

# The Sabido Methodology of Entertainment-Education

*Kriss Barker, MPH, PhD*



**POPULATION**  
M E D I A   C E N T E R

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Acting for Change

[www.populationmedia.org](http://www.populationmedia.org)

# Sabido & *“Simplamente Maria”*



# Uniqueness of the Sabido Methodology

## **Format: Serial Melodrama (Soaps)**

### **1. Long-Running**

- allows time for the audience to form bonds with the characters
- allows time for the characters to evolve in their thinking and behavior

### **2. Melodrama**

- addresses emotionally charged issues in an entertaining way
- emotion influences behavior more than purely cognitive information

### **3. Real People, Real Lives**

- realistic role models



## **Theory-Based**

# The Underlying Theories & The Basic Elements

## **Necessary, but not sufficient** (+ *quality services*)

- *Bandura: Social Learning Theory*
- *Jung: Theory of the Collective Unconscious (Archetypes)*
- *Horton & Wohl: Parasocial Interaction*
- *Sood: Audience Identification*
- *Bandura: Social Cognitive Theory*

## **Non-theoretical elements** (+ *quality services*)

- Use of long-running serial drama
- Use of melodrama, to heighten emotional involvement
- Good dramatic scriptwriting, based on high-quality, accurate formative research (to reduce cultural “noise”)
- Multi-media mix – centering the EE serial drama as the cornerstone of a larger, comprehensive communication campaign.

# Theoretical Basis for the Sabido Methodology

Albert Bandura



*Social Learning Theory/Social Cognitive Theory*

- We learn new behaviors from role models (“vicarious learning”)
- Increase in self-esteem and self-efficacy through “modeling”
- Importance of observing the consequences of behaviors (rewards and punishments)
- Importance of having models who are like the target group

# Character-Driven: 3 Types

**Positive  
Characters**

**Negative  
Characters**

**Transitional  
Characters**



Photo by Tom Getting



Photo by Ellen Morgan



Photo by Mark Pelleiter

# Lessons Learned

1. Design programs for specific audiences, using culturally specific information and local language
2. EE can be effective in stimulating conversations, which is an important precursor to behaviour change
3. EE can be used to address sensitive topics
4. EE can be used to increase self-efficacy, which is critical to behaviour change
5. EE works best within a comprehensive campaign
6. Be specific about the desired behaviour change
7. Chose the broadcast medium and time wisely, based on audience habits and preferences

# Lessons Learned

8. Good research is critical
9. It's all about the writing
10. Be as good as, if not better, than anything else on the air
11. Good project management is absolutely necessary
12. Ensure that high quality services are available
13. First and foremost, it's the format
14. Identification is important
15. Evaluate, evaluate, evaluate