

“Edutainment Is Encouragement” Final Report

INTRODUCTION

“Edutainment,” also called educational entertainment, is a way of educating and informing people through entertaining approaches. There are different ways to use “Edutainment,” but the idea is that they must both educate and entertain. Through this research, the goal is to see how/if “Edutainment” and Financial Capability can come together.

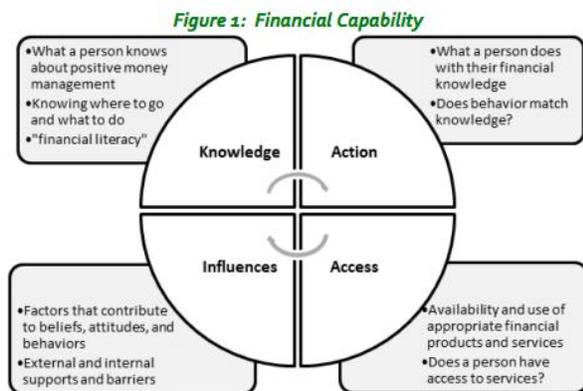
HYPOTHESIS

The *Bright Minds, Fresh Ideas Student Think Tank* research titled “Edutainment Is Encouragement” will prove that an “Edutainment” approach to enhancing financial literacy can lead to financial capability for more Floridians.

FACTORS TO CONSIDER

- What types of learners that will need to be considered in “Edutainment?”
- What is the subject being taught so that “Edutainment” can come into play?
- What demographic group is being targeted so that we can see how “Edutainment” affects those groups?
- How can we make sure that using an “Edutainment” approach will enable real-world financial action?

RESEARCH FINDINGS



Source: Peggy Olive, UW Cooperative Extension Family Living Program “The Role of Helping Professionals in Building Financial Capability”

1. Not everyone has enough knowledge of financial capability, or if they do, they do not know enough about it and how to properly apply it.

2. There are lots of people in Florida who don't know how to save, a majority of those being Floridians that live in low-income areas and work minimum wage jobs, so those people living paycheck-to-paycheck don't learn

or know how to save money just in case of any future inconveniences.

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3. Those families that live in low-income areas, specifically the children, aren't taught the right way to save money, and end up growing up and having the same money habit as their parents, which causes the same cycle to continue and be passed down to future generations.
4. Schools are either not teaching students to save and manage money and how to avoid debt and other financial things, or they do teach them but don't go into depth about real financial things that happen in the real world that happens to a lot of people every day.
5. A report conducted by Pew Research Center states that 95% of teens have access to a smartphone, and 45% say they are online 'almost constantly.'

The research team found some other cases where an “Edutainment” approach was used to help inform people and help to bring awareness.

MEXICO

In 1973, Miguel Sabido, then Vice-President of the big commercial Mexican network, Televisa, created the first social-content telenovela (television novel), which included a subplot that dealt with the issue of literacy. In the year before Sabido’s literacy telenovela, they were successful in recruiting 99,000 people to register for adult education classes.

RESULT: Sabido broadcast the episode with the epilogue, and, the following day, 250,000 people tried to register for classes. He continued to run epilogues for the remaining weeks of the serial, and a total of 840,000 people registered for classes during this time.

KENYA

David Poindexter helped in the development of two programs: a television series, *Tushauriane (“Let’s Talk About It”)* produced by Greg Adambo; and a radio series, *Ushikwapo Shikamana (“If Assisted, Assist Yourself”)* produced by Tom Kazungu. Both programs went on the air in 1987. The programs were aimed at opening the minds of men to allowing their wives to seek family planning.

RESULT: By the time the two series had ended, contraceptive use in Kenya had increased 58 percent and desired family size had fallen from 6.3 to 4.4 children per woman.

These two cases in Mexico and Kenya are not the only ones, there are other cases too. They’ve all proven that using “Edutainment” works, and applying “Edutainment” to teach financial literacy can work also. Other cases of TV shows and game that includes Educational Component to them are:

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1. Barney and friends

- a. an American children's television series aimed at children from ages 1 to 8.
- b. premiered on PBS on April 6, 1992.
- c. The series features the title character Barney, a purple anthropomorphic Tyrannosaurus rex who conveys educational messages through songs and small dance routines with a friendly, optimistic attitude.

