Scriptwriting Using Behavioral Science: How Entertainment-Education can be used to Support Anti-Trafficking Efforts

Kriss Barker
Vice President, International Programs
Population Media Center (PMC)
PMC’s Entertainment-Education Approach is Unique

Format: Serial Drama
NOT soap opera
Long-running
Audience can bond with characters
Characters can evolve at believable pace

Entertaining and Emotional
“cliffhangers”
emotions influence values and behaviors more than purely cognitive information
PMC’s Entertainment-Education Approach is Unique

Research-Based
- extensive formative research
- audience, societal & cultural research
- character-driven (role models are key)

Policy Framework
- Summarizes relevant laws & policies
- Issues are officially sanctioned
- Agenda articulated by national policymakers
- Adheres to national policies & strategies
Why Telenovelas?

Video clip #1
The Battle between Good and Evil

Video clip #2
Three Types of Characters

Positive       Transitional       Negative

Photo by Tom Getting       Photo by Ellen Morgan       Photo by Mark Pelleiter
Positive Characters

Transitional Role Model

Negative Characters
Formative Research to Design Characters

1. Literature Review
2. Media Analysis
3. Policy Framework
4. Service Infrastructure Analysis
5. Qualitative Interviews

Values Grid
<table>
<thead>
<tr>
<th>What(s)</th>
<th>Why(s)</th>
<th>Positive Value</th>
<th>Negative Value</th>
<th>Desired Behavior Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low modern contraceptive prevalence</td>
<td>Fear of side effects</td>
<td>Contraceptives are safe; side effects are rare, known and manageable</td>
<td>Contraceptives have bad effects (cancer, infertility, loss of libido, obesity)</td>
<td>Couples confidently use modern methods of family planning</td>
</tr>
<tr>
<td>Personal or spousal opposition</td>
<td>Couples should discuss family planning choices</td>
<td>God places as responsibility on parents to take good care of their children</td>
<td>The husband is the head of the home and he has the final say</td>
<td>Couples discuss and mutually decide on family size and family planning uptake</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Children come from God; and God provides for all who are born</td>
<td></td>
<td>People interpret religious and traditional texts responsibly</td>
</tr>
<tr>
<td>Large desired family size</td>
<td>The Scriptures say “A man who cannot support his family is worse than an infidel”</td>
<td>It is good to have only a number of children you are certain you can take care of: proper nutrition, clothing, shelter, healthcare &amp; education</td>
<td>A man with relatively few children is not masculine; he is weak and a failure</td>
<td>Men self-evaluate by household economic well-being rather than number of children</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Children are source of cheap labour and serve as a social security guarantee</td>
<td></td>
<td>Couples strive to have only the number of children they can comfortably support</td>
</tr>
</tbody>
</table>
### "Triggers": Four Stages

<table>
<thead>
<tr>
<th>INCIDENT:</th>
<th>INFLUENCE</th>
<th>DECISION</th>
<th>CONSEQUENCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major event that forces the transitional character to make a decision</td>
<td>The positive and negative characters try to influence the transitional character’s decision</td>
<td>the transitional character makes a decision</td>
<td>Directly linked positive or negative repercussions</td>
</tr>
</tbody>
</table>