

2010 QUANTITATIVE AND QUALITATIVE EVALUATIONS: 'KILNA BIL HAYY' TV PROGRAM

Since 1991, Search for Common Ground has conducted multi-track efforts to promote peace, cooperation, and security in the Middle East. SCFG in the Middle East develops independent media, uses the media to discuss critical issues, encourages local capacity building **in conflict transformation**, convenes regional dialogues and builds regional cooperation.

“Kilna Bil Hayy” is a children’s program broadcasted on LBC during the summer of 2009, which has the a long term goal of **building the psychological foundation for a future of peaceful co-existence and prosperity in Lebanon**. To assess the progress and impacts of this program on viewers, both qualitative and quantitative evaluations were carried out.

A quantitative survey was conducted to understand the level of short-term effect the program had on respondents and if it had changed their views towards other people from different sects and ethnicities. The sample consisted of parents, teachers and children and was split between viewers of the program and non viewers.



Qualitatively, the objectives of evaluating the TV program were to arrive at a concrete understanding of the short-term effects of the “Kilna Bil Hayy” program on its viewers by drawing comparisons between knowledge and attitudes of viewers and non-viewers towards other communities. To do so, focus groups of adults and triads (3 person mini-focus group) of children were carried out.

Ultimately, a number of promising points were highlighted in both evaluations.

SFCG PROMOTES SOLIDARITY, LOVE AND RESPECT AMONG VARIOUS SOCIAL GROUPS

The program evokes values of unity, solidarity, love and respect among multiple dissimilar social groups or communities. The peaceful coexistence of families from different sects and ethnicities in the same building sets an example of possible harmony that can develop despite the religious differences.

These values are recognized through the varied stories of the program that do not show discrimination between sects and ethnic groups. Shiite, Sunnis, Druze and Christians are living peacefully together.

This society is perceived by children to be strong in preserving the power of unity by supporting and helping whoever is “the other” in need, regardless of sect and/or political inclination.

SFCG FACILITATES SOCIAL CONTACT BETWEEN GROUPS

“Kilna Bil Hayy” has been effective in changing the way people talk about others. It has helped people avoid previous judgment against others.

The series is also believed to have increased frequency of which people encounter other children/people from different sects/groups. 46% of respondents say that they now encounter individuals from other sects and social groups more frequently after viewing the program.

SFCG PROMOTES DIALOGUE AS AN EFFECTIVE MEANS TO END CONFLICT

"It has gathered all sects together"

- Child participant

One of the central messages in Kil Bilna Hayy is that problems ought to be solved through dialogue and communication promoting a spirit of openness and collaboration, as opposed to coercion and violence. A teacher of some of the children viewers noted that the children "used to fight: but now they "gather in their common room and **solve their disagreements through dialogue.**"

RECOMMENDATIONS

Below is a sample of recommendation given in the evaluation reports:

1. There is a need for more accurate depiction of the commonalities and differences between different religions, sects or groups in Lebanon, as few respondents could not identify with the characters and therefore, could not relate to them.
2. It is recommended that the program provide viewers with more insight on how they can change their views of others in society by focusing on the necessity to respect the cultures and traditions of the different sects in the country and providing examples.
3. Shed light on the virtues of every sect and ethnic groups. This seems to be necessary for the Armenian and Palestinian communities who feel that they are represented in a wrongful way.
4. To consider sensitive topics that cannot be easily discussed between children and parents. This will permit children to get the advice on similar situations from the program.
5. To depict the positive as well as the negative aspects of Lebanon. This would add to the authenticity of the program. (Political inclinations and belonging to certain parties with their ensued conflicts, economic and environmental conditions, etc.)
6. To be more comprehensive and to also address adults to help them treat their children in a positive way. Adults also need to improve their awareness since children's attitudes are a result of parent's behavior.

Source: This document is a summary of, and taken directly from "Evaluation of Kilna Bil Hayy Program" and "Qualitative Research: Evaluation of 'Kilna Bil Hayy' TV Program" by the Pan Arab Research Center (PARC). A copy of these documents can be acquired at <http://www.sfcg.org/sfcg/evaluations/mideast.html>, or by contacting Nick Oatley, Director Institutional Learning at Search for Common Ground at noatley@sfcg.org

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