

***Hamro Team:***  
***Public Exposure and Viewers' Response Survey to the 13***  
***episode TV program***



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## Executive Summary

*“Judging by the positive response, Hamro Team has tapped into a reservoir of passion not just for the sport of football, but for the ideal of a national team that draws on the full strength of Nepal's socio-cultural and ethnic diversity and works together to achieve, literally, 'goals'.”*

*Ravi Thapa, Columnist, published in Nepali Times, 15 September 2011*

Using drama and the popular sport football (soccer), Search for Common Ground (SFCG) has produced a television series called ‘The Team’ in 16 countries around the world in order to convey the message of teamwork, overcome ethnic divisions, and promote good governance and collaborative leadership amongst its intended audience. In Nepal, the 13 episode TV series is called ‘*Hamro Team*’ (Our Team) and follows the story of a fictional football club and its young players. The main purpose of this series is to promote cooperation and communal harmony among Nepali youth. It is intended to engage citizens in the democratization process through the emphasis of relationships among different ethnic and political groups.

The purpose of this study was to explore viewership of *Hamro Team* TV series, audience responses and internalization of messages, as well as to explore the attitudes of audiences on relevant topics. More specifically, to determine what motivates viewers, as citizens, to engage in the democratization process; emphasize the relationships among different ethnic and political groups; and to be aware of the role they play in governance. It examines if and how viewing the program has changed the audiences’ motivations, and investigates the program’s impact on viewers’ attitudes towards tolerance, communication, and participation in political processes. This study does not include results from the two radio programs, nor from outreach and community peacebuilding programs that were also funded by GTF and formed part of the overall ‘Team’ project. Those have been evaluated in different evaluations and results are available on request.

SFCG adopted two different approaches in measuring the attitude change of *Hamro Team* viewers. Firstly, Neilson Company, a market research firm, conducted an external survey in Nepal with a sample of 1800 respondents randomly selected from the urban areas. Second, SFCG conducted an internal survey in three locations – Kathmandu, Kaski and Dang, targeting three different controlled sample groups: viewers on TV, viewers on mobile screening and non-viewers. Each of these three clusters carried roughly one-third of the total sample size of 902 persons. In addition to the quantitative survey, SFCG also conducted a qualitative analysis of changes in knowledge, attitude and behaviour of *Hamro Team* viewers through five focus group discussions (FGDs).

The Neilson survey revealed that the total viewership of *Hamro Team* in urban centers of Nepal is 10.1 percent, with a slightly higher viewership in the Kathmandu Valley (12.4%). According to the respondents, the most popular aspect of the show was that it was a story based on football (23.5%). Viewers also liked how the show promotes female leadership (12.5%), the message of team spirit (8.3%) and the promotion of youth awareness in a range of issues around leadership, inclusion, teamwork, etc. (8.3%). More than one-third (36.2%) of respondents appropriately interpreted the program’s key message that teamwork and cooperation is the greatest force in achieving social harmony, with others responding more to other messages embedded in the program. Approximately one-eighth (13.5%) of

respondents highlighted the program's message of women as exemplary leaders as the key take home message for them.

SFCG's internal survey revealed that 72% of the total respondents were aware of the television program - *Hamro Team*. A higher level of awareness existed among the target population of youth aged 15-29 years. The survey also revealed that television is the most effective promotional tool (45%); followed by other promotional materials such as poster, t-shirt, billboard/hoarding boards, etc. (33%). However, data revealed that promotional mediums such as Facebook, t-shirts, Twitter, YouTube, newspaper articles, outreach activities, news coverage and *Hamro Team* bookmarks have less effect in increasing knowledge about *Hamro Team*.

Viewers watched an average of 3.57 episodes of *Hamro Team*. Only 14% of respondents watched more than six episodes and almost two-thirds (64%) of respondents watched three episodes or less. This is largely explained because it took time for word of the series to spread and for the publicity efforts to result in viewership.

Respondents who did not watch *Hamro Team* cited lack of time as a major contributing factor. Unfortunately, *Hamro Team* broadcast time clashed with one of the longest running and the most popular TV series, *Tito Satya* (Bitter Truth), a socio-political satire show being broadcast over state-run Nepal Television. The survey further revealed that 62% of respondents preferred watching *Tito Satya* over *Hamro Team* on Thursday evening. Only 16% preferred to watch *Hamro Team* over *Tito Satya*. Thus, the simultaneous broadcast of the two programs adversely affected *Hamro Team* viewership.

Overall, about three-fifths of the respondents (61%) liked *Hamro Team*. Only one percent said that they did not like the show. Other respondents remained neutral or stated the program was 'ok'. Roughly, half of respondents said that they liked the content (59%), story (54%), acting (47%), dialogue (38%), camera work (44%) and direction (50%) of *Hamro Team*.

SFCG's internal survey revealed that respondents liked the show because of its football-based story (36%) and the promotion of team spirit and inclusion (17%). These responses of respondents' reasons for watching *Hamro Team* also matches with those of the external survey carried out by Nielsen. The survey also revealed that *Hamro Team* caused positive attitudinal changes among respondents, particularly amongst young people. A slightly higher majority (84%) of surveyed viewers in comparison to non-viewers surveyed (74%) said that they believe a woman can effectively lead a team of men, with higher percentage of youth adopting such an attitude change. In a patriarchal country such as Nepal, this represents a great change in attitude.

The main protagonist of the serial drama was the character of Seema (a female coach) She was the most popular character (57%) among all age groups and even more so among male respondents (see Annex 1.1).

One of the main objectives of the program was to cultivate constructive dialogue among its viewers. Findings of the survey revealed that nearly half of the viewers (46%) advised their

friends to watch the show; one-third (33%) discussed it with their friends; and 8% of the respondents said that they utilized scenarios from *Hamro Team* as examples in their conversations. Females and youth respondents aged 15-29 years were most active in using specific examples from *Hamro Team* while discussing conflict issues in the community.

The study also measured attitude changes among the viewers of *Hamro Team* on different issues addressed by its storyline. The survey revealed that *Hamro Team* had positively influenced respondent's preference toward non-violent approaches to conflict, tolerance, mutual respect and sociopolitical engagement. A higher percentage (65%) of viewers surveyed disagree with the statement that 'sometimes violence is the best method to solve conflicts' compared to 60 percent of non-viewers surveyed. Furthermore, 92 percent of surveyed viewers believed that a community could only be peaceful if its members understand and respect each other in comparison to 85 percent of non-viewers surveyed. Similarly, a large percentage of surveyed viewers (76%) did not believe that 'politics is too complicated and (that) they do not know what is going on' compared to 70% of non-viewers surveyed. Despite the smaller difference between viewers and non-viewers surveyed, the quantitative data suggest that *Hamro Team* indeed had a positive impact on respondents' attitudes and perceptions toward utilizing non-violent means of conflict resolution as well as their attitude toward tolerance and mutual respect among different ethnic, religious, and/or political elements.

One of the analysis tools used to cluster various survey variables is "factor analysis"<sup>1</sup>. It was based on three clusters: communication and respect; political effectiveness, and that 'force is the solution to the problem'. It revealed that surveyed viewers (mean value 4.43) are slightly more supportive of communication and respect than non-viewers surveyed (mean value 4.32). This statistically proves that there is difference, though slight, among viewers and non-viewers in terms of the attitudes regarding communication and respect. The "T-test"<sup>2</sup>, another analysis tool, also find that there is an increased positive attitude of the viewers towards communication and respect compared to non-viewers ( $t=2.681$ ,  $df 899$ ,  $P<0.05$ ). Furthermore, while there is similar attitudes among male and female viewers with regards to communication and respect, in terms of resolving conflict, male viewers responses indicated they were more inclined to use of force in than their female counterparts ( $t=.436$ ,  $df 900$ ,  $P<0.05$ ).

Behaviour change theory emphasises emotion is one of the most powerful tools for inciting change. When an audience member is emotionally involved in a story, they are far more likely to absorb the message of the drama which may in turn lead to change. The collected data suggest that respondents connected emotionally with the program characters. For example, respondents said that they felt happy when the main character of *Hamro Team* succeeded and sad when the characters suffered. Similarly, respondents reported feeling sorry for some of the characters of *Hamro Team* (mean value 3.92) and revealed that they were emotionally affected by the story (mean value 3.80). These responses indicate that the program succeeded in its aim of reaching the hearts and minds of viewers.

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<sup>1</sup> Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved, uncorrelated variables called factors.

<sup>2</sup> The T-test assesses whether the means of two groups are statistically different from each other.

The internal survey was not intended for measuring the viewership among general population, rather it concentrated on measuring attitude shifts among viewers with the help of three different groups<sup>3</sup> of respondents. Despite *Hamro Team* being aired for a short period of time with only 13 episodes over 3 months, it seems to have positively impacted its viewers, as more positive attitude changes were reported by surveyed viewers that were by non-viewers surveyed. Overall, the study found that *Hamro Team* was able to positively alter the attitudes and perceptions of its intended target population (youth 13-29) toward conflict and cooperation amongst various Nepali factions.

Respondents who watched *Hamro Team* said that there are many conflicts in their communities due to differences in political ideologies, ethnic origin and caste. Results suggested that their beliefs have been reaffirmed by watching *Hamro Team*. Viewers highlighted that, like in the show, females have limited opportunities to establish themselves as leaders.

Some of the message that the viewers said they received from *Hamro Team* are:

- Females can do very well in leadership position
- If we want a common goal, together we can achieve. Working in a team.
- Inter-caste marriage is possible and should be promoted.
- If one has a will, and works well, goal can be achieved.
- Second chances should be given so that people can rectify their past mistakes

During FGDs, most of the partner organizations reported that they feel comfortable to deal with local conflicts and to resolve them by illustrating the example of story/characters of *Hamro Team*. As a result, they themselves felt that their facilitation skills in complex situations increased because of *Hamro Team*, without any formal capacity or skills enhancement. The partner NGOs further expressed that some of the issues were hypothetically dealt with before, but now they found a story and characters from *Hamro Team* that can be used as tools to deal with conflict in a practical way. Most of the partners expressed that they are able to deal with the conflict related to geographical identity (Pahadi/Madhese), inter-caste marriage and female leadership. The FGD conducted in Janakpur revealed that the responsible authorities (such as representative of District Development Committee (DDC), political leaders, Village Development Committee (VDC) Secretary and media people), expressed that the story line of the serial was imperative to deal the issues of *Madhesi* community and related conflicts. In the same way, they felt their own accountability to deal with women's issues and conflicts around geographical identities have increased.

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<sup>3</sup> a) Those who have watched '*Hamro Team*' in TV; b) Those who have watched in mobile screening; and c) Those who have not watched '*Hamro Team*'

## 1. Background

Nepal has been experiencing a profound political transformation since the Comprehensive Peace Accord (CPA) was signed between the government and the CPN-Maoist in November 2006. The peace process has already resulted in significant progress in the past five years. However, major aspects of the peace process remain incomplete; state restructuring based on a federalist system and the passage of a new constitution are two major tasks yet to be achieved.

The post-CPA period has also seen increased ethnic tensions in the Terai-Madhes and Eastern Hills regions of Nepal. At the core of these tensions are the issues of political inclusion and ethnicity-based state restructuring. Some ethnic groups, particularly in eastern hills, are highly suspicious of the constitution drafting process and are preparing themselves for violent retaliation against the government if their demands of ethnic federalism are not met in the new constitution<sup>4</sup>.

Another major issue facing the country is politically motivated manipulation of youth. High youth unemployment levels have further exacerbated this problem. As a result, youth-based violence and an increase of youth joining armed militias (armed group) have resulted.

Search for Common Ground (SFCG) has been working in many countries around the world mobilizing youth and utilizing media to build and sustain peace by promoting cultures of cooperation, harmony and co-existence. It has produced a television series called 'The Team' in 16 countries around the world, using drama and the popular sport football (soccer) to convey the message of teamwork, overcome ethnic divisions, promote good governance, and encourage collaborative leadership. In Nepal, the 13 episode TV series is called '*Hamro Team*' (Our Team). It follows the story of a fictional football club and its young players. The main purpose of this series is to promote the message of cooperation and communal harmony, especially among Nepali youth.

"There is bitterness among Nepalese even after the conflict has ended. Such bitter feelings based on caste, religion, culture can be a hindrance in the progress of a society. The TV series *Hamro Team* tries to convey the message that these bitter feelings can be eliminated if we work as a team towards achieving a goal," said Director Bhusan Dahal when inaugurating the launch event of *Hamro Team*'s music video. A 13-episode TV serial is a part of a television drama project produced by SFCG, Common Ground Productions and AB Pictures aiming to bring about social change through entertainment. Published in *News Front (English Weekly)* on 17-23 January 2001.

### Whose Team Is It Anyway?

Sport, of course, in the words of Mandela, "has the power to unite people in a way that little else does." Search for Common Ground has taken this quite literally by supporting the production of parallel television series in seven countries that follow the trials of a football team cobbled together from all parts. NGO-fied it may be, but Nepal's *Hamro Team* is possibly the best-made program ever to be broadcast on Nepali television (which admittedly isn't saying much). Judging by the positive response, *Hamro Team* has tapped into a reservoir of passion not just for the sport of football, but for the ideal of a national team that draws on the full strength of Nepal's socio-cultural and ethnic diversity and works together to achieve, literally, 'goals'.

