

**3IE-IFPRI Joint Seminar  
Entertain Education and Self-Efficacy**

**April 23, 2015**

[Dr. Rajiv N. Rimal](#), Professor and Chair of the Department of Prevention and Community Health in the School of Public Health at George Washington University, presented the paper “Using Entertainment Education to Promote Self-efficacy and Aspirations among Young Malawians: the Tisankhenji Radio Program” at [the 3ie-IFPRI joint seminar series](#). Rimal and his co-authors explored the impact a school-based radio programme had on educational aspirations among young girls in Malawi.

The study aimed to promote self-efficacy, to encourage girls to set long-term educational goals, and to encourage girls to talk with their parents about career aspirations. Every week girls in the treatment schools listened to a 15-minute radio drama, followed by a 15-minute discussion segment that included role-playing games and comics. The methodology was the focus of a lively discussion. The researchers used a post-only, quasi-experimental design in which twelve treatment school were randomly chosen from a pre-selected group of schools and then matched with control schools.

Girls in the treatment group showed higher levels of self-efficacy, educational attainment goals, and willingness to discuss career aspirations with their parents than girls in the control group. Furthermore, there was a significant spillover effect for boys attending intervention schools. Another noteworthy realisation Rimal pointed out is that educational aspiration is only a small part of educational attainment. There are still structural constraints that affect the likelihood these girls will achieve their goals.

Rimal was forthcoming with the limitations of the study. One limitation was that the treatment schools were chosen from a pre-selected group of schools, thus there could have been some selection bias. Additionally, the study was unable to collect data on the sexual knowledge, attitudes, and behaviors of participants. Therefore, the long-term implications on HIV prevention were unclear.

Dr. Gina Dallabetta, Senior Program Officer at the Bill and Melinda Gates Foundation, was the discussant. Dallabetta prompted an animated discussion about the long-term educational outcomes and scalability of radio programmes like these. Audience feedback included alternative ways to measure complex concepts such as aspiration and how best to include young boys in future edutainment programmes.