

8. Summary and Conclusions

This study investigated the viewership rate of *Hamro Team* through both internally-and-externally conducted surveys. The external survey measured its viewership among a larger sample population coming from all urban areas of Nepal as part of a larger media survey carried out by an external market research firm. It also asked the respondents two *Hamro Team*-specific questions in order to investigate the most attractive aspect of *Hamro Team* among viewers and the main message received by these viewers. The internal survey was carried out by SFCG with the help of locally hired researchers in the districts.

This study also investigated the relationship between exposure to *Hamro Team* and attitude changes among viewers on the principles of tolerance and mutual respect, communication and respect, and preference of non-violent means or dialogue over violence in resolving conflicts within Nepal's post-conflict context.

Though the external survey was carried out while *Hamro Team* was still on-air, the internal survey was a post-exposure-only design in which 6-11 weeks had already passed since the last episode of the program was aired. Subsequently, the show's influence over its viewers may have declined in the period following its airing. Furthermore, the program was limited to only 13 episodes. Significant behavioural changes were not expected from the show. Rather, the investigation focused on a comparative analysis of attitude shifts between viewers and non-viewers. Despite the programs short run on television, a number of relations were found to be statistically significant and important from a media influence perspective.

Results from the external survey show the viewership rate in all the urban areas of Nepal, regardless of the availability of Kantipur Television, the broadcaster of *Hamro Team*. Viewership rates were lower in the external survey than the internal one. This may be attributed to the fact that the internal survey was conducted in districts Kantipur Television was clearly available. Mobile screenings were carried out in all three locations as well. Thus, the sampling of the internal survey may not be nationally representative.

Results from the external survey showed that the viewership of *Hamro Team* was 10.1%, with a slightly higher percentage (12.4%) in the Kathmandu Valley. It revealed that the most interesting aspect for the viewers was that the series was based on football. Viewers strongly responded to the use of football as metaphor in the TV series. Similarly, viewers were also impressed with the fact that the program was able to deliver a message centered around female leadership, teamwork and youth awareness on issues of cooperation and harmony. A large proportion of the respondents (32.6%) said that they got the message that teamwork and cooperation is the greatest factor in determining the success of a team. This clearly shows that *Hamro Team* was able to reach the hearts and minds of large number of people who watched the show.

Despite extensive advertisement of the program through TV, radio, internet and publicity materials such as posters, t-Shirts, bookmarks, etc, only 14% of viewers watched more than half of the episodes. Almost half of the viewers (44%) said that they did not have time to watch it, as *Hamro Team* airtime was clashed with one of the most popular TV show, *Tito Satya*, on Nepal Television. This is also corroborated by the fact that 62% of viewers preferred to watch *Tito Satya* on Thursday, whereas only 11% percent preferred to watch *Hamro Team* on Thursday.

A majority of those who watched *Hamro Team* liked the content, story, roles of the actors, dialogue, camera work and direction. More than one-third of the viewers liked the program because its story was based on football (36%) and it carried the message of team spirit, inclusion and presented the realities of Nepali society (17%). These findings mirror those of the external survey. Many people

(14%) also liked it because it was different from other Nepali TV series and was based on an entirely new concept.

Hamro Team has been successful in shifting attitude of viewers toward believing in female leadership in comparison to the non-viewers. The gap between male and female viewers (10%) is smaller than the gap between male and female among non-viewers (12%) regarding their views of female leadership. *Hamro Team* has been effective in bringing about attitude shifts in gender stereotypes among viewers, with the greatest shifts occurring among young viewers in the age groups 13-14 and 15-29.

Hamro Team has been very successful in reaching the hearts and minds of young people (13-14 Years) who advised their friends to watch it (46%) and discussed the issues addressed with friends (33%). However, only 10% of total viewers cited specific examples of *Hamro Team* in discussion with others. This may be attributed to the fact that the program lasted only 13 episodes and was not long enough to permanently alter its viewers' perceptions.

The internal survey measured three major attitude shifts among viewers: preference of dialogue over violence, principles of tolerance and mutual respect, and sociopolitical engagement. A slightly higher percentage of viewers than non-viewers rejected violence as a means to solve conflict, instead embracing non-violent means. The chi-square test revealed that this difference was statistically significant.

Viewers of *Hamro Team* were more supportive of tolerance and mutual respect in a heterogenous community. A larger percentage of viewers than non-viewers believed that only tolerance and mutual respect can ensure peace in the community and that if people make a genuine effort to understand each other, the society will be peaceful. A Chi-square test revealed this shift in attitudes among viewers was statistically significant.