The irony of course is that *Hamro Team* is a microcosm of Nepal in much the same way the CA was meant to be. I am not going to insult the reader's intelligence by casting about with the hope that our past, present and future MPs and PMs will manage to coexist in a state of exalted harmony. A parliament represents a country in a rather more complicated manner than a national team does. But the lesson's there to be learnt. It may seem naïve to hope for life to imitate art, but in some sense *Team Nepal* the documentary is a real life reflection of *Hamro Team* the TV series. Even at this late stage, it's not impossible to believe that the aspirations of millions of individuals will not coalesce into collective achievement at the highest level. Ravi Thapa, Columnist, published in *Nepali Times*, 15 September 2011 <http://www.nepalitimes.com/issue/2011/09/09/Kalam/18539>

<sup>4</sup> A rapid assessment carried out by SFCG and ACIDI-VOCA in eastern Hill in early 2011.



The diverse group of young players is led by a dedicated female coach and an ambitious young male entrepreneur. The young players have to overcome ethnic, socio-economic and political differences to achieve their collaborative dreams. In order to work together, they have to forgo traditional gender, class and caste prejudices. The aim of *Hamro Team* is to educate audiences through entertainment by weaving social messages into the story, using a behavioural change communication model. Using football as a metaphor, *Hamro Team's* broader message is to embrace national unity and cohesion. It encourages people to think differently and challenges citizens at all levels of society as well as to examine their prejudices, dreams and aspirations. Dreams and aspirations are often victims of conflict as people struggle just to survive. Additionally, conflict tends to cement differences and solidify identities into notions of 'them' and 'us'. Part of the challenge in the post-conflict peacebuilding process is to create a supportive environment in which people can reignite their dreams, create new, shared identities and let go of stereotypes.

One of *Hamro Team's* key themes is to encourage citizens, especially youth, to dream and work to achieve dreams. It also emphasizes that individual dreams have to turn into collective dreams in order to transform their society and their nation. In addition, the series sends a strong message about the importance of good leadership and the rule of law. In order to move forward, traditional stereotypes have to be broken down. This has been well articulated in *Hamro Team*. Furthermore, the drama series tackles issues of age, sex, ethnic tensions, teamwork, unity and reconciliation in

Scoring a goal is only possible when team forms and players play together with good combination. "Building a nation is also same kind of work," Director Bhusan Dahal was speaking in a function Friday, "[The] country can only score a goal of economic progress if leaders work together" - published in Kantipur (Nepali National Daily) on 17 January 2011

order to promote success at the individual, family, community and national levels. The primary focus of the series was on strengthening relationships between individuals of various backgrounds and reconciling their differences. Leadership was also a key theme, linked to governance, because it is leaders and their role in governance that creates an environment for reconciliation, unity and ultimately development.

During a fragile post-conflict period there is always a looming danger of recurring violence. Since violence is often cyclical, the way to break this cycle is to create an environment that supports coexistence. Media has the ability to reach and influence large numbers of people. Thus, it has the ability to both positively and negatively influence people during and after a conflict. It can be an innovative way to bring people from opposing factions together and thus transform the nature of a conflict. To achieve such a transformation it is necessary to change attitudes, behaviours and perceptions of individuals and societies. Popular culture can have an enormous impact in changing mass attitudes. Since the essence of conflict transformation is the transformation of mentalities on both an individual and societal level, this transformation must come from both the top-down and the bottom-up. "The media have the potential to be a gateway through which to reach the largest possible number of people."<sup>5</sup> The media has a large potential for creating a common identity and thus cultivating conditions for conflict transformation. Its potential to reach and influence large numbers of individuals puts media actors in a position to become central actors in the reconciliation process<sup>6</sup>. Research has demonstrated that exposure to entertainment stories can influence

<sup>5</sup> Melone, S. D., Terzis, D. G., & Beleli, O. (2002). Using the Media as Conflict Transformation: The Common Ground Experience. Berghof Handbook for Conflict Transformation, Berghof Research Center for Constructive Conflict Management, (Berlin, Germany), 1-15.

<sup>6</sup> Montville, J.V. (1991), Psychoanalytical enlightenment and the greening of diplomacy, in V. Volkan, J. Montville and D. Julius (eds.), The Psychodynamics of International Relationships, Volume 2: Unofficial Diplomacy at Work, Lexington, MA: Lexington Books.

audiences' perceptions and attitudes about a wide range of real world social phenomena, including crime, gender roles, mental health, and political attitudes.<sup>7</sup>

Search for Common Ground works hand-in-hand with media because of the profound and far-reaching impact they can have in post conflict situations. According to Robert Manoff, "media can have an educating function by securing a free flow of accurate and constructive information, counteracting misperceptions, identifying the interests underlying the issues, and helping to build a consensus."<sup>8</sup> In accordance with these ideals, *Hamro Team* aims to provide constructive information on human rights and good governance through the storylines. It both informs its audience and provides a voice to the voiceless. Siebert echoes this sentiment when he states that "media can build confidence and mediate between conflicting parties by fostering communication, generating alternative options to violent conflict, reflecting the ordinary person's desire and need for peace, communicating the process of negotiations to the constituencies involved and providing a forum for on-going dialogue."<sup>9</sup> Botes also argues "media that are sensitive towards the task of promoting tolerant and diverse viewpoints can be both informative as well as entertaining and have a large potential audience"<sup>10</sup>. *Hamro Team* provides audiences with ample examples of alternative ways to deal with violence. It emphasizes the importance of constructive dialogue and promotes finding peaceful resolutions to conflict. Furthermore, "media can also act as a watchdog on leaders to help ensure long-term accountability, monitor human rights violations and, in a broader sense, provide some early warning on potential escalations of the conflict."<sup>11</sup> *Hamro Team* promotes responsible leadership and accurately reflects the current social and political landscape Nepal. Finally, *Hamro Team* is a good example of narrative persuasion. The stories of the characters are designed to transform audience's knowledge, beliefs, and attitudes about social issues. The importance of narratives is also supported by Green & Brock who state that "narratives may be more powerful than overtly persuasive messages because they are less likely to prompt resistance, in the form of counter-arguing, and because they may be more engaging and involving than overtly persuasive advertisements, announcements, or speeches"<sup>12</sup>. In addition, media, especially dramas like *Hamro Team*, can be used as a therapeutic tool for trauma healing, problem solving, and other psychotherapeutic purposes by representing people's stories that may otherwise have gone unreported or unacknowledged.

The main objective of *Hamro Team* was to connect citizens in the democratization process, emphasizing the relationships among different ethnic and political groups and to generate citizen awareness on the role they play in developing good governance. The TV football team modeled an interethnic and inter-caste group that incorporates collaborative ways to solve problems. The show modeled a new example of leadership, enabled viewers to re-shape their perception of leadership, and encouraged participation in the political process.

*Hamro Team* was aired on *Kantipur* Television, a private TV channel, weekly on Thursday at prime time (9 pm) and was repeated on Friday (9 am) and Saturday (3 pm). The TV series was aired from 9

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<sup>7</sup> Morgan, M., Shanahan, J., & Signorielli, N. (2009). Growing up with television: Cultivation processes. In J. Bryant & M. B. Oliver (Eds.), *Media Effects* Los Angeles: LEA, 34-49.

<sup>8</sup> Manoff, R. (1998), "Role Plays", in *Track II*, Vol. 7, No. 4, December, pp. 11-15.

<sup>9</sup> Siebert, H. (1988), *Debunking the 'Big O'*, in *Track II: Constructive Approaches to Community and Political Conflict*, Vol 7. No. 4, p. 3.

<sup>10</sup> Botes, J. (1996), "Journalism and Conflict Resolution", in *Media Development*, Vol. 43, No. 4, April, 6-10.

<sup>11</sup> Melone, S. D., Terzis, D. G., & Beleli, O. (2002). Using the Media as Conflict Transformation: The Common Ground Experience. *Berghof Handbook for Conflict Transformation*, Berghof Research Center for Constructive Conflict Management, (Berlin, Germany), 1-15.

<sup>12</sup> Green, M. C., & Brock, T. C. (2002). In the mind's eye. Transportation-imagery model of narrative persuasion. In M. C. Green, J. J. Strange, & T. C. Brock (Eds.), *Narrative impact: Social and cognitive foundations*. Mahwah, NJ: Lawrence Erlbaum, 315-341.

June 2011 to 1 September 2011. Kantipur TV was chosen as broadcaster because it is the most popular TV channel among the urban youth aged 15-29 years, which is the primary target audience of *Hamro Team*. It covers urban population centers of the country and has an overall viewership rate of 43 percent in these areas.<sup>13</sup> Nepal TV, the government broadcaster, does have broader geographical reach since it is free to air rather than cable and has an overall higher audience share. However, it is more expensive, and not the main popular channel for the target audience of urban youth.

## 2. Objectives of the Study

The purpose of this study was to determine the 'reach' and 'resonance' of *Hamro Team*. This includes viewership (who is watching, how popular was it), what audiences liked about the program, what they understood it to be about, and how it influenced them. It also intended to survey what motivates viewers, as citizens, to engage in the democratization process; emphasize the relationships among different ethnic and political groups; and to be aware of the role they play in governance. Furthermore, it aimed to examine if and how viewing the program has changed the audiences' motivations and to investigate the program's impact on viewers' attitudes towards tolerance, communication, and participation in political processes. This study is limited to exploring results of the TV series *Hamro Team*. It does not include results from radio dramas, outreach, and community peacebuilding programs which were also part of the broader 'Team' project.

## 3. Methodology

Survey data closely mirrored the demographics of *Hamro Team's* audience. Within the scope of this study, both internal and external surveys were conducted. The external survey was conducted by AC Nielsen (a global marketing research firm that is known for creating an audience measurement system that measures television, radio, and newspaper audiences in their respective media markets) from June through September 2011, as part of its regular monthly media survey. The survey was carried out in the urban centers of Nepal and interviewed 1800 persons in the process. The Government of Nepal defines urban areas as the local government units officially designated as municipality/sub-metropolitan city and Metropolitan city<sup>14</sup>.

The internal survey was conducted by SFCG by hiring independent local researchers in the 3 selected districts (Kathmandu from central region, Kaski from western region and Dang from mid-western region). It was conducted in November 2011 and involved 902 respondents from the central, western and mid-western regions of Nepal. The respondents belonged to three different categories: (a) those who watched *Hamro Team* on television (30.6%); (b) those who watched *Hamro Team* in mobile screening<sup>15</sup> (33.9%), and (c) those who did not watch *Hamro Team* (35.5%). The districts and sample sizes were



<sup>13</sup> AC Nielsen 2011. Monthly Media Survey in Nepal, September 2011.

<sup>14</sup> One of the main criteria for being declared municipality is a minimum population of NRS 20,000 (1 US \$=NRS 83), annual per capita revenue equivalent to one million Nepali Rupees, and the availability of public transportation, communication and education facilities within the municipality. (Source: CBS, 2001. Population Monograph of Nepal Vol 1. Central Bureau of Statistics (CBS), National Planning Commission, Government of Nepal. Kathmandu.)

<sup>15</sup> TV show campaign in college and public areas aiming to reach a wide spectrum of the targeted youth

random. The tables and figures below present respondent demographics. The survey was complemented by FGDs in Kaski (2), Dang (2) and Dhanusha (1). Findings from the FGDs are incorporated throughout this report.

Sampling for the internal survey was done in three different ways. The viewers were selected based on the means by which they viewed (or did not view) the program. Approximately one-third of respondents came from each of the three different control groups: viewers at home; viewers on mobile screening, and non-viewers. The overwhelming majority of viewers in the age group 13-14 years were viewers in the mobile screenings in different schools across the country. After the data were collected, results were entered using Census and Survey Processing System (CSPRO) software and then exported to the Statistical Package for Social Sciences (SPSS) for analysis. All analyses (frequencies, mean, chi-square, Cronbach Alpha and factor analysis) were carried out using SPSS.

## 4. Respondent Demographics

**Table 1: Sample Size by District and Strata**

Location	Watched on TV	Watched on Mobile Screening	Did not Watch
Kathmandu	83	65	115
Kaski	93	140	107
Dang	100	101	98
<b>Total</b>	<b>276</b>	<b>306</b>	<b>320</b>

Out of 902 respondents, 30.6% (n=276) watched *Hamro Team* on television, 33.9% (n=306) watched on mobile screening and 35.5% (n=320) did not watch it. The highest number of respondents who watched the program through television and mobile screening were in Dang district. Kathmandu had the lowest number of viewers in terms of both television and mobile screening relative to the other districts.

