

Measuring Social and Behavior Change (SBC) Program or Campaign Exposure

Module I: Understanding SBC program or campaign exposure



Learning Objectives

1. Learn different types of SBC program or campaign exposure measures, measurement challenges and how to minimize error.
2. Explore the types of questions and sources of data that can be used to assess SBC program or campaign exposure.
3. Consider how exposure data can be used to inform your SBC program or campaign.



SBC program or campaign exposure is the degree to which the audience recalls and recognizes the program.

Types of SBC Approaches

SBC approaches	Description
Mass-mid and social media	A broad range of media technologies from large (e.g., national television) to small (e.g., community radio) and from one-to-one technologies (e.g., texting) to one-to-many technologies (e.g., television, Facebook).
Interpersonal communication	Employ face-to-face interaction between health promoters/service providers and clients in one-on-one or group settings in a health facility, the home or elsewhere in the community.
Community-based approaches	Emphasize the engagement of civic structures. May involve the use of face-to-face or media channels, they tend to focus on group processes (e.g., participation, consensus building, community dialogue) and the use of public events.
Group-based approaches	Emphasize social structural factors that influence behavioral choices, including the network structure of a social group, the nature of the interpersonal relationships in a network, the role of norms and normative perceptions and the extent to which social and material resources are available and equitably distributed.

SBC approaches are commonly used together in layered approaches

Why Measure Exposure?

To:

1. Determine if the target audience is reached by the SBC program or campaign
2. Capture the degree to which the audience recalls or recognizes the SBC program or campaign messages
3. Determine whether the audience understood the message by isolating those exposed and asking about their comprehension
4. Assess how the audience reacted to the message
5. Evaluate whether exposure to the SBC program or campaign is associated with behavior change

Types of SBC Exposure Measures

SBC exposure	Description	Example questions
Reach	Measures the extent to which the program or campaign reaches the intended audience.	How many decisionmakers (i.e., local or religious leaders) participated in SBC program trainings?*
Awareness: Recall	Recall (Spontaneous) measures if the respondent is aware of the campaign or topic and can provide an affirmative response.	Do you recall hearing or seeing the “X campaign”?**
Awareness: Recognition	Recognition (Prompted) measures if the respondent can provide an affirmative response when prompted with a campaign element (i.e., chime or tag line).	Can you identify the campaign logo (from a group of logos)/Can you complete this campaign slogan: “XXX”?**
Comprehension	Comprehension measures message elements related to information, or an idea being communicated.	Thinking about the radio commercials you heard about family planning; can you tell me one of the messages in these commercials? **
Message reaction	Message reaction measures if a respondent agrees or disagrees with the message.	Did you agree or disagree with the message in the commercial? **

*Data are typically drawn from program quarterly reports or activity logs. **Data are typically drawn from surveys

Measuring Awareness

Recall (spontaneous)

- Uses unassisted questions
- Respondent must be aware of the campaign to provide an affirmative response
- Respondents may confuse another program with the campaign under study and so not intentionally lie but rather respond truthfully but incorrectly.
- Example: Do you recall hearing or seeing the “X campaign”?

Recognition (prompted)

- Uses assisted questions
- Improves probability respondent will mention program or campaign awareness
- Enables the respondent to provide an affirmative response
- Example: Can you identify the campaign logo (from a group of logos)/Can you complete this campaign slogan: “XXX”?

Length of Recall

- When measuring exposure, it is useful to include a recall period. For example, in the last three months, have you heard or seen any messages related to family planning?
- There is no standard for length of recall which may depend on the length of the campaign, potential accumulated effect, etc.
- A longer recall period can increase the chance for a larger number of people to be exposed to the campaign and recall its messages, it can also generate a larger recall bias.

Recall bias occurs when participants in a study are systematically more or less likely to recall and relate information on exposure.

