecting the protectorates.

#### ***10. Are you familiar with any protectorates?***

#### ***11. What is protected there?***

Respondents were asked to cite the names of "protectorates" they knew. Most of the respondents stated Ras Mohamed, while many others mentioned El Rayan Valley, Helwan and Fayoum "protectorates". When asked what is protected in Ras Mohamed, and the other "protectorates", most respondents mentioned wild animals and fish. It is worth mentioning that those respondents in the age bracket of 9 to 12, covered such "protectorates" in their high school syllabus.

None of the respondents mentioned Mount Elba, therefore the initial interviews were ended at this point and the respondents were asked, as mentioned earlier to watch the Bakkar episodes and wait for their second interview.

## **2.4. THE FOLLOW UP INTERVIEW**

The second "Follow-Up" interview was conducted after exposure to the Bakkar episodes. During the second interview, the same respondents were asked about their environmental information concerning both the red sea area and the "protectorates" in general. Respondents were also asked about whether they knew any specific "protectorates" and whether they knew the nature of what is protected in these "protectorates".

In addition, there were some questions about the two new characters introduced during the episodes, Seif and Salma.

## **2.5. LEVEL OF ENVIRONMENTAL AWARENESS**

### **2.5.1. THE RED SEA**

#### ***12. What do you know about the red sea area?***

When asked about their knowledge of the nature of the red sea area, most respondents recalled watching a variety of "Colored Fish". However, many respondents mentioned "Corals" and "Protectorates" than in the initial interview. The table below shows the difference between both interviews in terms of recall.

Table 1: Before/After Recall Test

	<b>% of Respondents Before Exposure</b>	<b>% of Respondents After Exposure</b>	<b>% Increase</b>
<b>Colored Fish</b>	<b>51%</b>	<b>63%</b>	<b>23%</b>
<b>Corals</b>	<b>35%</b>	<b>70%</b>	<b>100%</b>
<b>Protectorates</b>	<b>5%</b>	<b>12%</b>	<b>140%</b>

### **2.5.2. THE PROTECTORATES**

#### ***13. What is protected in the protectorates?***

When respondents were asked about whether they know what is exactly protected in the protectorates, the response was greater when compared with the initial interview. Table 2 provides details of the results achieved.

Table 2: Post Episodes Recall Test

	<b>% of Respondents Before Exposure</b>	<b>% of Respondents After Exposure</b>	<b>% Increase</b>
<b>Animals</b>	<b>58%</b>	<b>70%</b>	<b>21%</b>
<b>Fish</b>	<b>9%</b>	<b>49%</b>	<b>444%</b>
<b>Plants</b>	<b>26%</b>	<b>44%</b>	<b>69%</b>
<b>Birds</b>	<b>12%</b>	<b>35%</b>	<b>191%</b>
<b>Corals</b>	<b>2%</b>	<b>14%</b>	<b>600%</b>

**14. What is it protected against?**

Furthermore, when respondents were probed for the entities from which these protectorates are protected, many respondents identified hunters and pollution (72%, and 9% respectively) in this second interview as compared to the initial interview (51%, and 3% respectively).

**15. Who protects them?**

When asked about the entities or people they thought are responsible for the protection of protectorates, there was also a marked increase in the number of respondents identifying the several entities and/or persons. This is outlined in the Table 3 below.

**Table 3: Post Episodes Information Test**

	<b>% of Respondents Before Exposure</b>	<b>% of Respondents After Exposure</b>	<b>% Increase</b>
<b>Rangers*</b>	2%	42%	2000%
<b>Government</b>	28%	35%	25%
<b>Individuals</b>	5%	21%	320%

\* most respondents talked about "environmental guards".

**16. Are you familiar with any protectorates?**

**17. What is protected there (Mount Elba)?**

**18. Are you familiar with any of its plants(Mount Elba)?**

**19. What is its uses (Mangrove trees)?**

After the airing of the two episodes, respondents were also requested to cite the names of protectorates they knew. In addition to those mentioned before airing the episodes, close to half of the respondents were able to mention Mount Elba. When asked about what is exactly protected there, most of the respondents mentioned wild animals, while some mentioned birds and plants. Many of the respondents mentioned the ibex or "Al Kabsh Al arwi" which the hunters were chasing in the episodes. However, none of the respondents were able to mention names of any of the plants in Mount Elba.

**Table 4: Post Episodes Information Test**

	<b>% of Respondents Before Exposure</b>	<b>% of Respondents After Exposure</b>	<b>% Increase</b>
<b>Mount Elba</b>	None	45%	4500%

## 2.6. ASSESSMENT OF SEIF AND SALMA

20. Did you like Seif's character?

1. Yes            2. Somewhat            3. No

21. Why?

22. Did you like Salma's character?

1. Yes            2. Somewhat            3. No

23. Why?

Respondents were asked to assess the character of both Seif and Salma in terms of whether they liked them or not on a 3 point scale (Yes, Somewhat, and No). Table 5 shows their response.