**Figure 1 : Sample Size by Age and Sex**

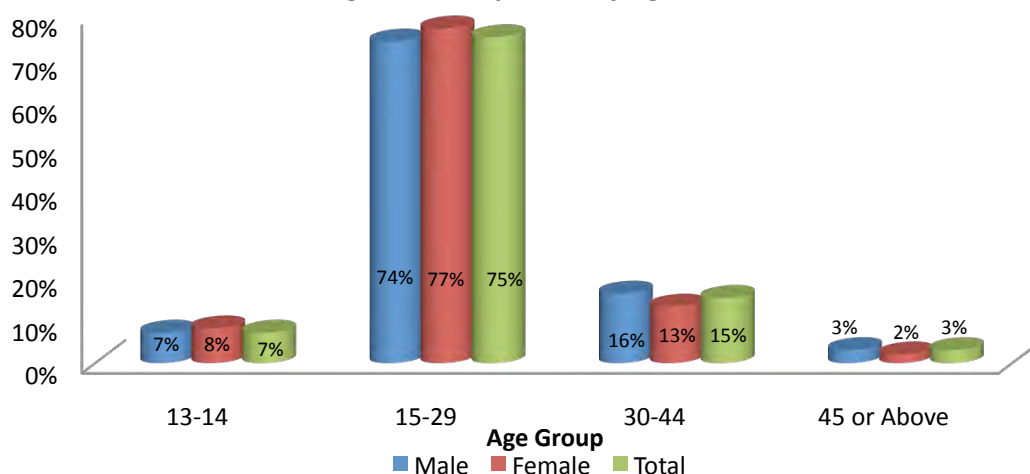


Figure 1 shows the respondents by age and sex. Out of the total respondents, 62% (n=560) were male and 42% (n=342) were female. The average age of respondents was 21 years old (male 22 and female 20). 74% (n=414) of the male respondents and 77% (n=262) of female respondents belonged to 15-29 years age group, making this age group the largest cluster in the total sample size. Only 3% (n=45) of total respondents were 45 years and older.

In terms of sample size by occupation, more than half of the respondents were students (54% male and 61% female). This was encouraging because students were also the main target audience of the *Hamro Team* program. Additionally, 11% of respondents were engaged in business and 10% worked in the private sector.

## 5. Findings from the External Survey

A C Nielsen was commissioned to incorporate three *Hamro Team* specific questions in their monthly audience survey conducted during September 2011. The questions included:

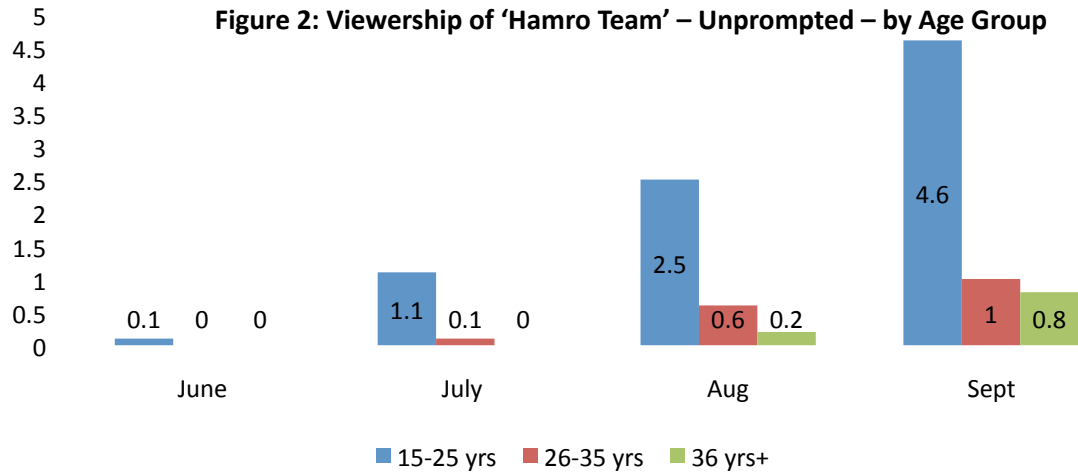
1. Have you watched Hamro Team? Yes / No
2. What is the one thing you enjoyed (or liked) about Hamro Team?
3. What do you think Hamro Team is about or (what message did you get from Hamro team)?

The first question measures the viewership, the second measures the degree of enjoyment and engagement of the viewers and the third question measures the impact of the show among the viewers.

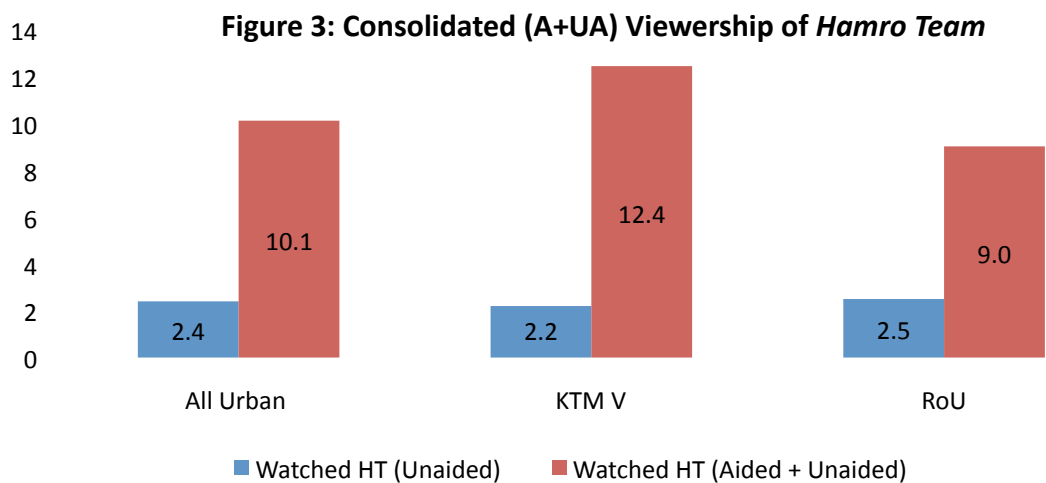
1800 urban households were contacted in the survey. Data was first organized into two subsets: respondents residing within the Kathmandu Valley and those residing within the rest of the urban areas.

Data suggests that 86% of respondents watch television in Kathmandu Valley while 83% do in the rest of the urban areas. Overall television viewership within the sample population was 84%. The survey results also indicate that state-run Nepal Television was the most popular channel with 70% viewership, followed by Kantipur Television with 42% viewership among the respondents. The figures are slightly higher in Kathmandu Valley (73% Nepal Television and 55% Kantipur TV) which has the highest media saturation among Nepali cities.

"Promoting Cooperation *Hamro Team*". Due to the lack of political consensus, the whole country is in deadlock and confusion, the feelings of unity are disappearing and because of that, society is divided. However, sports teaches unity, cooperation and discipline. The TV series *Hamro Team* has been produced within this social reality. The 13 episode TV series took 8 months to finish its production work. "It has tried to spread a message that cooperation and unity can solve each and every problem we are facing with", Director Bhusan Dahal said, "being divided we reach nowhere" - Published in *Patrika, Nepali national magazine* on 14 January 2011



Unaided / unprompted (ie the researcher does not prompt or mention 'Hamro Team' but rather asks an open question) question was asked about the viewership of *Hamro Team*. As the above figure demonstrates, viewership of *Hamro Team* saw a steady increase from 0.1% in June 2011 to 2.4% in September 2011 among all respondents, with a 2.3% viewership increase over the four month period. The show picked up the highest percentage increase of viewers (1.3%) in the Kathmandu Valley during the month of August. Overall, *Hamro Team* gained the most viewers in September 2011 with 1.1% increase from the previous month. Respondents belonging to the age group 15-25 years had the highest viewership increase (4.5%) from June to September. In the month of June, there were no respondents representing the age groups 26-35 and 36 and above who watched *Hamro Team*. However, the groups respectively made up 1% and 0.8% of respondents in September.



Viewership rate for *Hamro Team* on prompted case (close-ended question i.e. Have you watched 'Hamro Team') was significantly higher. In Kathmandu Valley, the prompted question generated 12.4 percent viewership rate as compared to a mere 2.2 percent viewership rate during unprompted interview. Overall, the prompted question yielded 10.1 percent viewership while the unprompted question only garnered 2.4 percent viewership. Between unaided and aided question, viewership rose by 11 percent in the age group 15-25 years followed by 5.9 percent increase in the age group of 26-35 years.

Two specific questions were asked in the survey to respondents that watched *Hamro Team*: ‘What did you like most about *Hamro Team*’ and ‘What message did you get from *Hamro Team*?’ Results are displayed below in tables 3 and 4. In total, 154 respondents said that they were watching the show in the last 30 days. All percentages pertaining to these questions are derived from this number of respondents.

When asked ‘What did you like most in *Hamro Team*?’ the largest proportion of the respondents (23.5%) said the main reason they watched *Hamro Team* was because of sports/game element. Respondents from the age group of 26-35 years most favored this aspect of the program (30.5%). The second greatest reason for watching the program was female leadership (12.5%). Almost a quarter (21.2%) of respondents aged 26-35 years liked the program because it promoted female leadership. The third most-cited reasons for watching the program were teamwork and youth awareness, both receiving an 8.3% of responses. In summary, the sport and leadership were the most popular themes that persuaded audiences to watch *Hamro Team*.

**Table 2: Reasons for Watching Hamro Team**

What did you like most in <i>Hamro Team</i> ?	Urban	Kathmandu Valley	Rest of Urban	15-25 yrs	26-35yrs	36+
<b>Base : Those watching "<i>Hamro Team</i>"</b>	<b>154</b>	<b>61</b>	<b>93</b>	<b>97</b>	<b>35</b>	<b>21</b>
	%	%	%	%	%	%
Sports/games	23.5	22	24.5	25.1	30.5	4.5
Message that Even Women Can Lead a Team	12.5	18.2	8.8	10.1	21.2	9
Teamwork	8.3	13	5.2	10.2	8	-
Youth Awareness Message	8.3	5.9	9.9	5.8	2.2	30.1
Even Illiterate People Can Be a Part of a Team	5.5	3.3	6.9	8.6	-	-
Good Direction	3.7	5	2.8	2.7	8.7	-
Everything is Good	2.7	5.8	0.7	3.2	2.8	-
Team Comprised of Different Castes and Cultures	2.6	2.9	2.5	3.1	3	-
Team Members Being Encouraged to Perform Well	2.6	-	4.4	4.2	-	-
Equal Treatment of All Team Members/ No Discrimination	1.9	1.1	2.5	1.8	1.8	2.8
Different than Other Programs and Presented with New Concepts/Subject Matter	1.7	2.8	1.1	1.8	2.7	-
One Can Do Something in Their Own Country, Not Opting for Foreign Jobs	1.7	4.2	-	0.8	1.9	4.9
Helping Friends when They are in Need	1.4	-	2.3	2.2	-	-
Success Is Always Possible when Facing Struggles	1.3	1	1.4	1.3	1.8	-
Good Cinematography	1.1	2.9	-	1.8	-	-
Showcasing Player's Family Backgrounds	1	2.4	-	-	4.2	-
Don't Know/Can't Say	20.2	9.8	27.2	17.4	11.2	48.6

Generally, teamwork, youth and female leadership, breaking stereotypes, following the rule of law and promoting good leadership were the most popular messages acquired from *Hamro Team* when asked ‘What message did you get from *Hamro Team*?’ Approximately one-third (32.6%) of total respondents reported the main message they received was teamwork. A slightly higher percentage (40.6%) of respondents in the Kathmandu Valley responded to the message In terms of age groups, 38.6% of respondents aged 15-25 years said they deciphered the primary theme of *Hamro Team* to be teamwork and cooperation. The second most popular message of *Hamro Team* was ‘to promote women leadership (13.5%)’. The third popular message of *Hamro Team* was that ‘discipline is pertinent for team work’ (5.9%).