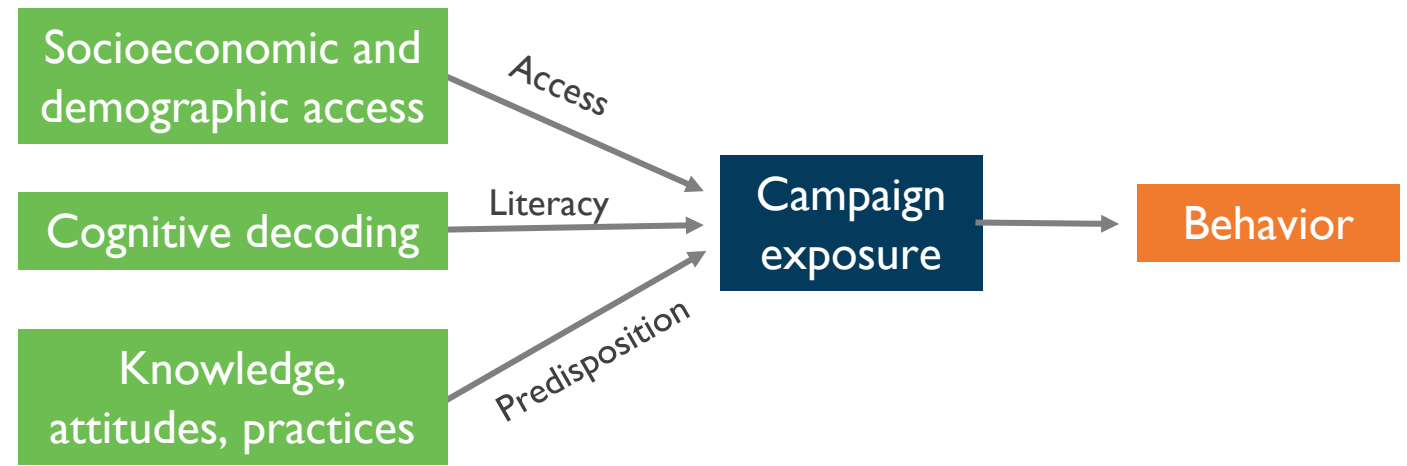
Measurement Challenges: Selective

Attention

Selective exposure is the degree of bias in campaign exposure that affects measurement and interpretation of communication campaign effects.

Measuring levels of access, literacy and predisposition can help to understand factors affecting exposure.

Conceptual Model of Selective Attention



Access: Refers to the ownership and use of specific media and channels. For both socio-economic and lifestyle reasons, there is variation in who has access to media channels.

Literacy: Refers to the ability of individuals to understand and process program messages.

Predisposition: Refers to the effects of behavioral determinants (e.g., knowledge, attitudes) as people with higher knowledge and positive attitudes, for example, are more likely to understand and successfully interpret the message.

Selective Recall

- **Demand bias** (or social desirability bias) occurs when respondents alter their responses to please the interviewer.
 - Respondents will report that they recall or recognize a campaign even if they were not actually exposed to it.
- **Response bias** occurs when respondents change behavior independent of a program but attribute to the program anyway.
 - When a respondent has a favorable attitude to a message or is already engaging in a behavior, and they are asked if they recall the message they will more likely say yes.

How to Minimize Selective Recall

Error

A variety of techniques can be used to improve exposure measurement:

1. Include measures of campaign recall in a baseline instrument
2. Including ringers or false objects that masquerade as true ones to estimate measurement bias which can be as much as 15–25%
3. Use the same question/recognition object in multiple survey rounds
4. Use multiple images from the same campaign

In Summary

- Measuring SBC program or campaign exposure can be a valuable step to determine if the target audience is reached.
- Different types of exposure measures that assess reach, awareness, comprehension and a respondent's reaction to the message can be used to inform and better evaluate program performance.
- Challenges in determining the appropriate length of recall, as well as addressing biases such as recall, demand, and response can be mitigated through the integration of multiple measures at different time points.

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