Sociopolitical engagement measured that attitude of Nepali viewers toward being politically active and engaged in political process. The viewers of *Hamro Team* were more supportive of the idea that Nepali people should be actively engaged in political processes. However, there was no difference between viewers and non-viewers belief that citizen engagement is a necessary part of the political process to ensure accountability. Similarly, more viewers than non-viewers of *Hamro Team* believed that there are means other than voting an ordinary citizen can pursue to influence the political process. This clearly indicates that there was a higher level of sociopolitical awareness among the viewers than non-viewers

The factor analysis based on three clusters of 'communication and respect', political effectiveness and 'force is the solution of the problem' revealed that the viewers are more supportive of communication and respect than non-viewers. This statistically confirms that there was a significant relationship between viewership of *Hamro Team* and an increase in positive attitudes towards communication and respect. Although the viewers were found to be less likely to accept forceful means to resolve conflict than the non-viewers, there was no statistical data to support this claim. Furthermore, male and female viewers were found to have similar attitudes toward communication and respect, but male viewers were more inclined towards the use of force in resolving conflict than their female counterparts.

The survey revealed that viewers felt emotionally connected to *Hamro Team*. When the main character of *Hamro Team* succeeded, viewers felt happy. When characters suffered, they felt sad. Similarly, the viewers felt sorry for some of the characters of *Hamro Team* and they were emotionally affected by the story of *Hamro Team*.

The survey was not intended for measuring the viewership of the general population, rather as a means to measure attitude shifts among its viewers with the help of three different comparison

groups. Despite *Hamro Team* being aired for a short period with only 13 episodes in it, it has, so far, left a lasting impact on its viewer, as indicated by the statistically verifiable positive attitude change among its viewers. One of the significant findings of this survey was that *Hamro Team* was able to leave a greater impact among young people aged 13-14 years and 15-29 years, which are the primary target groups of the program. In this sense, the program has been successful in reaching its target groups and bringing about intended changes among them. The changes in attitude, the popularity the program gained in a short period of time, and the understanding of the key messages suggests that the program should be continued and has real potential as a message vehicle for urban youth in Nepal.

Annex 1: Tabulation

1.1 Which Is Your Favorite Actor/Character?

Character	Male	Female	Total
Seema	51%	68%	57%
Resham	12%	9%	11%
Sanket	12%	7%	10%
Safiq	8%	4%	7%
Toran	9%	3%	7%
Ricky	5%	8%	6%
Chandrakant	1%	1%	1%
Abhisek	1%	0%	1%
Others	0%	2%	1%
Total	100%	100%	100%

1.2 Where they usually watch TV?

Source	%
No Facility	7%
Cable Line	88%
No Cable Line	5%
Total	100.0

1.3 What Is Your Favorite Time to Watch TV?

Sex	Morning	Afternoon	Evening	Night
Male	3%	0%	22%	40%
Female	4%	11%	16%	36%

1.4 Have You Heard about Hamro Team?

	Yes I Have	No I Haven't
By sex		
Male	76%	24%
Female	66%	34%
Total	72%	28%

	Yes I Have	No I Haven't
By Location		
Students	84%	16%
Job in Private Sector	67%	33%
Job in NGO	67%	33%
Unemployed	62%	38%
Business	57%	43%
Labour	57%	43%
Govt. Employee	52%	48%
Political Cadre	50%	50%
Housewife	48%	52%
Farmer	35%	65%

Total	72%	28%
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1.5 Which Part Did You Like?

	Content					
	Cannot say	Don't Like	Needs to Improve	It Is OK	Good	Very Good
	%	%	%	%	%	%
13-14	10%	0%	11%	42%	34%	3%
15-29	5%	1%	4%	29%	48%	13%
30-44	12%	0%	2%	22%	59%	6%
45 or Above	25%	0%	0%	0%	75%	0%
Total	7%	1%	4%	30%	48%	11%

Age_Class	Story					
	Cannot Say	Don't Like	Needs to Improve	It Is OK	Good	Very Good
	%	%	%	%	%	%
13-14	5%	2%	11%	53%	21%	8%
15-29	4%	2%	5%	30%	49%	10%
30-44	10%	0%	6%	40%	42%	2%
45 or Above	0%	0%	0%	75%	25%	0%
Total	5%	1%	6%	34%	45%	9%

Age_Class	Role of Actors					
	Cannot Say	Don't Like	Needs to Improve	It Is OK	Good	Very Good
	%	%	%	%	%	%
13-14	8%	3%	24%	35%	21%	8%
15-29	4%	3%	14%	30%	38%	11%
30-44	12%	0%	8%	26%	38%	16%
45 or Above	50%	0%	25%	0%	25%	0%
Total	6%	3%	15%	30%	36%	11%