**Table 3: Messages Acquired from Hamro Team**

What message did you get from Hamro Team?	Urban	Kathmandu Valley	Rest of Urban	15-25yrs	26-35yrs	36yrs+
<b>Base : Those Watching Hamro Team</b>	<b>154</b>	<b>61</b>	<b>93</b>	<b>97</b>	<b>35</b>	<b>21</b>
	%	%	%	%	%	%
Teamwork/Cooperation Is Power	32.6	40.6	27.3	38.6	24.5	17.9
Women Should Have a Greater Role to Make Things Successful	13.5	12	14.4	14.9	7.3	17.2
Discipline Is Important in Teamwork	5.9	9.9	3.2	5.3	7.9	5
Hard Work Always Leads to Success	5.4	5.6	5.2	7.2	3.6	-
Games like Football Can Unite People	4.9	2.9	6.2	2.2	15.3	-
No Discrimination Among Players	4.6	1	7.1	3.5	10.6	
Proper Counseling Can Help People Transition Back to Normal Life	4	1.2	5.8	3.8	-	11.8
The Most Successful Teams Consist of People from Different Places/Castes	2.6	3.5	1.9	3	2.9	
The program Has Cultivated Awareness and Excitement for a New Generation	2.3	3.6	1.4	2.1	4.2	-
Games Are Very Important	1.7	4.4	-	0.7	2.6	5
A Team Needs Support and Inspiration	1.5	1.8	1.3	1.8		2.6
Dedication Is a Must to Bring About Success	1.1	1.8	0.7	1.8	-	-
Opportunity Should Be Given to All So That They Can Show Their Talent	1.1	2.9	-	1.1	-	3.2
Don't Know/Can't Say	28	22	32.2	24.8	20.4	55.9

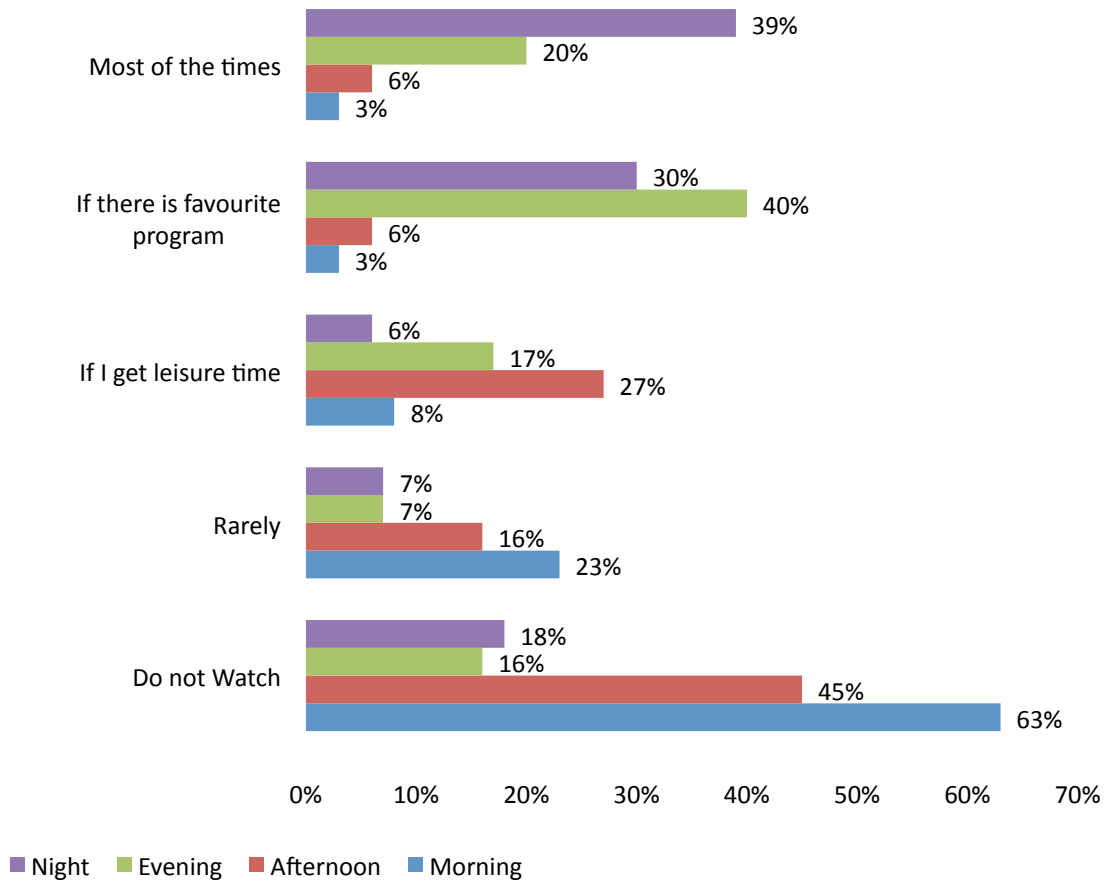
Thus, the survey indicates that *Hamro Team* was successful in its objective of promoting leadership among youth and women and spread the message of culture of cooperation and harmony across differing ethnicity, region and other lines of division existing in Nepali society.

## 6. Findings from the Internal Survey

Despite being one of the most recent Asian countries to introduce television, Nepal's media environment is thriving and competitive. This survey revealed that 88% of the Nepal's urban population now has cable access. Only 7.7% of the urban population does not have any access to television (*See Annex 1.2*). Evening and nighttime seem to be the most popular time slots to watch television in Nepal; 74% of respondents aged 15-29 years prefer to watch television at night. 40% of all male respondents and 36% of female ones prefer to watch television at night (*See figure 4 and Annex 1.3*).



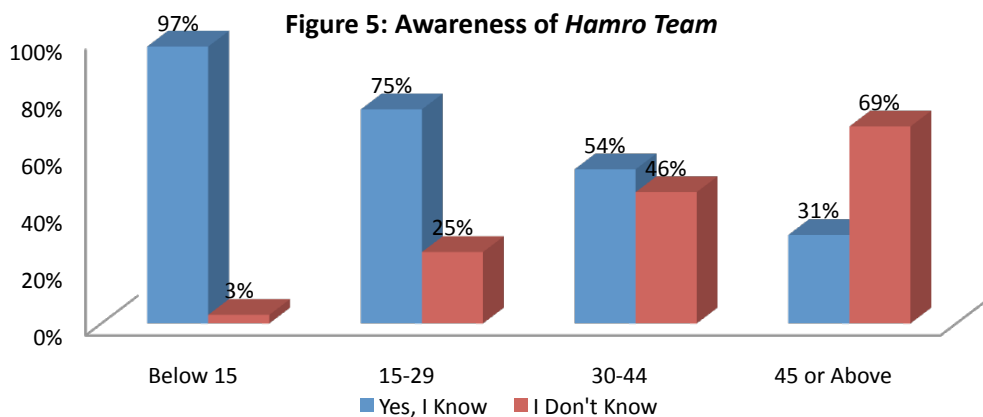
**Figure 4: Respondents favorable Times to Watch TV?**



## 6.1 Knowledge about *Hamro Team*

### Have you heard about *Hamro Team*?

72% percent of total respondents said that they were aware of *Hamro Team*, while 28% were not. 97% of respondents below the age of 15 and 75% of respondents aged 15-29 years said they were aware of *Hamro Team*. However, the small sample size in the age group 13-14 years may not be representative of the actual program knowledge amongst this age group. The largest percentage of respondents who did not know about the show was in the age group 45 years and above (69%). However, the program was not intended to target this age group. It is encouraging to note that more than half (54%) of the respondents in the age group 30-44 years were aware of the program's airing.

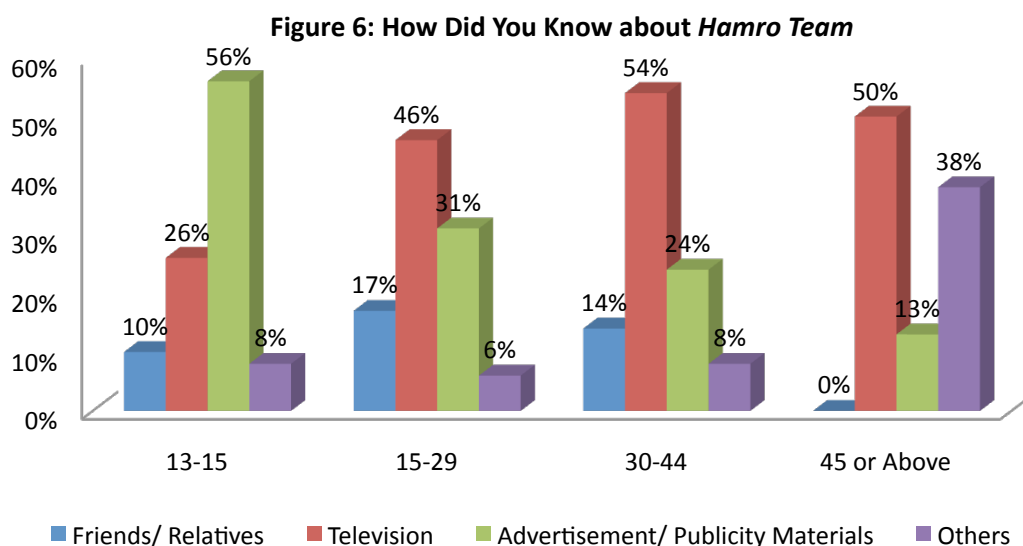


Gender data show that *Hamro Team* was better known amongst males (76%) than females (66%-see Annex 1.4). Data suggest that the show was more popular among school-going youth, as 84% of respondents in this group were aware of the program (See Annex 1.4).

A chi-square test confirms a statistically significant correlation between age group and knowledge of *Hamro Team* (Chi square: 68.021, df 3,  $P < 0.05$ ) as younger persons were more likely to be aware of the program than older persons.

**Question 3.1.2: How did you know about *Hamro Team*?**

The figure 6 reveals that the majority of the respondents (56%) in the age group 13-14 years said that they heard about the show through advertisements and/or publicity materials such as posters, billboard, t-shirt, bookmark, web page, newspaper ads, etc). Television was the most effective promotional tool amongst other age groups and about half of respondents aged 15 years and older said they heard about the program through television advertisements. All the leaders from political parties at the district and village level (100%, n=19) responded that they heard about the show through advertisement and publicity materials.



**Question 3.1.3: If you knew about *Hamro Team* from an advertisement, from which one?**

As mentioned above, television advertisement (*Hamro Team* Promo) was the most effective means to publicise the show. Almost half (42%) of the total respondents heard about *Hamro Team* through television advertisements while only a quarter (27%) heard about it from posters. School and college screenings came third. Despite conducting such screening in only 15 schools and colleges, the impact of its effectiveness is significant as revealed by the fact that 49 percent of respondents in the age group 13-14 years (total number=64) said that they were first exposed to the show through such screenings. Facebook, *Hamro Team* t-Shirts, Twitter, YouTube, newspaper articles, hoarding boards, promotional events, news coverage and *Hamro Team* bookmarks do not seem to have any effect in increasing awareness of the program, although they do have other uses such as audience engagement ( facebook) and accessibility (a high proportion of youtube downloads were from non resident Nepalis overseas).

**Table 4: Primary Sources of Knowledge about *Hamro Team***

Advertisement	13-14	15-29	30-44	Above 44	Total
Television Ads	16%	42%	59%	43%	42%
Posters	10%	30%	17%	14%	27%
School/College Screenings	49%	4%	0%	0%	8%
Newspaper Ads	14%	3%	8%	0%	5%
Promotion Activities	2%	5%	0%	0%	4%
Hoarding Boards	2%	3%	3%	14%	3%
Facebook	4%	4%	0%	0%	3%
T-Shirts	0%	2%	3%	0%	2%
YouTube	0%	1%	0%	0%	1%
Newspaper Articles	2%	1%	0%	0%	1%
Bookmarks	0%	0%	0%	0%	0%
Twitter	0%	0%	0%	0%	0%
Others	0%	5%	10%	29%	5%
Total	100%	100%	100%	100%	100%

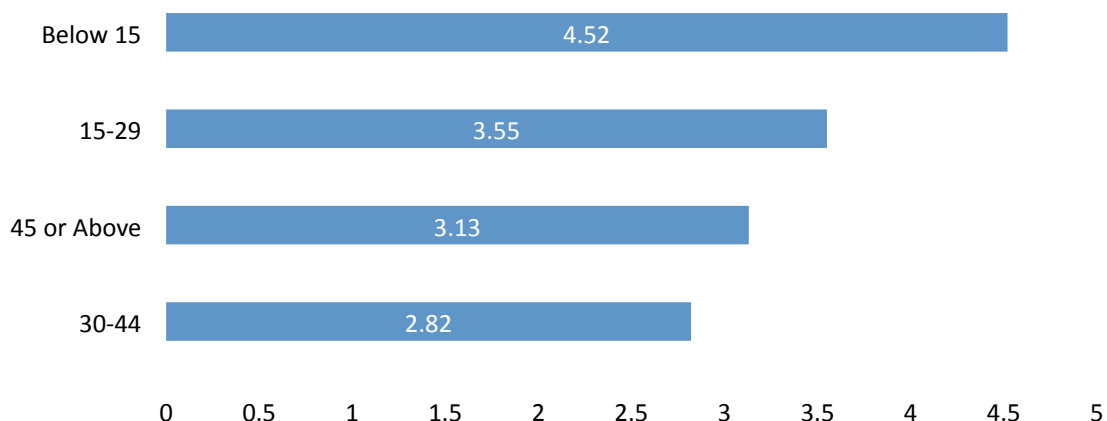
## 6.2 Trends in *Hamro Team* Audiences' Viewing Habits and Perceptions of the Show

### How many episodes of *Hamro Team* did you watch?

The mean value<sup>16</sup> of episodes watched among all respondents was 3.57. The mean value of episodes watched by respondents in the age group 13-14 years was the highest (4.52) followed by 15-29 years (3.55) and 30-44 years (2.82). Gender-wise, 66% of males and 62 percent of females watched at least three episodes. In terms of occupation, NGO workers watched the most number of episodes (4.33) followed by media person (4.33) and students (3.80). Table 6 shows that only 14% of respondents have watched more than half of the show's episodes and only 5% of respondents have watched more than 10 episodes. This is an area of concern, as the full series must be viewed to maximize its transformative potential; since the messages were woven throughout the story in a sequential manner, missing most of the episodes would not give a clear message to viewers. Also concerning is the fact that almost two-thirds (64%) of respondents watched only three episodes or less. The further investigation of why viewers did not watch more episodes and how we can improve viewership must be explored in future studies, especially if the show airs a second season. The monthly viewership data did demonstrate that *Hamro Team* viewership went up significantly for each month that it was on air – the first month of broadcast, for instance, had much lower viewership than the second and third months. Thus it is also possible that many viewers only came to the series in the second or third months of its broadcast.