2. Schoolhouse Rock

- a. A generation of American kids grew up singing the catchy tunes that were an integral part of "Schoolhouse Rock."
- b. These animated shorts incorporate songs that illustrate educational subjects such as history, science, multiplication tables and basic grammar.

3. Mickey mouse Clubhouse

- a. Mickey, Minnie, Pluto, Goofy, Daisy and Donald all hang around the Clubhouse with the help of a mechanical assistant "Mouseketool" called Toodles, they interact with the viewer to stimulate problem solving during each episode's story.
- b. Mickey leads viewers through stories with play-along and singalong segments.
- c. Learning early math skills and identifying shapes, patterns and numbers are all part of Mickey's lessons.

4. Super why

- a. Four fairytale friends go on magical adventures and become reading-powered superheroes.
- b. The goal of the Super Readers is to follow the storyline to solve the problem.
- c. As they progress through the events of the story, they encounter obstacles, which can be solved by applying their literacy skills to change the story.
- d. As they overcome these obstacles, they are rewarded with "Super Letters". These Super Letters are then uploaded into the Super Duper Computer, eventually forming the word(s) that make up the solution to the "super big problem."
- e. The viewer is encouraged to look for Super Letters throughout the story and to identify them when they appear.

5. The Magic School Bus

- a. "The Magic School Bus" follows Ms. Frizzle and her class as they set off on field trips.
- b. Magically transforming into a plane, submarine, spaceship or surfboard, this bus carries Ms. Frizzle and her students on super adventures and teaches them about science.

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6. The Game of Life (Board game)

- a. The game simulates a person's travels through his or her life, from college to retirement, with jobs, marriage, and possible children (4) along the way.
- b. Skills needed to play the game Counting, reading.

7. Sesame street

- a. A longtime favorite of children and adults, and a staple of PBS, "Sesame Street" bridges many cultural and educational gaps with a fun program.
- b. Big Bird leads a cast of characters teaching children numbers, colors and the alphabet.

RESULTS

Through all the research completed, The research team concluded that using an “Edutainment” approach to enhancing financial literacy can lead to financial capability for more Floridians.

WHAT IS THE NEXT STEP?

The next step would be how to get the knowledge out. To do that, financial organizations should come together to create a Financial “Edutainment” platform where people, of all ages, can learn about how to handle their finances. It could be a website that includes videos and games that relate to financial education.

Also to create an app so that people can learn on the go.

To advertise, making TV commercials with real people telling their stories of how the program helped them with their situations so that parents and students can understand it more and have some type of connection. Get them to think “Should I check out this program so I can Educate Myself and my Child to prevent this from happening to me?”

Financial organizations should also encourage educators to keep their audience engaged because an engaged audience will learn and retain better.

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ABOUT THE RESEARCHERS

Jedelande Odumas

I am rising senior at Ocoee High School, A part of the *Bright Minds, Fresh Ideas Student Think Tank* internship. I can relate to the topic of “Edutainment” more than others. Because I was not born in the United States, I had a hard time learning English. Most of the time I spent outside the classroom was watching TV shows and playing Vocabulary Games. Watching TV shows and playing Vocabulary Games helped improve my diction while writing and speaking, which led to me getting out of the ESOL (English for Speakers of Other Languages) program faster than my teachers expected. This is why I am strongly for Educational entertainment and why I feel that teaching financial literacy with an “Edutainment” approach would work.

Melissa Coley

I am a student at Oak Ridge High school. I related to "Edutainment" because as a student in high school, I am not being taught enough about financial capability and how to apply it in the real world. Classes are not going into depth about this subject and if they are, it isn't being fully explained or more realistic to where I can relate it to real world financial situations. I believe that putting "Edutainment" with learning financial capability can help improve this generation's knowledge about real life problems that occur today.