Age_Class	Dialogue					
	Cannot Say	Don't Like	Needs to Improve	It Is OK	Good	Very Good
	%	%	%	%	%	%
13-14	47%	16%	8%	10%	19%	0%
15-29	13%	3%	11%	32%	33%	8%
30-44	22%	2%	12%	24%	34%	6%
45 or Above	50%	0%	25%	0%	0%	25%
Total	18%	5%	11%	28%	31%	7%

	Camera					
	Cannot Say	Don't Like	Needs to Improve	It Is OK	Good	Very Good
	%	%	%	%	%	%
13-14	74%	2%	0%	8%	15%	2%
15-29	28%	1%	5%	18%	32%	15%
30-44	32%	0%	6%	10%	32%	20%
45 or Above	50%	0%	0%	25%	25%	0%
Total	35%	1%	4%	16%	30%	14%

Age_Class		Direction					
		Cannot Say	Don't Like	Needs to Improve	It Is OK	Good	Very Good
		%	%	%	%	%	%
	13-14	87%	0%	0%	2%	5%	6%
	15-29	22%	1%	2%	18%	41%	16%
	30-44	24%	0%	0%	24%	46%	6%
	45 or Above	50%	0%	50%	0%	0%	0%
	Total	31%	1%	2%	16%	36%	14%

Annex 2: Questionnaire

1. Details of Enumerator		
1.1	Enumerator's Name:	
1.2	Date of the Interview:	<i>Please Write in AD</i>
B. Respondent's Demographic Details <i>(Please Circle the answers that apply, DO NOT Tick)</i>		
2.1	Respondent's Name:	
2.2	Sex	1. Male 2. Female 3. Third Gender
2.3	Age (in years)	
2.4.1	District	
2.4.2	VDC	
2.4.3	Tole/Village	
2.5	Marital Status	1. Married 2. Unmarried 3. Divorced 4. Separated 5. Widowed
2.6	Caste/Ethnicity: <u>Hills</u>	1. Brahmin 2. Chhetri 3. Dalit 4. Janajati 5. Others (Specify)_____
2.7	<u>Tarai</u>	6. Brahmin 7. Chhetri 8. Dalit 9. Tharu 10. Muslim 11. Janajati 12. Others (Specify)_____
2.8	Mother Tongue/Native Language	1. Nepali 2. Maithili 3. Magar/Kham 4. Tharu 5. Bhojpuri 6. Awadhi 7. Others (Specify)_____
2.9	Education (Completed)	1. Bachelor's or Above 2. Intermediate 3. SLC 4. Secondary School 5. Primary School 6. General Literacy 7. Cannot read and write
2.10	What is your Main Occupation (Choose or specify only one Job)	1. Unemployed 2. Student 3. Housewife 4. Farmer 5. Media 6. Business 7. NGO/INGO/Private Sector 8. Job in GOs 9. Security 10. Political leader 11. Skilled labor 12. Others_____
2.11.1	Where do you usually watch TV?	0. I don't have a TV facility [Skip to Q 3.3.1] 1. At my home: and 1.1. It's Cable TV 1.2. Not a cable TV 2. At Relative/Neighbor's Place: and 2.1. It's Cable TV 2.2. Not a cable TV
2.11.2	What is your most favourable time to watch the TV programs? 1. Rarely, 2. If got leisure time, 3. If I like the program, 4. Frequently, 5. Most of the time	1. Morning 1 2 3 4 5 2. Afternoon 1 2 3 4 5 3. Evening 1 2 3 4 5 4. Night1 2 3 4 5