<sup>16</sup> In order to calculate the average number of episodes watched by each respondent, a mean value was calculated by total episodes viewed by all respondents in each age group divided by the number of respondents in that age group. However, the missing responses in this particular question were not counted while calculating the mean value of episodes watched.

**Figure 7: Mean Value of Number of Episodes watched by Respondents**



**Table 5: Number of Episodes Watched by Respondents**

Age	Mean Value	1-3 Episodes	4-6 Episodes	7-9 Episodes	10-13 Episodes	Total
13-14	4.52	50%	27%	15%	8%	100%
15-29	3.55	64%	22%	9%	5%	100%
30-44	2.82	77%	16%	5%	2%	100%
45 or Above	3.13	75%	13%	13%	0%	100%
Total	3.57	64%	22%	9%	5%	100%

**Where did you most often watch *Hamro Team*?**

An overwhelming majority of the respondents (76%) watched *Hamro Team* on television at home. It is highest in the age group 13-14 years (92%) and among 15-29 years it is 74% and 30-44 years is 75%. A total of 16% respondents said they watched *Hamro Team* in mobile screening. Among those who watched *Hamro Team* in mobile screening the age group of 45 years and above is the highest (38%). In addition, those who watched only one or two episodes during mobile screening (as part of the outreach) did not watch other episodes.

**Table 6: Places Where Respondents Most Often Watched *Hamro Team***

Age	Own TV/home	Neighbor's TV	You Tube	HT Website	Mobile Screening	Total
13-14	92%	0%	0%	2%	7%	100%
15-29	74%	3%	5%	0%	17%	100%
30-44	75%	0%	9%	0%	16%	100%
45 or Above	63%	0%	0%	0%	38%	100%
Total	76%	3%	5%	1%	16%	100%

**What time did you most often watch *Hamro Team*?**

The most popular time to watch the show was 9:00 pm on Thursday slot; 61% of respondents watched the show at this time. This slot was most popular among age groups 29 years and below as well as 45 years and above. However, the working age group of 30-44 years preferred watching the show on Saturday afternoon. A chi-square statistically illustrates the relationship between age group and viewing time preferences (Chi-square 21.923, df 1, P<.05).

**Table 7: Respondents Favorite Time to Watch *Hamro Team***

Age	Thursday 9:00 PM	Friday 9:00 AM	Saturday 4:00 PM	Total
13-14	83%	2%	15%	100%
15-29	60%	5%	34%	100%
30-44	39%	20%	41%	100%
45 or Above	60%	20%	20%	100%
Total	61%	6%	32%	100%

**Question 3.3: Why didn't you watch *Hamro Team*?**

A large proportion (44%) of the respondents who did not watch the show despite knowing about it stated that they did not have time. 14% of respondents said that their family wanted to watch a different show and 12% said that the timing of *Hamro Team* clashed with another popular program on a different TV channel.

**Table 8: Reasons for Not Watching *Hamro Team***

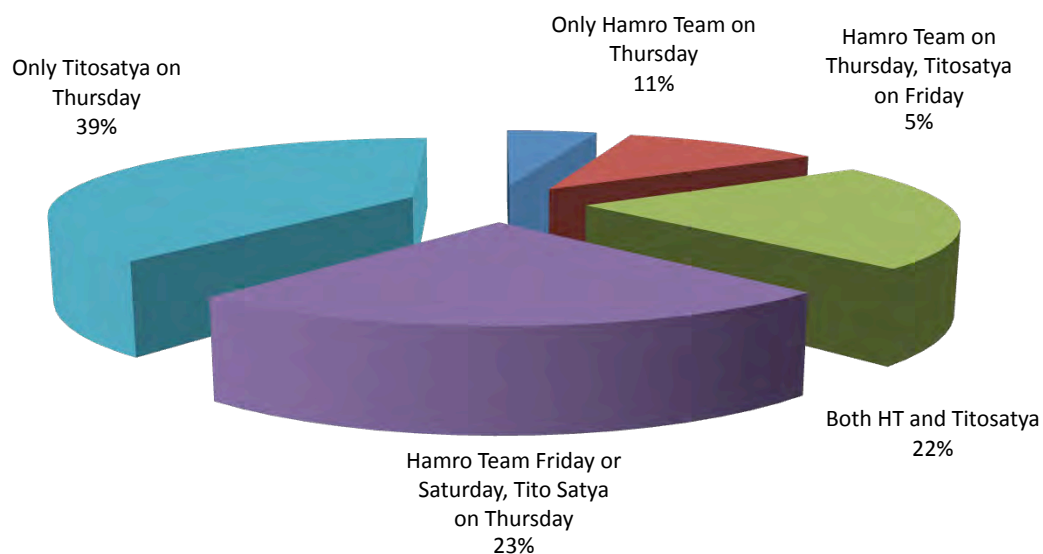
Category	13-14	15-29	30-44	Above 44	Total
No Leisure Time	63%	44%	42%	33%	44%
Don't Like Nepali TV Series	0%	7%	3%	0%	6%
Different Choice by Family Members	8%	15%	16%	0%	14%
Lack of Electricity	4%	8%	9%	67%	9%
Kantipur TV Not Available in the Area	4%	5%	2%	0%	4%
Other Good Program at Same Time	13%	10%	22%	0%	12%
Other	8%	11%	6%	0%	10%
Total	100%	100%	100%	100%	100%

**Question 3.5: Which serial, *Tito Satya* or *Hamro Team*, (broadcast at the same time on Thursdays) did you watch most?**

*Tito Satya* (Bitter Truth) is one of the most popular shows in Nepal and has been on air for more than 7 years (AC Nielsen 2011). Furthermore, it is televised in state-owned Nepal Television and reaches a wider audience than *Kantipur* does. Since the two shows were aired at same time, they were in direct competition with each other. Table 10 shows that 39% of respondents watched only *Tito Satya* on Thursday and 11% watched only *Hamro Team*, However, data reveals a high percentage (65%) of respondents under the age of 15 who watched both shows. *Tito Satya* is more popular with older age groups, as with 56% and 70% of respondents belonging to 30 to 44 and 44 and above age groups respectively preferred watching *Tito Satya* over *Hamro Team* on Thursday. Within our sample population, *Hamro Team* did not appeal to the age group of 44 years and above. None of the respondents belonging to this age group watched *Hamro Team* on Thursday. Gender-wise, 16% of females and 8% of males solely watched *Hamro Team* on Thursday.

Table 9 illustrates preferred viewing times of both shows by age group. When rows 3 and 5 are added from the age group 15-29 years, we see that 63% of respondents in this age group preferred to watch *Tito Satya* over *Hamro Team*. This is significant because the *Hamro Team* program specifically targets this age group and the simultaneous airing of the two shows may have significant adverse effects of *Hamro Team* viewership among Nepali youth and *Tito Satya* being on national TV and part of the social landscape for seven years. Similarly even if youth wanted to watch *Hamro Team*, if their parents or elders wanted to watch *Tito Satya*, it is unlikely the youth would be given access to change the channel and the established family viewing pattern.

**Figure 8: Respondents preferred time to watch *Hamro Team* and *Tito Satya***



**Table 9: Respondents preferred time to Watch *Hamro Team*/*Tito Satya* by Age**

Category	13-14	15-29	30-44	Above 44	Total
Only <i>Hamro Team</i> on Thursday	8%	13%	2%	0%	11%
Both <i>Hamro Team</i> and <i>Tito Satya</i>	65%	19%	8%	0%	22%
Only <i>Tito Satya</i> on Thursday	5%	39%	56%	70%	39%
<i>Hamro Team</i> on Thursday, <i>Tito Satya</i> on Friday	11%	4%	6%	0%	5%
<i>Hamro Team</i> Friday or Saturday, <i>Tito Satya</i> on Thursday	11%	24%	27%	30%	23%
Total	100%	100%	100%	100%	100%

**Question 3.6.1: Did you like *Hamro Team*?**

As illustrated in the table below, more than half of the respondents (61%), liked *Hamro Team*. 46% of the total respondents said that they considered *Hamro Team* as a good program and 15% of the total respondents said that it was an excellent show. This table also highlights that young people particularly liked the show. 55% of respondents in the age group 13-14 years and 64% of respondents' aged 15-29 years said that *Hamro Team* was a either good or excellent program. Altogether, all age groups appreciated *Hamro Team*.

**Table 10: Respondents Rating on *Hamro Team***

Rating	13-14	15-29	30-44	Above 44	Total
Don't Know/Can't Say	0%	12%	23%	50%	13%
Didn't Like It	0%	2%	0%	0%	1%
I liked it a little	36%	18%	20%	25%	20%
Moderate	13%	4%	5%	0%	5%
Good Program	39%	47%	48%	25%	46%
Excellent	11%	17%	5%	0%	15%
Total					100%

**Content:** Almost half (48%) of the total respondents said that the content of *Hamro Team* was ‘good.’ 11% said that it was ‘very good.’ According to the survey, older age groups felt the show had ‘good content’ (see Annex 1.5).

**Story:** Respondents generally liked the story of *Hamro Team*. 45% said that the story was ‘good’ and 9% felt it was ‘very good.’ Respondents in the age group 30-44 years seemed to have liked the story more than other age groups they had highest percentage out of any age group that felt the story was either ‘good’ or ‘very good’ (see Annex 1.5).

**Role of Actors:** A small percentage of respondents (15%) believed the role of the actors needed to be improved. Conversely, 36% of them said that the role of the actors was ‘good’ and 11% of them said that it was ‘very good’ (see Annex 1.5).

**Dialogue:** 11% of respondents felt the dialogue needed to be improved. 31% of them said it was ‘good’ and 7% said it was ‘very good’ (see Annex 1.5).

**Camera:** Respondents appreciated the camera work. Out of the total respondents, 30% said it was ‘good’ and 14% said it was ‘very good’ (see Annex 1.5).

**Direction:** Only 2% respondents said that the show’s direction needed improvement. 37% said that the direction was ‘good’ and 13% said it was ‘very good’ (see Annex 1.5).

### Question 3.2.5: Why did you watch *Hamro Team*?

More than one-third (36%) of the respondents said that they watched *Hamro Team* because it was related to football and the presentation was good. 17% said that they watched the show because it addressed issues of inclusion, team spirit and community conflict. 14% of respondents said that they watched the show because it was different than existing shows and was based on a new concept.

**Table 11: Reasons for Watching Hamro Team**

Reason	% of respondents
It was related to football and the presentation was quite good.	36%
The content was linked to existing community issues. I found the messages of inclusion and team spirit appealing, so I watched learn from its ideas on how to move forward in my life.	17%
The serial was different than others and I found it based on entirely new concept.	14%
The program was related to female leadership and I watched it to see how a women can lead a male team	8%
While switching channels my eyes caught this program.	6%
The program was related to youth.	4%
My family/relatives/friends encouraged me to watch it.	4%
I saw the poster and was curious about it.	4%
Due to the direction of Bhusan Dahal <sup>17</sup> , /To quench the curiosity about Bhusan Dahal’s direction	3%
The songs were great.	1%
I felt a personal connection to the program.	1%
An actor was from our community.	1%
	100%

<sup>17</sup> Bhusan Dahal is one of the renowned and respected media personalities and filmmakers in Nepal. He is also executive director of Kantipur Television.

## 6.3 Issues Raised in *Hamro Team*

### 6.3.1 Gender Issues

#### Question 3.7: Is it possible for women to lead a male team?

Table 12 shows that an overwhelming majority (84%) of the viewers said that they believe that a woman can lead a male team while 74% of the respondents who did not watch *Hamro Team* had the same perception. All the viewers (100%) in the age group 13-14 years believed that a woman could lead a male team while only 47% of non-viewers in the same age group held the same belief. Data clearly indicates that *Hamro Team* has been successful in bringing a major attitude shift in gender stereotypes of its viewers, with a stronger positive shift among young people in the age group 13-14 years.

"When a woman hesitated to become the president of our youth club, I gave the example of Seema to motivate her. In order to bridge the gap between different religions, I gave an example of a marriage between a Muslim guy and Hindu girl in *Hamro Team* in my community." A participant during FGD, Dang, November 2011.

**Table 12: Belief That an All-Male Team Can Be Led by a Woman**

	Who watched TV			Who did not watched		
	Yes	No	Don't Know	Yes	No	Don't Know
<b>In summary</b>	<b>84%</b>	<b>9%</b>	<b>7%</b>	<b>74%</b>	<b>12%</b>	<b>14%</b>
<b>By Sex</b>						
Male	81%	11%	9%	69%	16%	15%
Female	90%	6%	4%	81%	6%	13%
<b>By Age</b>						
13-14	100%	0%	0%	47%	17%	36%
15-29	86%	7%	7%	75%	8%	17%
30-44	71%	19%	10%	59%	24%	18%
Above 44	100%	0%	0%	67%	33%	0%

### 6.3.2 Issues Regarding Intra-Community Differences

#### Question 3.8: Is there any conflict of ideology, philosophy and interest in your community as shown in *Hamro Team*?

This question was designed to determine attitudes towards community conflict, and perception of relevance of the conflicts portrayed in *Hamro Team*. More than three-fourths (76%) of viewers said that they have similar resolvable conflicts in their community. 65% of the respondents who did not watched the show felt the conflicts in their community were resolvable.

