

HOME

LATEST

TRENDING

MY READS

Company Results

IndiGo Crisis

Mint 50 - Top Mutual Funds

Companies

ITR Filing

Start-ups

Markets

NRI



A still from MTV Shuga. In Nigeria, the show aimed at providing HIV/AIDS-related information changed attitudes, shows a study

How MTV can help drive social change

1 min read . Updated: 25 Jul 2019, 10:11 PM IST

[Nikita Kwatra](#)

In Nigeria, MTV Shuga, a show aimed at providing information related to HIV/AIDS, changed attitudes towards HIV and reduced risky sexual behaviour among Nigerian youth

Topics

[Snap Fact](#) | [MTV Shuga](#) | [HIV/AIDS](#) | [Edutainment](#)

The concept of using entertainment to impart education and drive social change is not a new one but with growing and competing media platforms introducing new content more frequently than before, the 'edutainment' frenzy has escalated off late. And new research suggests that this edutainment can indeed drive social change.

HOME

LATEST

TRENDING

MY READS

Company Results

IndiGo Crisis

Mint 50 - Top Mutual Funds

Companies

ITR Filing

Start-ups

Markets

NRI

not contain any educational content. They find that the educational show largely worked. Young viewers who were exposed to MTV Shuga were less likely to have concurrent sexual partners. They were also twice as likely to get tested for HIV eight months after watching the show compared to those who watched the non-educational show. They also find that reductions in sexually transmitted diseases, such as chlamydia, among women. All these effects were the strongest among the viewers who reported being the most involved in the show's narrative

However, the authors did not find any significant change in attitude towards condom use, despite that being a prominent message in MTV Shuga. One possible explanation could be the strong cultural resistance to condoms in the Nigerian context, which the show failed to overcome. Despite this, the authors argue that the overriding message of the results are that people react to the messages they see on TV. This could have important implications for the use of 'edutainment' methods by policymakers.

Also read: [The entertaining way to behavioural change: Fighting HIV with MTV](#)

Snap Fact features new and interesting reads from the world of research

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HOME

LATEST

TRENDING

MY READS

Company Results

IndiGo Crisis

Mint 50 - Top Mutual Funds

Companies

ITR Filing

Start-ups

Markets

NRI

Currency manipulation charges reek of bilateral hegemony, says RBI Governor

2 min read 08:02 PM IST

Shaktikanta Das' statement comes in the wake of the US Treasury Dept's recent currency report to the Congress, which paints all emerging markets as currency manipulators

Trump went to the extent of specifically mentioning RBI buying dollars from the markets as a proxy of setting the exchange rates

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Government to privatise more airports: AAI chairman

1 min read 08:24 PM IST

The AAI is in the process of identifying 20-25 airports with a traffic of 1 to 1.5 million passengers a year for private development

The government is already in the process of privatizing six airports

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HOME

LATEST

TRENDING

MY READS

Company Results

IndiGo Crisis

Mint 50 - Top Mutual Funds

Companies

ITR Filing

Start-ups

Markets

NRI

Vodafone Idea Q1 loss narrows marginally to ₹4,873.9 crore

1 min read 05:14 PM IST

Vodafone Idea's topline fell 4.3% quarter-on-quarter to ₹11,269.9 crore in the June quarter from ₹11,775 crore in the preceding quarter

The telecom operator's revenue was impacted by customer churn

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Watch: Mint Mutual Fund Conclave 2019

0:00



Government proposes scrapping of vehicles older than 15 years

1 min read 10:11 PM IST

HOME

LATEST

TRENDING

MY READS

Company Results

IndiGo Crisis

Mint 50 - Top Mutual Funds

Companies

ITR Filing

Start-ups

Markets

NRI

Yediyurappa sworn in as Karnataka chief minister for record fourth time

3 min read 08:52 PM IST

The Congress-Janata Dal (Secular) or JD(S) coalition lost the confidence motion 99-105 on Tuesday

The BJP, other than its internal problems, faces an uphill task when it assumes office in Karnataka

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Tesla may run on Indian roads in 2020: Elon Musk