3. Questions		
3.1.1	Have you heard about 'Hamro Team'?	1. Yes 2. No [Skip to Q 3.4]
3.1.2	If YES (above), how did you know about the program?	0. Don't know/ I don't remember [Skip to Q 3.21] 1. From friends/relatives 2. By watching myself 3. From Advertisements (newspaper, poster etc) 4. Promotion by the actors of Hamro Team 5. Other _____
3.1.3	If you knew about it from advertisements, from where did you know?	0. Don't know/ I don't remember 1. Posters 2. Hording Board 3. Facebook 4. YouTube 5. Twitter 6. Promotion by the actors of Hamro Team 7. News on a newspaper 8. Advertisement on newspaper 9. Advertisement on television 10. Program conducted in school/campus 11. Bookmarks 12. T-Shirt (printed Hamro Team/Logos) 13. Others _____
3.2.1	Did you watch the serial (Hamro Team)?	1. Yes 2. No [Skip to Q 3.3]
3.2.2	If Yes, how many episodes did you watch?	1. 1-3 episodes 2. 4-6 episodes 3. 7-9 episodes 4. 10-13 episodes 5. I have watched _____ episode(s)
3.2.3	Where did you usually watch Hamro Team?	1. My own Television 2. Neighbour/Relative's Television 3. YouTube 4. Hamro Team's Website 5. Others _____
3.2.4	If watched, when did you usually watch the Hamro Team?	1. Thursday evening at 09:00 2. Friday morning at 09:00 3. Saturday afternoon at 04:00
3.2.5	If watched, why did you watch the Hamro Team?	
3.3	Was there any reason, you could not watch any of the episodes even if you were interested?	1. I had no time to watch 2. My choice was different from my family members 3. Due to no electricity (Load Shedding) 4. Technical problem (e.g. No signal) 5. There was other good programs at that time 6. Other _____
3.4	What Kinds of serial would you like to watch?	
3.5	The program i.e. 'Tito Satya' & 'Hamro Team' was being broadcasted at same time, which program did you watch mostly?	0. Don't know 1. Not any 2. Hamro Team only 3. Mostly Hamro Team 4. Mostly Tito Satya 5. Both 6. Mostly Tito Satya on Thu 7. Only Tito Satya on Thu

		8. Thursday Hamro Team and Friday Tito Satya 9. Friday and Saturday Hamro Team, Thursday Tito Satya
3.6.1	How do you like the serial – Hamro Team?	0. Cannot say [Skip to Q 3.7] 1. I didn't like it 2. It was "OK" 3. Moderate 4. Good program 5. It was an excellent show
3.6.2	Which part(s) did you like the most? 0. Cannot say, 1. Did not like, 2 Need to be improved, 3. It was OK, 4. Good program, 5. Excellent program	1. Content Why? 0 1 2 3 4 5 2. Story Why? 0 1 2 3 4 5 3. Acting of Actors Why? 0 1 2 3 4 5 4. Dialogue Why? 0 1 2 3 4 5 5. Camera Why? 0 1 2 3 4 5 6. Direction Why? 0 1 2 3 4 5
3.7	Is it possible to lead a male team by a female? If yes/no why? <i>(Those who did not watch the serial, please ask this question not relating to the serial)</i>	0. Don't Know/Cannot Say Why? 1. Possible 2. Not possible
3.8	As shown in the story, is there any conflict situation in your community? <i>(Those who did not watch the serial, please ask this question not relating to the serial)</i>	0. Cannot say 1. Yes, but it cannot be resolved 2. Yes and it can be resolved/managed 3. No conflict in my community
3.9.1	Who was your most favourite character?	
3.9.2	Why did you like him/her?	
3.10.1	Who was your least favourite character?	
3.10.2	Why did you dislike him/her?	
3.11	What did you do after watching the 'Hamro Team'?	1. Nothing 2. Told neighbouring friends to watch the serial. 3. Discussed with neighbouring people on the serial 4. Commented/wrote something in Facebook/Twitter

		5. Others _____
3.12.1	Do you discuss about Hamro Team as any examples?	1. Yes 2. No (Skip to 3.13)
3.12.2	If yes, please explain about the example.	
3.13	What you have got message from the 'Hamro Team'? (Mention main three examples only)	0. Don't know/Can't say 1. 2. 3.
3.14.1	Does your life match to any actor/character(s) of Hamro team?	0. Don't Know 1. Yes 2. No
3.14.2	If matches, with which actor/character?	
3.15	Do you have any suggestions/feedback for new episodes of Hamro Team (Coming up seasons)?	
3.16	What is your dream?	