**Table 13: Prevalence of Conflict in the Community Similar to That Shown in *Hamro Team***

	Those Who Watched <i>Hamro Team</i>				Those Who Did Not Watch <i>Hamro Team</i>			
	Don't Know	Yes but Cannot Be Resolved	Yes and Can Be Resolved	No Conflict	Don't Know	Yes but Cannot Be Resolved	Yes and Can Be Resolved	No Conflict
<b>In summary</b>	<b>8%</b>	<b>14%</b>	<b>76%</b>	<b>2%</b>	<b>10%</b>	<b>23%</b>	<b>65%</b>	<b>3%</b>
<b>By Sex</b>								
Male	8%	12%	78%	2%	11%	26%	59%	4%
Female	7%	18%	73%	2%	7%	17%	74%	2%
<b>By Age</b>								
13-14	0%	33%	33%	33%	14%	29%	51%	7%



15-29	7%	13%	77%	2%	8%	21%	68%	2%
30-44	8%	17%	75%	0%	12%	29%	59%	0%
Above 44	20%	0%	80%	0%	33%	0%	67%	0%

## 6.4 Characters in *Hamro Team*

### Question 3.9.1: Who is your favorite actor/character?

Despite having many characters, the story of *Hamro Team* revolves around seven main characters: Seema, Sanket, Resham, Chandrakanta, Safiq, Ricky and Toran.

#### **Brief profile of the characters**

**Seema:** Despite winning a US DV lottery visa, Seema's dream is not to chase the 'american dream' that her parents have for her. She wants to do something in football. She is an outstanding player and demonstrates excellent leadership qualities on the field. She learned the skill from her father, who was also the coach of her team. Her dream is to coach a successful Nepali football team.

**Sanket** is from a well-off Kathmandu family. He has just returned after his studies in the US. He believes he can do something worthwhile in Nepal. Son of the Chairperson of a Nepali Bank, he wants to form a football team for the promotion of the bank. His dream is to form a unique Nepali team that can accommodate talented Nepali young players from all over the country, irrespective of their backgrounds.

**Resham** is a young man of the *Tharu* community from the Dang district. He is involved with an armed group, which loots and robs people passing through their area. Resham wants to free himself from the gang and pursue his passion of football. His dream is to be a good football player.

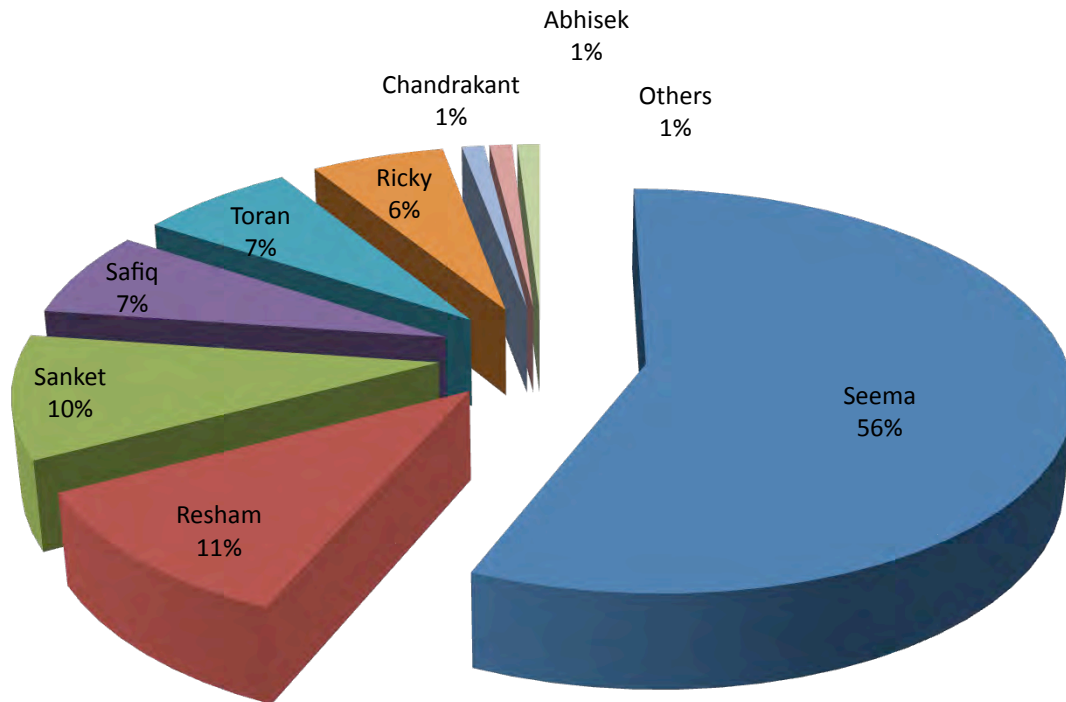
**Chandrakanta** is from a *Madhesi Dalit* family. His father runs a musician and runs a wedding band business. Unfortunately, Chandrakanta does not have an ear for music and plays poorly. Despite that, he has been forced to play in his father's band. However, his dream is to be a professional footballer. He decides to quit his father's band to play football.

**Safiq** belongs to a Muslim family in Pokhara. He fell in love with a Hindu girl. They married against the will of their families, breaking a social taboo, and ran away to Birgunj. Even though he was a good football player in Pokhara, he has not been able to establish his identity as a footballer in Birgunj. Subsequently, he pulls a rickshaw to make ends meet. His ideal player is Cristiano Ronaldo.

**Ricky**, Sanket's cousin, is a good football player from a club in Kathmandu. However, he is not satisfied with playing in the club. He wants to do something new and big in football. He belongs to a well-to-do Kathmandu elite class, and is a snob.

**Toran** is ex-combatant belonging to the CPN-Maoist group. After being listed as 'disqualified' by United Nation Mission in Nepal (UNMIN), he was discharged from one of the cantonments established after the Comprehensive Peace Accord. He still has faith in Maoist progressive ideals and political platform and their vision for transforming Nepali society, but is passionate about football. Now his aim in life is to be a good football player.

**Figure 9: Favorite Character in *Hamro Team***



The main protagonist of the show was Seema. More than half (57%) of the respondents liked her character most. Her character was the most popular amongst all age groups. However, a higher percentage of male respondents liked her character. In a patriarchal Nepali society, male viewers accepting a woman as a lead character is a very significant finding, particularly one in a leadership role who does not fit the usual stereotypes of Nepali Woman. The table shows that the older age group most-preferred Sanket’s character after Seema’s. Ricky’s character, the main antagonist within the team, is reflected by the survey. Almost two third (60%) of the total respondents choose Ricky as their least favorite character. Toran, the former maoist combatant, was most popular among 8% of 15 to 29 year olds, but less popular in all other age groups.

**Table 14: Favorite Character of *Hamro Team***

	13-14	15-29	30-44	Above 44	Total
Seema	46%	56%	72%	83%	57%
Resham	23%	11%	0%	0%	11%
Sanket	8%	9%	18%	17%	10%
Safiq	7%	7%	4%	0%	7%
Toran	3%	8%	2%	0%	7%
Ricky	11%	6%	0%	0%	6%
Chandrakant	2%	1%	2%	0%	1%
Abhisek	0%	1%	0%	0%	1%
Others	0%	0%	2%	0%	1%
Total	100%	100%	100%	100%	100%

## 6.5 Impact of Hamro Team

### Question 3.11: What did you do after viewing Hamro Team?

One of the steps towards attitude and behavior change in viewers is participation and audience engagement - the simplest form of participation is to discuss a program and its themes or messages with others. The survey revealed that 28% of respondents advised friends to watch *Hamro Team* after viewing it. Additionally, 19% discussed issues presented in the show with neighbors. Table 16 shows that the most active viewers of the show were respondents below the age of 15 years. Almost half of them (46%) said that they advised their friends to watch the show and one-third (33%) of them discussed the show's content with their friends. This high rate of referral by viewers to their friends partially explains why viewership rose steeply for each month of broadcast. Respondents 45 and older were the least active viewers. None of them reported discussing the show in any capacity after viewing it. In terms of gender, female respondents seem to be more active than male respondents in terms of discussing and encouraging to watch '*Hamro Team*'. The use of social networking sites like Twitter and Facebook (more than 3000 likes) was minimal when compared to the whole audience. Only 3% of respondents discussed the show through these mediums. 49% (overall) responded that they did nothing after watching the program. Whilst this is not a surprising result for a TV program (which often results in no action for audiences), it is one that should be further investigated in a second season to find ways to decrease this statistic and increase audience participation and action.

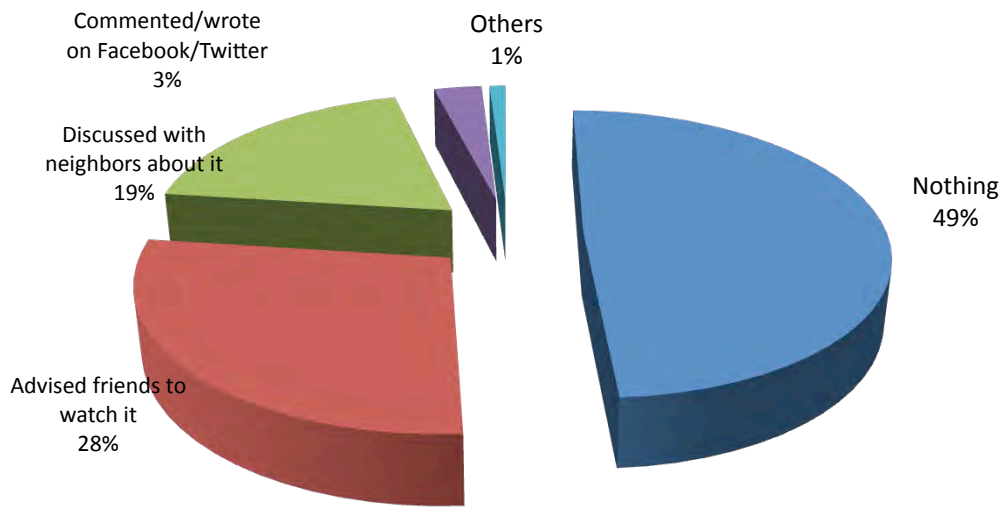
"We generated some funds during the cultural program done by our group. We were confused later on about what to do with the money. Then we discussed in a group where elder people were also involved. Through the discussion, we decided to invest that money on a common good, making a wall for a public place. Yes, together we can achieve goals easily." A participant during FGD, Dang, November 2011, speaking to the influence of *Hamro Team*.

Table 15: Activities of Respondents after Watching *Hamro Team*

Activity	13-14	15-29	30-44	Above 44	Total
Nothing	16%	49%	72%	100%	49%
Told Neighbours to Watch the Serial	46%	28%	15%	0%	28%
Discussed with neighbouring people on the serial	33%	19%	13%	0%	19%
Commented/Wrote Something on Facebook/Twitter	5%	3%	0%	0%	3%
Others	0%	2%	0%	0%	1%
Total	100%	100%	100%	100%	100%

Bardiya Chief District Secretary said during the discussion held in Bardiya: "After seeing this show I thought about my own son. This show highlights the present youth situation in Nepal. Youth today are indecisive and strong leaders and role models are necessary to direct them to a correct path. My son is the same age of Resham (one of the characters of *Hamro Team*). My son is also indecisive and gives priority to material things. He also wants to go to America to work and earn more money. The messages of the show are clear and I believe since it is youth oriented, screening them in schools and colleges will be more effective. The show also illuminates that youth themselves have to take responsibility and leadership roles. One suggestion is that the show should have included National youth policy developed by the government so that youth are aware what the state expects from them and what they want from the state."

**Figure 9: Activities of Respondents after Watching Hamro Team**



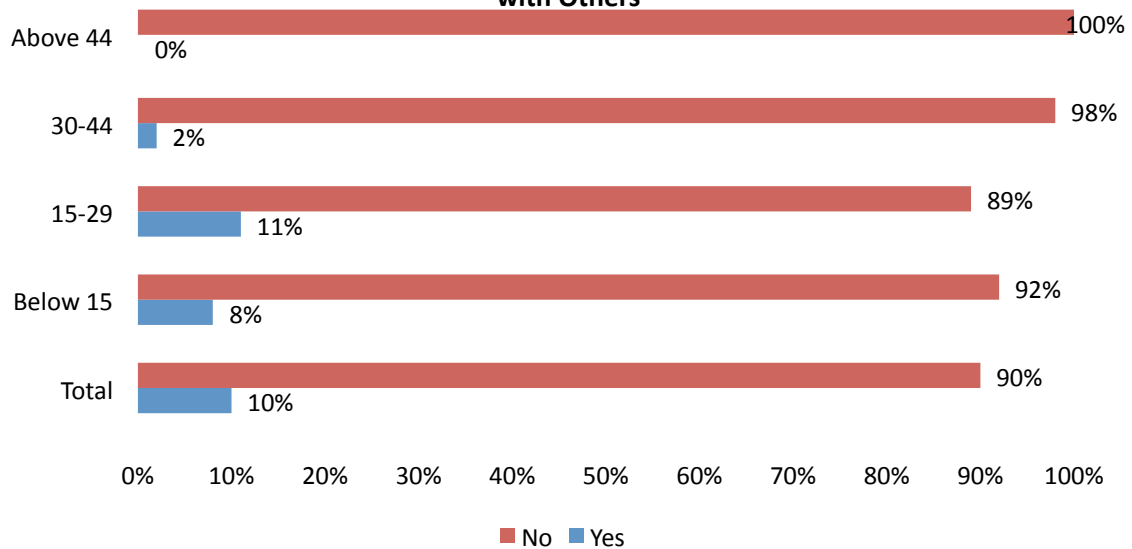
**3.12.1: Did you give examples from *Hamro Team* when talking with others by?**

Over time, TV programs can enter popular language. The Simpsons ‘duh’ became a new word of the 90s, and there are many other examples around the world. This takes time and multiple seasons however. Since *Hamro Team Season 1* was a short television series lasting only three months, it has not been significantly effective in motivating people to cite its examples in everyday conversation. Only 10 percent gave examples of *Hamro Team* while discussing conflict or other social problems with other community members (Fig 11). Females (14%) and the respondents in the age group of 15-29 years (11%) were the most active in terms of using *Hamro Team* as an example. Thus, the program would need to air for a longer time-frame in order for the shows messages to penetrate everyday conversation amongst its viewers.

