



# Know Zone

## In school research

- Prepared for: Mediae
- Date: 7<sup>th</sup> Jan 2010

## Introduction

### Background

Know Zone is a locally produced educational series intended to support and enrich Kenyan children's learning of English language, maths and life-skills. Through its education programme, DFID Kenya has funded the production of sixty half-hour episodes which cover one full school year of programmes. Two episodes are aired weekly on Citizen TV on Tuesdays and Thursdays at 5.30 pm with an omnibus on Saturday at 5.00 – 6.00 pm. All the content's core elements are specifically designed to enrich and parallel week-by-week the teaching of Kenya's primary school standard 4 English and Maths courses, integrated with life skills and environment-related materials.

It is against this that research (self administered test) was carried out after airing of selected series to establish the impact on class 4 children.

### Study objectives

- To measure the impact of Know Zone (KZ) programme on improving children's knowledge on
  - English language
  - Maths
  - Environmental issues
  - Life skills

## Introduction

### Method

22 schools were randomly selected across 5 provinces. In each school a standard 4 class was selected, for schools with multiple streams only one class was selected randomly.

The entire class was then given a self administered test. With the realization that in some of the rural schools the curriculum is taught in "mother tongue" and as a result some children might have difficulties reading the questions, supervisors read out each question and allowed time for the children to fill in their responses. This minimize incidence of children in the rural areas not participating as a result of their inability to read English.

Fieldwork run from the 16<sup>th</sup> of November – 26<sup>th</sup> of November 2009.

Completed questionnaires were then captured using scanning and data was aggregated and analyzed using SPSS .

## Introduction

### Sample profile

Province	District	No. of schools	No. of students
Nairobi	Nairobi	4	184
Coast	Mombasa	2	67
	Kwale	1	29
Central	Murang'a	2	76
	Thika	2	65
Eastern	Meru Central	1	21
	Machakos	2	149
Western	BugomaSouth	2	56
	Butere/Mumias	2	57
Nyanza	Kisumu	4	120
Total		22	824

\*See appendix for list of schools sampled

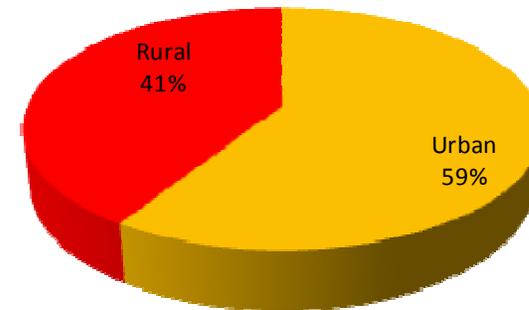
The test was administered on class 4 children with a median age 10 years. Gender ratios in the classes was 1:1 (boys:girls)

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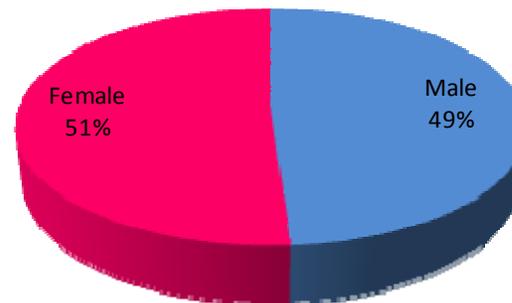
Mean age	10 years
Median age	10 years
Maximum age	15 years

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**Rural urban split**  
n=824

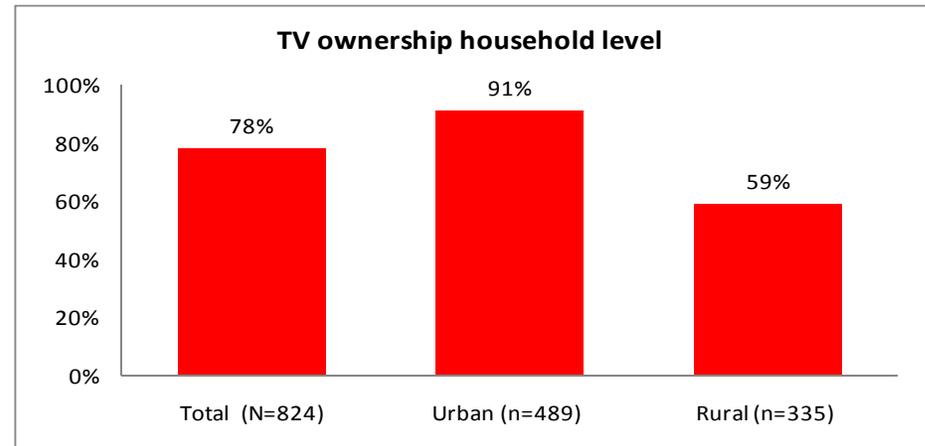


**Gender split**  
n=824



## TV viewership

Although a rural sample was included, it was important to ensure a good number of TV viewers and subsequently Know Zone viewers for analysis purposes, as such the rural schools were not in very remote areas. TV ownership therefore might be higher than the national average.



