

## *Gimme6* Summative Evaluation Summary, May 2002

### About Gimme6:

Common Ground Productions (CGP) and Sesame Workshop have worked together to develop *Gimme6*, a children's television program focusing on youth relationship building and problem solving.

*Gimme6* uses television as an educational tool for children. Grounded in the belief that children hold a key to a better future, the series encourages positive self-image; helps demystify and break down negative stereotypes; and exposes and educates children on issues of global concern.

### Purpose:

The summative evaluation project sought to gain insight into the overall impact of *Gimme6*, a television series broadcast in Cyprus beginning in December 2001. More specifically, it aimed to gather information about:

- The **lifestyles** of Greek Cypriot and Turkish Cypriot children;
- The series' **reach**;
- The series' **appeal** and children's general reactions to the program; and
- Greek Cypriot and Turkish Cypriot children's **perceptions of each other** and the extent to which *Gimme6* **promoted changes** in children's attitudes, awareness and knowledge.

### Method:

The evaluation combined quantitative and qualitative methodologies. Five hundred eighty-three (583) Greek Cypriot children and five hundred sixty-eight (568) Turkish Cypriot children between the ages of 8 and 12 participated in a quantitative study. The pre-broadcast portion of this study examined children's attitudes about their own and the "other" community. In addition, the post-broadcast follow-up assessed the program's reach and children's reactions to the series. 19 Greek Cypriot and 25 Turkish Cypriot boys and girls participated in in-depth qualitative interviews designed to deepen our overall understanding of children's reactions to the series.

### Findings:

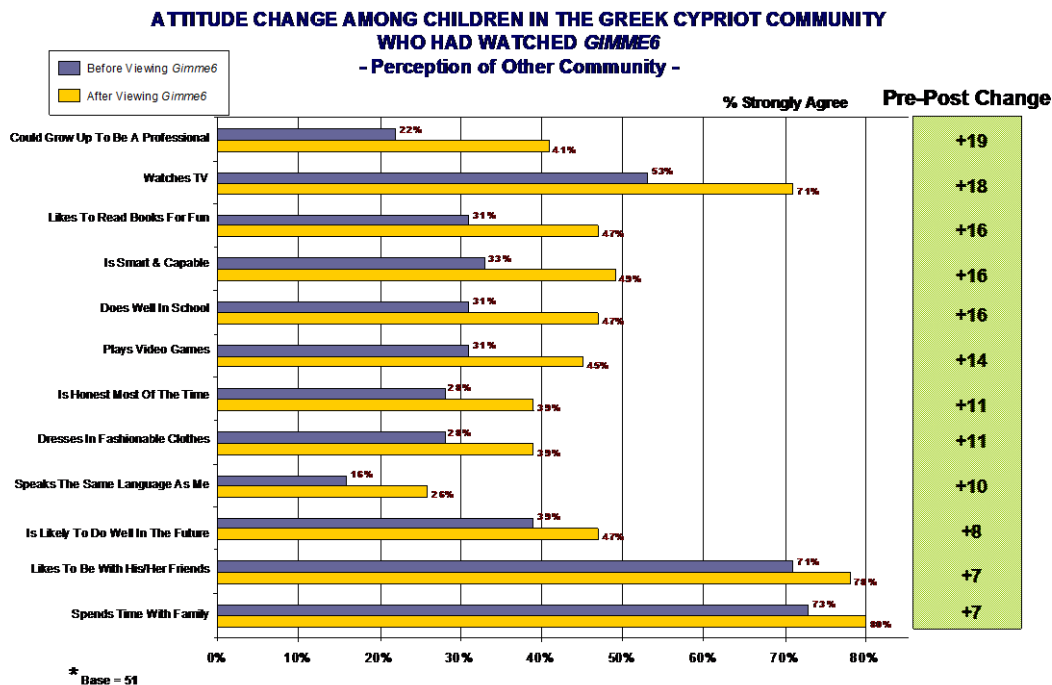
- **Lifestyles:** The content of *Gimme6* (with its multi-national setting and focus on sports and music) provides a relevant viewing experience for Cypriot children.
- **Reach:** The reach of the series was limited. Less than one-tenth (10%) of the Greek Cypriot sample and only one-twentieth (5%) of the Turkish Cypriot respondents watched any of the *Gimme6* episodes. ... *continued on other side*

- **Appeal:** Various assessments of the appeal of the program revealed that children overwhelmingly provide high overall ratings for the series, find the characters and settings appealing, and enjoy the program’s multi-cultural and multi-linguistic elements.
- **Perception of Other:** The ability to assess changes in attitude related to viewing *Gimme6* was limited by the small numbers of children who had viewed.

However, a comparison of the attitudes and perceptions of children who had seen the series to those who had not<sup>1</sup>, revealed that *Gimme6* has potential to help weaken negative cultural stereotypes and help the children in each Cypriot community perceive greater commonality between themselves and other children. The series appears to have had the greatest impact on attitudes related to intelligence/competence/future prospects and shared interests. (See graph below.)

### Conclusion and Recommendations:

Researchers concluded that *Gimme6* has potential to impact the attitudes and perceptions of Greek Cypriot and Turkish Cypriot children if access to the series were increased. Those who had viewed it enjoyed watching the series and apparently internalized some of its basic educational messages. *Gimme6*’s high appeal ratings, coupled with evidence from both the quantitative and qualitative assessments, indicate that the project warrants further attention as an educational platform. For the value of the project to be fully realized, it is recommended that an active and ambitious promotional campaign be designed and executed to increase awareness of a re-broadcast of the series. Supplemental educational activities (such as activity books, comics or novellas, an in-school educational program and a teacher-training program) could enhance the series’ educational impact and broaden its reach.



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<sup>1</sup> Changes in perception were evaluated in the Greek Cypriot community. The base of Turkish Cypriot viewers was too small to permit an assessment in that community.