Pretesting materials

DISCUSSION GUIDE

Alive & Thrive used this guide to pretest the draft TV spots and other materials for a mass media campaign on infant and young child feeding.

Note for the moderator

Primary audience: Pregnant women and mothers

Pretest location: Dhaka (urban slums), Chittagong and Rangpur (rural)

Objectives of the study

• Understanding attitude towards advertisements
• Evaluating appeal, comprehension and relevance
• Fine-tune based on overall findings

Stimulus to show to groups

• 6 TV spots
  45-60 seconds
  Stilomatic

• 6 Radio spots
  45-60 seconds
  Audible

Start discussion

1. Introduction of Moderator
2. No right or wrong answers
3. We are making an audio recording/How we will protect your confidentiality
4. We would like to ensure that everyone participates
5. Please silence your mobile phones
6. Please start by telling us about your family: the number of family members, their occupations

A. Context (10 min)

1. Can you tell me what are the media you are exposed to [MODERATOR TO TAKE SPONTANEOUS RESPONSES AND THEN PROBE FOR THE FOLLOWING]
   • TV
   • Radio
   • Newspaper, Magazine
   • Billboard, Leaflets, Posters, Stickers

2. If I asked you about your media habits… then what would you say… which media you enjoy most… why… when do you watch TV and listen to radio… why
   • What are the channels/programs you watch on TV?
   • What are the programs you listen to on radio?
   • Which newspaper/magazine do you like to read… which sections… why?

Case study, February 2012

To access videos, tools, and resources visit:

aliveandthrive.org/research-to-action
3. Which are your favorite TV ads… why… what about radio ads… do you like any printed ads (newspaper, poster etc)… which ones… why?

4. Suppose there is a mother who has two children… but one is healthy and another is not healthy… how would we understand that which child is healthy and which child is unhealthy… can you please describe the attributes of a healthy child and an unhealthy child?

5. I have some words with me… I would like to know what you call them in local language
   • Colostrum or first milk
   • Breastfeeding
   • Complementary feeding
   • Cup or plate used for small child’s food

[MODERATOR TO ROTATE TV AND RADIO SPOTS AMONGST GROUPS AND INTERVIEWS]

B. Evaluation of concepts (3 TV spots): (45 min)
Now I will be showing you something on laptop. It has not been finalized yet and it will be finalized based on your suggestions. This is not yet published, so please look at them carefully and tell me how you feel. Please feel free to share your opinion on this, do not hesitate to comment and give me as much suggestions as you can to improve this.

[MODERATOR TO EXPOSE THREE ADVERTISEMENTS (TV SPOTS) ONCE AT A TIME TO THE RESPONDENTS. PLEASE ROTATE ORDER IN GROUPS/INTERVIEWS]

6. What do you feel after watching the ad… what are your first thoughts… moods… feelings… what does it remind you off… why?

7. What are the elements that you have noticed in the ad… what are the things that immediately caught your attention while watching the ad… why?

8. Suppose we have to give points to this ad based on the appeal… what marks would you give on a scale of 10… why [MODERATOR TO PROBE FOR REASONS OF HIGHER NUMBERS AND LOWER NUMBERS]
   • What are the elements you liked… why?
   • What are the elements you did not like… why?
   • What changes should be made to improve the elements [MODERATOR TO COLLECT FINE TUNING CUES FOR DETRACTING ELEMENTS]

9. What is the main message that this ad is trying to convey… what are they trying to tell us… why do you feel so… what in the ad tells you that?

10. What do you think was happening in the story/idea… suppose you have to narrate the story what you have seen here to your neighbors… then what would you say… how would you explain the entire story?

11. In one line what would you say is the key message that the idea is trying to communicate?

[MODERATOR TO PLAY THE AD AGAIN AND ASK THE FOLLOWING QUESTIONS]

12. Was there anything additional that you understood from the idea/story… Perhaps something that you did not understand/notice the first time I played it for you but something that you understood/noticed the second time? What would that be… why didn’t you notice it first time?
13. If you are asked in a talk show how important this information is in your life, what you would say… why… for whom is it most important… why… is this important to our society… why/why not?