“I started talking to parents when making decisions. I used to make them on my own, but I've now started discussing them with my parents.” A participant during FGD, Pokhara, November 2011.

“When I used to try to do something and I failed, I'd quit. Now I will try again to succeed.” A participant during FGD, Pokhara, November 2011.

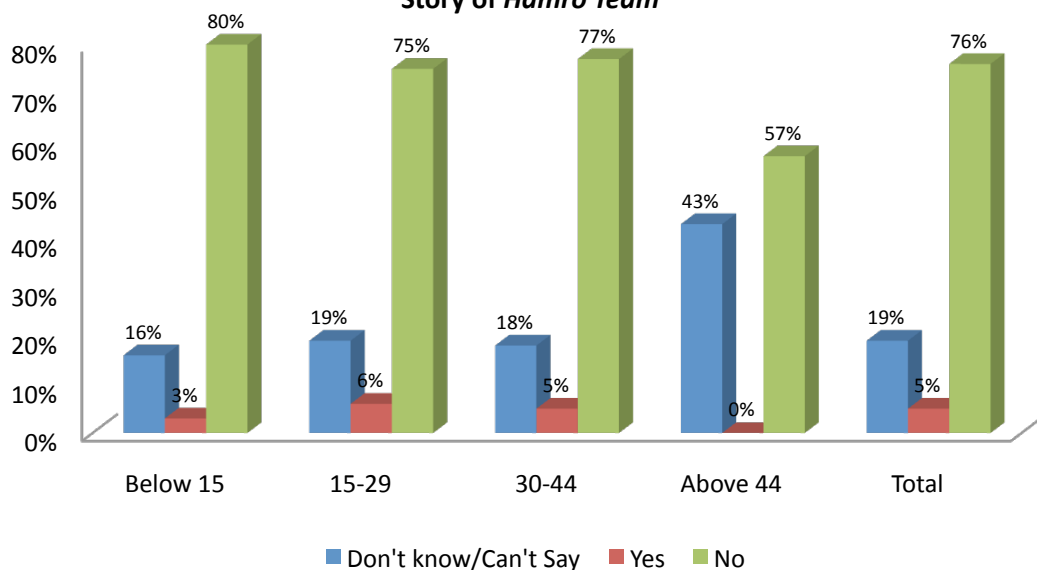
**Figure 11: Respondents Citing Examples from *Hamro Team* in Discussion with Others**



**Question: Does your life resemble any characters or the story of *Hamro Team*?**

Figure 12 suggests that an overwhelming majority of the respondents did not find the characters resembled their own life, although this did not prevent them from liking the characters. Only 5% of respondents said that their lives those of *Hamro Team* characters; only 6% of viewers in the age group 15-29 years said that the characters resembled to their lives. Slightly more males (6%) than female (5%) felt that the characters or the story resembles to their life story. None of the respondents above the age of 44 years found that the characters related to their life. This is understandable, since the drama targeted young people and most of the major characters represented young people. Similarly 19% of viewers were unable to determine whether or not the story resembled their lives. In retrospect it is also possible the question should be reframed so as not to be ambiguous - did audiences think they were being asked if their life actually resembled the story lines, or whether they identified with the character. This is unclear from the results.

**Figure 12: Resemblance of Viewers' Life Stories with the Characters or Story of *Hamro Team***



## 6.6 Measures of Attitude Change<sup>18</sup>

One of the aims of this study was to determine possible attitude changes among viewers of *Hamro Team* on different issues addressed by its storyline. Using a 15-question survey, respondents' attitudes on responding to conflict, the importance of tolerance for a diverse citizenry, and the importance and efficacy of being engaged in political process were measured.

**Table 16: Attitudes of Respondents (Narrative Statements)**

...Do you agree or disagree...a lot or a little?	Viewers	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Sometimes violence is the best way to solve a problem or a dispute. <i>[Preference of dialogue over violence]</i>	Watched	54%	11%	5%	20%	10%
	Not watched	45%	15%	6%	15%	19%
	Total	51%	13%	5%	18%	14%
2. There is always an alternative to violence when solving problems. <i>[Preference of dialogue over violence]</i>	Watched	9%	3%	6%	25%	58%
	Not watched	6%	6%	6%	27%	55%
	Total	8%	4%	6%	26%	57%
3. Sometimes there is no point in talking because force is the only effective strategy. <i>[Preference of dialogue over violence]</i>	Watched	19%	26%	15%	21%	20%
	Not watched	22%	22%	12%	24%	20%
	Total	20%	24%	14%	22%	20%
4. It's always better to discuss things calmly before resorting to violence. <i>[Preference of dialogue over violence]</i>	Watched	1%	1%	4%	19%	75%
	Not watched	3%	2%	7%	18%	70%
	Total	2%	1%	5%	19%	73%
5. No matter how severe the problem, it can be solved through dialogue. <i>[Preference of dialogue over violence]</i>	Watched	8%	5%	6%	27%	55%
	Not watched	4%	5%	9%	27%	55%
	Total	6%	5%	7%	27%	55%
6. People of different ethnicities would get along better if they made more of an effort to understand each other. <i>[Tolerance &amp; Mutual Respect]</i>	Watched	1%	3%	5%	27%	64%
	Not watched	2%	2%	10%	29%	57%
	Total	1%	3%	7%	27%	61%
7. Even if people are from different religious groups they have more in common than they think. <i>[Tolerance &amp; Mutual Respect]</i>	Watched	1%	2%	18%	36%	43%
	Not watched	2%	7%	14%	41%	36%
	Total	1%	4%	17%	38%	41%
8. In a peaceful community it is necessary for different groups to respect each other. <i>[Tolerance &amp; Mutual Respect]</i>	Watched	1%	2%	6%	20%	72%
	Not watched	0%	3%	11%	19%	66%
	Total	1%	2%	8%	19%	70%
9. Some differences between groups are just too difficult to overcome. (-) <i>[Tolerance &amp; Mutual Respect]</i>	Watched	5%	9%	13%	30%	43%
	Not watched	5%	9%	20%	33%	34%
	Total	5%	9%	15%	31%	40%
10. In Nepal people are actively involved in the political process. <i>[Social/Political Engagement]</i>	Watched	15%	19%	23%	26%	16%
	Not watched	14%	20%	30%	23%	14%
	Total	15%	19%	26%	25%	15%
11. We should engage more politically to make the government's	Watched	12%	20%	27%	24%	17%
	Not watched	12%	20%	28%	29%	11%

<sup>18</sup> The methodology of the entire section was adopted from "SFCG Kenya (2011). The Team: Exposure, Attitudes and Interpersonal Communication about Political Processes." Final Report. Search for Common Ground Kenya.

work more transparent. [Social/Political Engagement]	Total	12%	20%	27%	26%	15%
12. People like me cannot have any influence on the government anyway. [Social/Political Engagement]	Watched	18%	28%	15%	14%	25%
	Not watched	14%	23%	17%	21%	26%
	Total	16%	27%	16%	17%	26%
13. Apart from voting there is no other way to influence what the government does. [Social/Political Engagement]	Watched	16%	23%	17%	21%	24%
	Not watched	8%	22%	17%	26%	26%
	Total	13%	23%	17%	23%	25%
14. Sometimes politics are so complicated that someone like me does not understand what is going on. [Social/Political Engagement]	Watched	38%	38%	12%	6%	6%
	Not watched	39%	31%	14%	8%	9%
	Total	38%	35%	13%	7%	7%
15. Even people who are not in a position of power can bring public attention to crimes and corruption. [Social/Political Engagement]	Watched	4%	6%	11%	26%	53%
	Not watched	4%	12%	13%	23%	48%
	Total	4%	8%	12%	25%	51%

### 6.6.1 Preference to Dialogue over Violence

Data show that *Hamro Team* has brought some positive change on viewers' attitudes towards preference of dialogue over violence when addressing a conflict. A higher percentage (65%)<sup>19</sup> of viewers disagreed that sometimes violence is the best method to solve conflicts, compared to 60 percent of non-viewers who held the same perception. This indicates that viewers experienced a slight shift toward embracing non-violent approaches to conflict that non-viewers did not. However, there does not seem to be a major difference of thinking among viewers (83%)<sup>20</sup> and non-viewers (82%) who believe that non-violent methods should be utilized to solve conflicts. Similar opinion was observed among the viewers (45%) and non-viewers (44%) who felt that sometime using force is a more effective method than dialogue. Encouragingly, an overwhelming majority (82%) of the respondents, regardless of their viewership status, believed that even severe conflicts can be solved by dialogue. Thus, it can be concluded that there is already a certain level of awareness among people in the community already regarding how conflict can be resolved peacefully –although this may not always turn into behaviour. The survey found that, overwhelmingly, respondents preferred non-violent means of addressing conflict regardless of viewership.

The Chi Square test clearly presents strong evidence to support the claim that *Hamro Team* had an influence in changing viewers attitudes toward dialogue over violence in solving conflicts as compared to the non-viewers (Chi-square 21.604, df 4, P<0.01). A large percentage of viewers disagreed on the statement that conflict and violence are sometimes best way to resolve problems on the local level. Analysis also revealed that there is statistical difference in attitude between viewers and the non-viewers who believed that it is necessary for different groups to respect each other in a peaceful community (Chi-square 17.494, df 4, P<0.05).

### 6.6.2 Tolerance and Mutual Respect

This survey noted a small difference in the attitude of viewers compared to those of non-viewers in relation to tolerance and mutual respect. 91% of viewers, as compared to 86% of non-viewers, agreed that people from different ethnic communities would get along better if they made genuine effort to understand each other. 79% viewers and 77% of non-viewers agreed that people believing in different faiths and religions can have similar thoughts and ideologies. A higher percentage of

<sup>19</sup> An addition of 'disagree' and 'strongly disagree' in the scales of five in the questionnaire

<sup>20</sup> An addition of 'agree' and 'strongly agree' in the scales of five in the questionnaire

viewers (92%) than non-viewers (85%) agreed that a society can be peaceful only when every member of it is treated equally and respected. 73% of viewers, as compared to 67% of non-viewers, agreed that it is difficult to resolve differences of individuals belonging to different castes and/or ethnic and religious groups. The above data indicate that there is a consistently higher percentage of viewers than non-viewers who believe in tolerance and mutual respect across caste, ethnicity, and religion. However, it is difficult to conclude if the difference of opinion among viewers and non-viewers is significant enough to attribute to *Hamro Team* considering the minimal difference despite between groups. To test the validity of such a claim, a Chi-square test was conducted to examine whether there was any significant relationship of *Hamro Team* viewers' attitude on tolerance and mutual respect. Results revealed that the relationship is significant (Chi square value = 12.394, df =4,  $p < .005$ ).

### 6.6.3 Social/Political Engagement

There was a difference of opinion between the viewers and the non-viewers regarding political engagement of citizens in Nepal. 42% of viewers and 37% of non-viewers believed that citizens are actively engaged in politics. However, little opinion existed among viewers (41%) and non-viewers (40%) beliefs that active engagement of citizens in the political process is necessary in order to make the government more transparent as well as to influence political decisions. *Hamro Team* has had a positive influence on the viewers regarding their perception on citizens' influences on government actions; viewers of *Hamro Team* (46%) tended to disagree more so than non-viewers (37%) with the statement that ordinary citizen cannot influence government. Additionally, 39% of viewers and 30% of non-viewers disagreed with the statement that citizens can influence government. Similarly, 76% of viewers, as compared to 70% non-viewers, disagreed with the statement that politics is so complicated in Nepal that sometimes they fail to understand what is going on.

This survey also revealed a high level of political awareness among the respondents. A high percentage of viewers (79% as compared to 71% of non-viewers) believed in civic responsibilities and strongly agreed with the statement that it is possible for an ordinary citizen to draw public attention towards crime and corruption happening in their society.