Table 5: Characters' Assessment

	% of Respondents (yes)	% of Respondents (Somewhat)
Seif	95%	5%
Salma	95%	5%

When asked about the reasons underlying their reaction to Seif, all respondents stated that they liked the character for a number of reasons which mainly included his protection of animals from hunters, his knowledge about animals and the environment, his willingness to explain to children about animals and nature, and his attempts to keep the environment clean.

As for the character of Salma, all respondents reported liking her character because of her love for animals, the way she was playing with dolphins, helping Seif in protecting the environment and in saving the animals from hunters, her swimming abilities, and her knowledge of animals and the environment.

### 2.6. Conclusion

As the research findings indicate there was an increase in the level of recall and awareness among the respondents as a result of exposure to the Bakkar episodes. In certain instances, this increase was quite drastic such as the awareness of the role rangers play in the protectorates, and also in the case of awareness of Mount Elba.

However, it is still worth mentioning that in the case of requesting detailed specifics, respondents were unable to recall. Many respondents did not remember the mangrove trees and their uses.

It is also important to note that a few respondents commented on Seif's character being a bit dull. This observation could be attributed to the way he has presented the information about Mount Elba (which was shown mainly as a static presentation), that was a bit concentrated and lacked vitality.

In short, it seems that the Bakkar episodes had achieved a great impact in raising environmental awareness of the respondents and that both characters, Seif and Salma, were acceptable and liked by the respondents which supports their use in delivering environmental information in further episodes.



## Appendix 1

### The Qualitative Questionnaire (Arabic)

**الجزء الأول (المقابلة الأولى)**

التفزيون

لمن

اسم التلميذ

1. هل يتفرج على التلفزيون؟  
1. نعم  
2. لا (نهى المقابلة)
2. و يتفرج ليه ؟ (من الممكن ذكر الاختيارات)  
1. كل يوم  
2. 3-6 مرات في الأسبوع  
3. 1-2 اسبوعيا
3. هل يتفرج على بكار؟  
1. نعم  
2. لا (نهى المقابلة)
4. و يتفرج ليه ؟ (من الممكن ذكر الاختيارات)  
1. كل يوم  
2. 3-6 مرات في الأسبوع  
3. 1-2 اسبوعيا
5. تعرف ليه عن الطبيعة/البيئة في منطقة البحر الاحمر؟  
1. لا أعرف شي  
2. لخرى
6. سمعت كلمة محمية قبل كده؟  
1. نعم  
2. لا (تهية المقابلة الأولى، لطلب من التلميذ مشاهدة حلقت بكار)
7. و يا ترى ليه اللي يتم حمايته؟ (ممكن أكثر من اختيار)  
1. النباتات  
2. الحيوانات  
3. الطيور  
4. الشعب المرجانية  
5. الأسماك  
6. لخرى
8. و يا ترى هي محمية من ليه؟ (ممكن أكثر من اختيار)  
1. الناس / السياح  
2. التلوث  
3. السياح  
4. المبيدات/ عمارات / قنارات  
5. لخرى
9. و مين اللي بيحسبهم؟ (ممكن أكثر من اختيار)  
1. حصة البيئة  
2. المسؤولين/السلطات  
3. الحكومة  
4. الأفراد  
5. لخرى
10. ممكن تقول لي أسماء أي محميات تعرفها؟ (ممكن أكثر من اختيار)  
1. جبل عتبة  
2. رأس محمد/ لخرى ..... (هي حلقة عدم اختيار 1 معها اذهب لسؤال 11 ثم نهى المقابلة، لطلب من التلميذ مشاهدة حلقات بكار من الأحد إلى الثلاثاء)  
3. لا أعرف (تهية المقابلة الأولى، لطلب من التلميذ مشاهدة حلقات بكار)
11. و يا ترى ليه اللي يتم حمايته هناك في .....؟ (ممكن أكثر من اختيار، رجاء تحديد جبل عتبة و رأس محمد)  
1. الحيوانات البرية  
2. الزولحف  
3. الطيور  
4. النباتات  
5. الشعب المرجانية  
6. الأسماك  
7. لخرى
12. ممكن تقول لي أسماء أي نباتات من جبل عتبة؟ (ممكن أكثر من اختيار)  
1. أشجار المتجروف  
2. لا أعرف (تهية المقابلة، مشاهدة حلقات بكار)  
3. لخرى ..... (تهية المقابلة، مشاهدة حلقات بكار)
13. ليه هي إبتسالات المتجروف؟  
1. حماية لشواطئ  
2. غذاء لحيوانات  
3. غذاء للمسك  
4. بيت المسك الصغير  
5. لخرى .....  
6. لا أعرف  
(تهية المقابلة الأولى، لطلب من التلميذ مشاهدة حلقات بكار)