2 min read 07:42 PM IST

Tesla CEO Elon Musk has been moving back and forth on his India dream for couple of years and is unable to take the next big step

Moving Tesla cars to India would be easy from the Gigafactory Shanghai once it starts operations

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HOME

LATEST

TRENDING

MY READS

Company Results

IndiGo Crisis

Mint 50 - Top Mutual Funds

Companies

ITR Filing

Start-ups

Markets

NRI

CAMS imposes withdrawal limit of ₹10 lakh per month on online platform

3 min read 04:29 PM IST

The limit only applies to withdrawals from the MyCAMS portal and not through other modes

The limit applies to multiple PAN numbers as well, if they are linked to a common email address

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No blockbuster from PVR in the June quarter

1 min read 12:31 PM IST

Why investors needn't get excited about Ambuja's improved margins

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Troubles mount for Tata Motors' investors as losses, debt widen

2 min read 25 Jul 2019

HOME

LATEST

TRENDING

MY READS

Company Results

IndiGo Crisis

Mint 50 - Top Mutual Funds

Companies

ITR Filing

Start-ups

Markets

NRI

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Super failure: Horrors of IIT dream

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Mid-cap mayhem: Long road to recovery

10 min read 23 Jul 2019

How Kargil won itself back

17 min read 04:39 PM IST

Twenty years after the 1999 war, locals and the administration are working to change the war narrative that has long stuck to this district in western Ladakh

Lounge travels to four community-run museums set up to preserve Kargil's rich cultural heritage

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HOME

LATEST

TRENDING

MY READS

Company Results

IndiGo Crisis

Mint 50 - Top Mutual Funds

Companies

ITR Filing

Start-ups

Markets

NRI

Subhash Chandra Garg says discussed VRS proposal with PMO on 18 July

3 min read 06:05 PM IST

Subhash Chandra Garg formally applied for VRS on 24 July

Garg, a 1983 IAS officer from the Rajasthan cadre was removed as finance and economic affairs secretary and was transferred to the power ministry as its top bureaucrat

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The race to finish a marathon in under two hours

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HOME

LATEST

TRENDING

MY READS

Company Results

IndiGo Crisis

Mint 50 - Top Mutual Funds

Companies

ITR Filing

Start-ups

Markets

NRI

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No new changes in online ITR forms, says CBDT

4 min read 23 Jul 2019

Income tax return filing: ITR Forms 2, 3 unchanged since April 2019

1 min read 22 Jul 2019

Heavy rains in Mumbai: Uber gets slammed on Twitter for 'insensitive' pricing

1 min read 09:41 PM IST

Uber's pricing left people on Twitter fuming at the taxi-hailing app while the maximum city was getting subjected to heavy downpour

IMD also predicted heavy to very heavy rainfall in Mumbai, Thane and Navi Mumbai in the next 24 hours

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HOME

LATEST

TRENDING

MY READS

Company Results

IndiGo Crisis

Mint 50 - Top Mutual Funds

Companies

ITR Filing

Start-ups

Markets

NRI

Engineering degree holders can't be appointed as junior engineers: HC

1 min read 09:53 AM IST

Engineering degree holders are ineligible to participate in the selection process of junior engineers, court has said

The UP government had invited applications from only those holding a diploma in engineering

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Mob lynching: SC issues notice in PIL seeking implementation of previous order

1 min read 04:53 PM IST

The court was hearing a petition filed by the Anti-Corruption Council of India Trust

The top court had held that the act of mob lynching and violence would 'invite serious consequence under the law'

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HOME

LATEST

TRENDING

MY READS

Company Results

IndiGo Crisis

Mint 50 - Top Mutual Funds

Companies

ITR Filing

Start-ups

Markets

NRI

20 years of Kargil War: Army Chief warns Pak not to repeat the 'misadventure'

1 min read 05:55 PM IST

General Bipin Rawat issued a stern warning to Pakistan saying it will get a 'bloodier nose' if it chooses to go into another war with India

26 July is celebrated as Kargil Vijay Diwas every year to mark India's triumph over Pakistan on this day in 1999

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