The fifteen questions were categorized under three broad headings used to investigate the perception of respondents on the importance of dialogue, tolerance and political/social engagement. The survey aimed to gain an understanding of respondents' perceptions, as measuring impacts was not possible due to the limited number of episodes aired and short time between the conclusion of the show's first season and the distribution of the survey. Survey results were measured using a Likert scale of 1 to 5, with one being strongly disagree and five being strongly agree.

Overall, viewers' responses revealed that respondents have positive attitudes toward minimizing violence by discussing issues calmly before resorting to violence, respecting different ethnic, religious and minority groups, and seeking alternatives to violence when solving problems. Likewise, different perceptions were observed among viewers and non-viewers in response to the statement that ordinary people cannot have influence on the government. However, there was relatively common understanding among the respondents on the importance of respecting different ethnic, religious and minority groups to enhance peace in the community.

**Table 17: Mean Value of Attitudes of Respondents**

...Do you agree or disagree...a lot or a little?	Respondent Type	Mean	Standard Deviation
Sometimes violence is the best way to solve a problem or a dispute (-). [Preference of dialogue over violence]	Viewers	3.78 (2.21)	1.51
	Non-Viewers	3.52	1.62



		(2.48)	
	Total	3.69 (2.31)	1.55
2. There is always an alternative to violence when solving problems. <i>[Preference of dialogue over violence]</i>	Viewers	4.20	1.23
	Non-Viewers	4.20	1.16
	Total	4.20	1.21
3. Sometimes there is no point in talking because force is the only effective strategy (-). <i>[Preference of dialogue over violence]</i>	Viewers	3.03 (2.98)	1.42
	Non-Viewers	3.03 (2.97)	1.46
	Total	3.03 (2.97)	1.42
4. It's always better to discuss things calmly before resorting to violence. <i>[Preference of dialogue over violence]</i>	Viewers	4.65	.70
	Non-Viewers	4.52	.92
	Total	4.60	.79
5. No matter how severe the problem it can be solved through dialogue. <i>[Preference of dialogue over violence]</i>	Viewers	4.17	1.21
	Non-Viewers	4.23	1.08
	Total	4.19	1.16
6. People of different ethnicities would get along better if they made more of an effort to understand each other. <i>[Tolerance &amp; Mutual Respect]</i>	Viewers	4.49	.81
	Non-Viewers	4.37	.88
	Total	4.45	.83
7. Even if people are from different religious groups they have more in common than they think. <i>[Tolerance &amp; Mutual Respect]</i>	Viewers	4.18	.87
	Non-Viewers	4.03	.96
	Total	4.13	.907
8. In a peaceful community it is necessary for different groups to respect each other. <i>[Tolerance &amp; Mutual Respect]</i>	Viewers	4.61	.73
	Non-Viewers	4.48	.84
	Total	4.56	.77
9. Some differences between groups are just too difficult to overcome. (-) <i>[Tolerance &amp; Mutual Respect]</i>	Viewers	3.96 (2.04 )	1.18
	Non-Viewers	3.82 (2.18 )	1.14
	Total	3.91 (2.08)	1.16
10. In Nepal people are actively involved in the political process. <i>[Social/Political Engagement]</i>	Viewers	3.09	1.31
	Non-Viewers	3.03	1.24
	Total	3.07	1.28
11. We should engage more politically to make the government's work more transparent. <i>[Social/Political Engagement]</i>	Viewers	3.13	1.26
	Non-Viewers	3.05	1.19
	Total	3.10	1.23
12. People like me cannot have any influence on the government anyway (-) <i>[Social/Political Engagement]</i>	Viewers	3.00 (3.00)	1.46
	Non-Viewers	2.79 (3.21)	1.41
	Total	2.92 (3.08)	1.44
13. Apart from voting there is no other way to influence what the government does. <i>[Social/Political Engagement]</i>	Viewers	3.15 (2.85)	1.42
	Non-Viewers	3.40 (2.59)	1.30
	Total	3.24 (2.76)	1.38

14. Sometimes politics are so complicated that someone like me does not understand what is going on. <i>[Social/Political Engagement]</i>	Viewers	3.95 (2.05)	1.13
	Non-Viewers	3.83 (2.17)	1.26
	Total	3.91 (2.09)	1.18
15. Even people who are not in a position of power can bring public attention to crimes and corruption. <i>[Social/Political Engagement]</i>	Viewers	4.18	1.10
	Non-Viewers	3.98	1.21
	Total	4.11	1.15

## 6.7. Factor Analysis

Factor analysis is used to reduce correlation data into a smaller number of dimensions or factors (groups the variables) through finding the relationships or natural connections where variables are maximally correlated with one another and minimally correlated with other variables. The same fifteen survey questions were analyzed using a principal component analysis<sup>21</sup> with a Varimax (orthogonal) rotation. The analysis yielded three factors explaining a total of 43% of the variance for the entire set of variables. Factor 1 was labeled as importance of 'communication and respect' and explained 19% of the variance. Factor 2 was labeled as importance of "political effectiveness" and explained by 14% of the variance. Factor 3 was labeled as importance of "force is the solution of the problem" and explained 10% of the variance.

The results of an orthogonal rotation of the solution are shown in Table 18. When loadings less than 0.30 were excluded, the analysis yielded a three-factor solution with a simple structure. The rotation revealed the following results: the mean and reliability (cronbach alpha) for 'communication and respect' (Mean 4.38 and  $\alpha=0.639$ ), "political effectiveness" (Mean 3.19 and  $\alpha=0.585$ ) and "force is the solution of the problem" (Mean 3.19 and  $r=0.45$ <sup>22</sup>).

**Table 18: Factor Loading (Respondents' Attitudes)**

	1	2	3
Communication and respect			
People of different ethnicities would get along better if they made more of an effort to understand each other. <i>[Tolerance &amp; Mutual Respect]</i>	.691	-.088	-.090
In a peaceful community it is necessary for different groups to respect each other. <i>[Tolerance &amp; Mutual Respect]</i>	.677	.066	-.020
Even if people are from different religious groups they have more in common than they think. <i>[Tolerance &amp; Mutual Respect]</i>	.645	-.124	.163
It is always better to discuss things calmly before resorting to violence. <i>[Preference of dialogue over violence]</i>	.638	.021	-.132
There is always an alternative to violence when solving problems. <i>[Preference of dialogue over violence]</i>	.466	-.193	.039
Political effectiveness			
People like me cannot have any influence on the government anyway. <i>[Social/Political Engagement]</i>	-.203	.775	.001
Apart from voting there is no other way to influence what the government does. <i>[Social/Political Engagement]</i>	-.130	.722	.183

<sup>21</sup> Principal Components (PC) analyzes all the variance in the items. That is why the communalities are all 1 (representing 100% of the variance of each item being included in the analysis). Data reduction means that the goal is to simplify, by summarising the variance associated with, in this survey, 15 items down to 3 factors.

<sup>22</sup> Alpha cannot be calculated for few than three items. Zero-order correlation between the two items represents the relation between the two items.

Sometimes politics are so complicated that someone like me does not understand what is going on. <i>[Social/Political Engagement]</i>	.223	.673	.003
Force is the solution of the problem			
Sometimes there is no point in talking because force is the only effective strategy. <i>[Preference of dialogue over violence]</i>	-.042	.052	.836
Sometimes violence is the best way to solve a problem or a dispute. <i>[Preference of dialogue over violence]</i>	-.042	.056	.810

Results reveal a statistically significant difference in viewers and non-viewers attitudes toward the importance of communication and respect; viewers were found to be more supportive (mean 4.43) than the non-viewers (mean 4.32) of utilizing communication and respecting both parties involved in a conflict ( $t=2.681$ ,  $df\ 899$ ,  $P<0.05$ ). No statistically significant difference was found among viewers and non-viewers acceptance of non violent means to solve conflict.

There was no statistically significant difference in the attitudes of male and female on ‘communication and respect’. However, male respondents seemed to be more aware of political issues than female ones ( $t=-3.576$ ,  $df\ 898$ ,  $P<0.05$ ). A higher percentage of male respondents (mean 2.65) also believed that the use of force and violence was the best way to resolve conflict ( $t=.436$ ,  $df\ 900$ ,  $P<0.05$ ).

### 6.8 Engagement While Watching the Serial

Six items were used to measure changes in perception among *Hamro Team* viewers. As shown in the table below, the highest mean score was item 5 (when a main character succeeded, I felt happy) and the lowest mean score was item 3 (during the show, the story world was closer to me than the real world)<sup>23</sup>.

The standard deviation scores ranged from 1.1 to 1.3. This indicates that there is not much difference in perception among the respondents. The dispersion expressed by the standard deviation values indicated that item 3 (during the show, the story world was closer to me than the real world), which had the highest standard deviation, also had the highest variance among responses. The highest mean score (item 5) had the smallest standard deviation value 1.1, indicating that a low variance among the viewers that they felt happy due the success of the main character.

Results from measurements of negative perceptions of viewers who watched *Hamro Team* reveal the highest mean was item 3 (*I had a hard time recognizing the thread of the story*) which also had a relatively high variance among responses.

**Table 19: Engagement While Watching the Serial: Positive Statements**

<i>When I watched the show...</i>	Mean	Standard Deviation
... I often felt that during the show, my body was in the room, but my mind was inside the world created by the story. <i>[Narrative Presence]</i>	3.01	1.320
... I had the impression that the show created a new world, and then that world suddenly disappeared when the show ended. <i>[Narrative Presence]</i>	3.30	1.297
... at times during the show, the story world was closer to me than the real world. <i>[Narrative Presence]</i>	2.87	1.333
... the story affected me emotionally. <i>[Emotional Engagement]</i>	3.80	1.225

<sup>23</sup> Scale developed by SFCG in partnership with Rick Busselle and Helena Bilandzic. Adapted from Busselle, R. W., & Bilandzic, H. Measuring Narrative Engagement. *Media Psychology*. 2010.

... when a main character succeeded, I felt happy, and when they suffered in some way, I felt sad. [Emotional Engagement]	3.95	1.105
... I often felt sorry for some of the characters in the program. [Emotional Engagement]	3.92	1.140

**Table 20: Engagement While Watching the Serial: Negative Statements**

<i>When I watched the show...</i>	Mean	Standard Deviation
... I sometimes had a hard time making sense of what was going on in the program. (-) [Narrative Understanding]	2.20	1.32
... my understanding of the characters was unclear. (-) [Narrative Understanding]	2.12	1.26
... I had a hard time recognizing the thread of the story. (-) [Narrative Understanding]	2.31	1.36

### 6.8.1 Narrative Understanding

Generally, the viewers understood the message of the show. Only 23% (sum of agree and strongly agree) of the viewers said that they had difficulties understanding the storyline and 17% said that they did not understand the role of the characters. 27% of viewers said that they had a hard time recognizing the sequence of the story. Approximately 67% of viewers responded in ways that demonstrated their narrative understanding (see table below).

### 6.8.2 Attention Focus

*Hamro Team* also seems to have captured the attention of the viewers: On questions addressing attention and focus 66% of respondents strongly disagreed or disagreed that their mind wandered while the program was on, meaning the program was engaging their full attention. Only 19% of viewers agreed that they could not give full attention to the show and 18% of viewers responded that they were thinking about other issues while watching it.

### 6.8.3 Narrative Presence

Results indicate that almost half of the viewers (47%) agreed on the statement that the show created a new world, and that world suddenly disappeared when the show ended. This revealed that half of the viewers felt personally connected to the show. However 28% could not connect with the plot. 41% viewers agreed that, while watching the show, they felt closer to the story than to the real world.

### 6.8.4 Emotional Engagement

The survey revealed that most viewers (74%) felt emotionally attached to *Hamro Team* and its characters. Similarly, 74% viewers said that they shared the joys and sorrows of the characters while 73% of them said that they were saddened while watching the struggles of the characters.

**Table 21: Engagement while watching the serial (Likert scale)**

<i>When I watched the show...</i>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
... I sometimes had a hard time making sense of what was going on in the program. (-) [Narrative Understanding]	44%	22%	11%	17%	6%
... my understanding of the characters was unclear. (-) [Narrative Understanding]	45%	21%	16%	12%	5%
... I had a hard time recognizing the thread of the story. (-) [Narrative Understanding]	41%	21%	11%	20%	7%
... I often found my mind wandering while the program was on. (-) [Attention Focus]	43%	23%	15%	13%	6%
... I found myself thinking about other things. (-)	40%	22%	19%	13%	5%

<i>[Attention Focus]</i>					
... I often felt that during the show, my body was in the room, but my mind was inside the world created by the story. <i>[Narrative Presence]</i>	18%	19%	20%	30%	13%
... I had the impression that the show created a new world, and then that world suddenly disappeared when the show ended. <i>[Narrative Presence]</i>	11%	17%	25%	24%	23%
... at times during the show, the story world was closer to me than the real world. <i>[Narrative Presence]</i>	21%	23%	16%	30%	11%
... the story affected me emotionally. <i>[Emotional Engagement]</i>	9%	10%	7%	43%	31%
... when a main character succeeded, I felt happy, and when they suffered in some way, I felt sad. <i>[Emotional Engagement]</i>	5%	6%	14%	37%	37%
... I often felt sorry for some of the characters in the program. <i>[Emotional Engagement]</i>	5%	8%	14%	35%	38%