### الجزء الثاني (المقابلة الثانية)

14. هل أقرجت على حلقات بكار من الأحد للثلاثاء؟  
1. نعم  
2. لا (تهى المقابلة)
15. تعرف ايه عن الطبيعة/البيئة في منطقة البحر الاحمر؟  
1. لا اعرف شي  
2. لخرى
16. تقدر تقول لي ايه اللي يتم حمايته في المحميات؟ (ممكن لكتر من اختيار)  
1. النباتات  
2. الحيوانات  
3. الطيور  
4. الشعب المرجانية  
5. الأسماك  
6. لخرى
17. و هي محمية من ايه؟ (ممكن لكتر من اختيار)  
1. الناس / الصيادين  
2. التلوث  
3. السياح  
4. المباني/ عمارات / قنلق  
5. لخرى
18. و مين اللي بيحميهم؟ (ممكن لكتر من اختيار)  
1. حصة البيئة  
2. الممثلين/السلطات  
3. الحكومة  
4. الأفراد  
5. لخرى
19. ممكن تقول لي اسماء اى محميات تعرفها؟ (ممكن لكتر من اختيار)  
1. جبل علية  
2. رأس محمد/ لخرى  
3. (في حالة عدم اختيار 1 معها اذهب لسؤال 23).  
4. لا اعرف (اذهب لسؤال 22)
20. و با ترى ايه اللي يتم حمايته جبل علية؟ (ممكن لكتر من اختيار)  
1. الحيوانات البرية  
2. الزولحف  
3. الطيور  
4. النباتات  
5. الشعب المرجانية  
6. الأسماك  
7. لخرى
21. ممكن تقول لي اسماء اى نباتات من جبل علية؟ (ممكن لكتر من اختيار)  
1. اشجار المتجروف  
2. لخرى  
3. (في حالة عدم اختيار 1 معها اذهب لسؤال 23).  
4. لا اعرف (اذهب لسؤال 22)
22. ايه هي اتصالات المتجروف؟  
1. حماية التوالطين  
2. غذاء لحيوانات  
3. غذاء السمك  
4. بيت للسمك الصغير  
5. لخرى  
6. لا اعرف
23. هل عجبك شخصية سيف؟  
1. نعم  
2. نوعا ما/ نص نص  
3. لا
24. ايه؟
25. هل عجبك شخصية ماسي؟  
1. نعم  
2. نوعا ما/ نص نص  
3. لا
26. ايه؟



## **Appendix 2**

### **The Qualitative Questionnaire (English)**

## Questionnaire

### Part I: Initial Interview (before watching the episodes):

1. Do you watch TV?
  1. Yes
  2. No (end interview, respondent disqualified)
2. How frequently do you watch it?
  1. Every day
  2. 3-6 times a week
  3. 1-2 times a week
3. Do you watch Bakkar?
  1. Yes
  2. No (end interview, respondent disqualified)
4. How frequently do you watch it?
  1. Every day
  2. 3-6 times a week
  3. 1-2 times a week
5. What do you know about the red sea area?
  1. Nothing
  2. other .....
6. Did you hear the term protectorate before?
  1. Yes
  2. No (End of Initial Interview)
7. What is protected?
  1. Vegetation
  2. animals
  3. birds
  4. other .....
8. What is it protected against?
  1. People/hunters
  2. pollution
  3. other .....
9. Who protects them?
  1. Rangers
  2. authorities
  3. other .....
10. Are you familiar with any protectorates?
  1. Mount Elba
  2. other ..... (End of Initial Interview)
  3. don't know (End of Initial Interview)
11. What is protected there?
  1. Wild animals
  2. reptiles
  3. birds
  4. plants
  5. other .....
12. Are you familiar with any of its plants?
  1. Mangrove trees
  2. other..... (End of Initial Interview)
  3. don't know (End of Initial Interview)
13. What is its uses?
  1. Protecting shores
  2. food for animals
  3. food for fish
  4. other.....
  5. don't know

**Part II: Second interview (After watching the episodes):**

14. What do you know about the red sea area?

- 1. Nothing
- 2. other .....

15. What are the things that are protected in protectorates?

- 1. Vegetation
- 2. animals
- 3. birds
- 4. other .....

16. What are they protected against?

- 1. People/hunters
- 2. pollution
- 3. other .....

17. Who protects them?

- 1. Rangers
- 2. authorities
- 3. other .....

18. Are you familiar with any protectorates?

- 1. Mount Elba
- 2. other .....
- 3. don't know (go to Q 22)

19. What is protected there?

- 1. Wild animals
- 2. reptiles
- 3. birds
- 4. plants
- 5. other .....

20. Are you familiar with any of its plants?

- 1. Mangrove trees
- 2. other.....
- 3. don't know (go to Q 22)

21. What is its uses?

- 1. Protecting shores
- 2. food for animals
- 3. food for fish
- 4. other.....
- 5. don't know

22. Did you like Seif's character?

- 1. Yes
- 2. Somewhat
- 3. No

23. Why?

.....  
.....

24. Did you like Salma's character?

- 1. Yes
- 2. Somewhat
- 3. No

25. Why?

.....  
.....