14. Is there anything unbelievable… what are those… is there anything that you feel is exaggerated… why/why not… which elements in the ad are exaggerated… why do you think so?

15. If I was to ask you what you would recall from the idea a week later… what would you say… which element did you find the most striking / memorable… why?

16. Is there any new information that you have learnt from the ad… what are those… do you think the information communicated is sufficient to educate mothers and other family members… why/why not… any other information you would like to add?

17. What do you think about the overall ad… after watching the ad what would be people’s reaction… will they take the advice of the TV ads… why/why not… who would be willing to follow and who would be unwilling to follow… why?

18. How can we improve the ad that would strengthen the comprehension and help people practice?

[MODERATOR TO EXPOSE THE OTHER 2 ADVERTISEMENTS (TV SPOTS) TO THE RESPONDENTS AND REPEAT QUESTION NUMBER 5 -18]

C. Evaluation of concepts (3 radio spots) (45 min)

Now I will be playing something on laptop. It has not been finalized yet and it will be finalized based on your suggestion. This is not yet published, so please listen to them carefully and tell me how you feel… please feel free to share your opinion on this... do not hesitate to comment and give me as much suggestions as you can to improve this.

[MODERATOR TO EXPOSE THREE ADVERTISEMENTS (RADIO SPOTS) ONCE AT A TIME TO THE RESPONDENTS. PLEASE ROTATE ORDER IN GROUPS/ INTERVIEWS]

19. What do you feel after listening this… what are your first thoughts... moods... feelings... what does it remind you off… why?

20. What are the things that you have immediately noticed in the ad… what are the things that caught your attention while listening to the ad… why?

21. Suppose we have to give points to this ad based on appeal… what marks would you give on a scale of 10… why? [MODERATOR TO PROBE FOR REASONS OF HIGHER NUMBERS AND LOWER NUMBERS]
  • What are the things you liked… why
  • What are the things you did not like… why
  • What changes should be made to improve the things (MODERATOR TO COLLECT FINE TUNING CUES FOR DETRACTING VOICE OVERS)

22. What is the main message that this ad is trying to convey… what are they trying to tell us… why do you feel so… what in the ad tells you that?

23. What do you think was happening in the drama / idea… suppose you have to narrate the story what you have seen here to your neighbors… then what would you say… how would you explain the entire story? [MODERATOR TO PLAY THE AD AGAIN AND ASK THE FOLLOWING QUESTIONS]
24. Was there anything additional that you understood from the idea/story… perhaps something that you did not understand/notice the first time I played it for you but something that you understood/noticed the second time… what would that be… why didn’t you notice it the first time?

25. If you are asked in a talk show how important this information is in your life, what you would say… why… for whom is it most important… why… is this important for our society… why/why not?

26. Is there anything unbelievable… what are those… is there anything that you feel is exaggerated… why/why not… which voice overs in the ad are exaggerated… why do you think so?

27. If I was to ask you what you would recall from the idea a week later.. what would you say? Which element did you find the most striking / memorable? Why?

28. Is there any new information that have learnt from the ad… what are those… do you think the information communicated is sufficient to educate mothers and other family members… why/why not… any other information you would like to add?

29. What do you think about the overall ad… after watching the ad what would be people’s reaction… will they take the advice of the radio ads… why/why not… who would be willing to follow and who would be unwilling to follow… why?

30. How can we improve the ad that would strengthen the comprehension and help people practice?

[MODERATOR TO EXPOSE OTHER 2 ADVERTISEMENTS (RADIO SPOTS) TO THE RESPONDENTS AND REPEAT QUESTION NUMBER 19 - 30]

ASK ONLY FOR THE FOLLOWING ADS (FOR BOTH TVC & RADIO SPOT)
- For grandmother’s role: Early initiation, Insufficient milk
- For father’s role: Father (Dad’s participation)

31. How do you feel about the father/grandmother’s role shown in the advertisement… why… what happens in our society… does father/grandmother play the same role shown in the ad… why/why not?

32. Should we communicate anything else to motivate fathers/grandmothers so that they know what they should feed their child/grandchild within first 2 years and how they can help wife/daughter-in-law?

D. Thank and wind up