-- Thank you very much for your participation and the time --

Narrative statements

For viewers and non-viewers

...Do you agree or disagree...a lot or a little?	Strongly disagree	Disagree a little	Agree a little	Agree strongly
Sometimes violence is the best way to solve a problem or a dispute. <i>[Preference of dialogue over violence]</i>				
There is always an alternative to violence when solving problems. <i>[Preference of dialogue over violence]</i>				
Sometimes there is no point in talking because force is the only effective strategy. <i>[Preference of dialogue over violence]</i>				
It's always better to discuss things calmly before resorting to violence. <i>[Preference of dialogue over violence]</i>				
No matter how severe the problem it can be solved through dialogue. <i>[Preference of dialogue over violence]</i>				
People of different ethnicities would get along better if they made more of an effort to understand each other. <i>[Tolerance & Mutual Respect]</i>				
Even if people are from different religious groups they have more in common than they think. <i>[Tolerance & Mutual Respect]</i>				
In a peaceful community it is necessary for different groups to respect each other. <i>[Tolerance & Mutual Respect]</i>				
Some differences between groups are just too difficult to overcome. <i>[Tolerance & Mutual Respect]</i>				
In Kenya people are actively involved in the political process. <i>[Social/Political Engagement]</i>				
We should engage more politically to make the government's work more transparent. <i>[Social/Political Engagement]</i> We need to be more active politically to influence political decisions. <i>[Social/Political Engagement]</i>				
People like me cannot have any influence on the government anyway. <i>[Social/Political Engagement]</i>				
Apart from voting there is no other way to influence what the government does. <i>[Social/Political Engagement]</i>				
Sometimes politics are so complicated that someone like me does not understand what is going on. <i>[Social/Political Engagement]</i>				
Even people who are not in a position of power can bring public attention to crimes and corruption. <i>[Social/Political Engagement]</i>				

For viewers only

<i>When I watched the show...</i>	Strongly disagree	Disagree a little	Agree a little	Agree strongly
... I sometimes had a hard time making sense of what was going on in the program. (-) <i>[Narrative Understanding]</i>				
... My understanding of the characters was unclear. (-) <i>[Narrative Understanding]</i>				
... I had a hard time recognizing the thread of the story. (-) <i>[Narrative Understanding]</i>				
... I often found my mind wandering while the program was on. (-) <i>[Attentional Focus]</i>				
... I found myself thinking about other things. (-) <i>[Attentional Focus]</i>				
... I had a hard time keeping my mind on the program. (-) <i>[Attentional 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>				
... 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>				
... at times during the show, the story world was closer to me than the real world. <i>[Narrative Presence]</i>				
... the story affected me emotionally. <i>[Emotional Engagement]</i>				
... when a main character succeeded, I felt happy, and when they suffered in some way, I felt sad. <i>[Emotional Engagement]</i>				
... I often felt sorry for some of the characters in the program. <i>[Emotional Engagement]</i>				

Annex 3: Questions for Focus Group Discussion

Purpose level indicators: Citizens have increased knowledge of collaborative problem solving, thereby becoming more effective at engaging constructively on governance issues at a local level.

1. How do you collaborate with people in your community?
2. What are the main issues in your community?
3. How do you solve issues related to:
 - corruption,
 - gender inequality,
 - interethnic conflict
4. How are youth engaged- in local decision making? playing by the rules, ethical leadership,
5. To what extent do you think you can solve problems through dialogue or other collaborative ways?
6. Main message from HT?
7. What you have taken out as

3. Accountability: Enhanced awareness and attitudes of viewers of The Team about the possibilities and responsibilities regarding their ethnic and national identities. (Eg non-violent cooperation)

1. Are there any different perspectives that have emerged due to different caste/ethnicity, relationship?
2. Has your perception of __ changed? In what way?
3. Would you like to improve your relations with people from other ethnic groups?
4. Why do you want to improve them?
5. How do you intend to improve them?
6. Describe any actions you have taken in the last 6 months to foster better ethnic/ caste relations

4. Accountability: Officials, who have watched/ listened to The Team or participated in outreach activities, have increased commitment to rule of law and social inclusion and or other themes addressed in the Team

1. How do you respond to demands of citizens for action or accountability:
 - a. on corruption,
 - b. local violence,
 - c. rights of marginalized groups,
 - d. Person suffering from class and gender divide?
2. Has your response changed over the last 6 months?
3. In what way has it changed? Or why has it not changed?
4. What contributed to the change?

5. Accountability: 5. Citizens believe that they have a role to play in improving leadership at multiple levels

1. How do you deal with the people who have different perspective, principle and interests that yours?
2. Is it possible to get common ground to enhance a common understanding?
3. In what way?

4. What are the challenges to common ground?
5. Which characters, in the drama, helped to bring positive/ negative result?

5. Accountability: Strengthened capacity of partner CSOs to address governance issues and engage youth

1. What has working on Hamro TEAM etc brought you? (open)
2. What technical skills have you gained? (open)
3. How have you addressed the themes of Hamro TEAM etc?
4. What changes have you made to the way you work with this experience?

Responsiveness: 7. Citizens work with local officials on issues addressed The Team

Have you had any interactions with local government officials in the last 6 months (yes/no)

What kind of interactions (open)

1. How do you judge the responsiveness of government officials to your demands or interaction? (very responsive to not at all responsive)
2. How was this interaction different to previous interactions you have had before?
3. Can you give examples of a demand or interaction you recently had with local officials?
4. Can you describe the process?