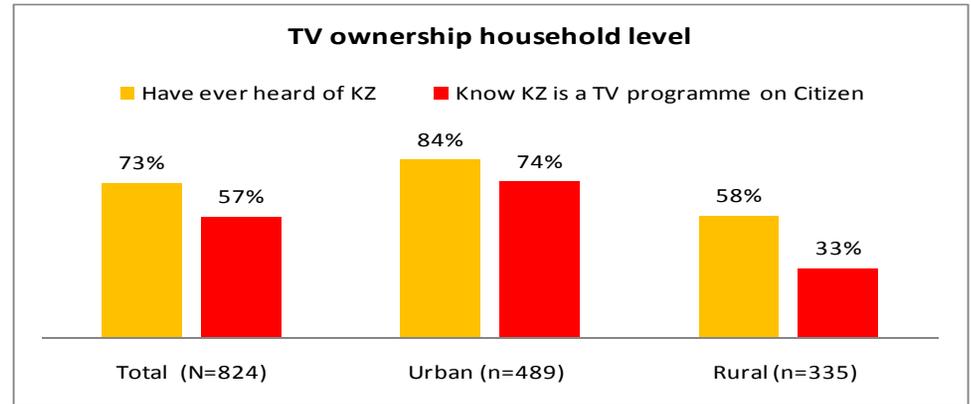
When you watch TV what do you like watching	Total (N=644)	Urban (n=447)	Rural (n=197)
Cartoons	66%	73%	49%
Games	58%	66%	39%
Story telling	56%	63%	41%
Music	52%	57%	38%
Sport	47%	54%	32%
Drama	45%	53%	28%
Learning about animals	44%	53%	21%
Learning about Kenya	37%	43%	22%
Teaching	36%	40%	26%

Those with a TV were probed as to their favourite programmes and cartoons (73%) top the list more so in urban areas while teaching (40%) has the lowest mention.

\*Multiple mentions

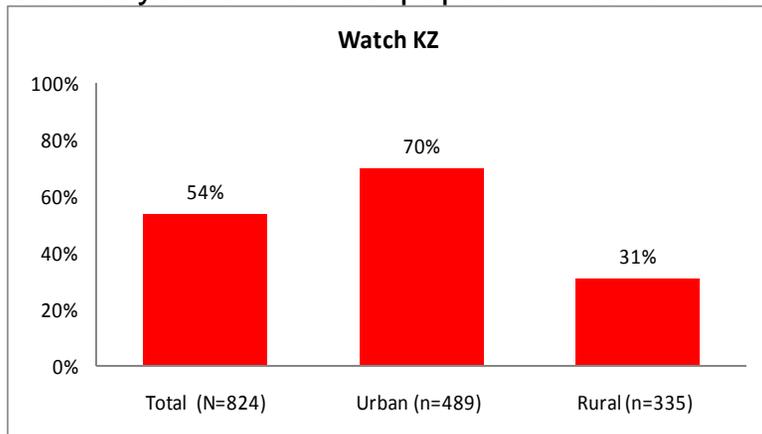
## Know Zone (KZ) viewers

Whereas 73% have ever heard of KZ, slightly over a half (57%) were able to describe it correctly as a TV programme aired on Citizen TV. Awareness of KZ is significantly higher in urban (74%) than in rural areas (33%).



Overall 1 in every 2 children have ever watched KZ, these children also correctly know that KZ is a TV Citizen programme. Whereas 7 in every 10 children have watched KZ in urban areas, 3 in 10 have done so in rural areas.

Of those that have ever watched KZ, the majority (92%) have done so recently (in the last 2 weeks ) and Saturdays are the most popular times for watching the programme .



When is the last time you watched KZ n=445 (ever watched KZ)		When do you watch KZ most often n= 445 (ever watched KZ)	
This week	25%	Tuesdays and Thursdays	29%
Last week	67%	Saturdays	57%
In the last one month	5%	School holidays	10%
A long time ago	2%	School Term	3%

## Know zone viewers

1) Where did you first hear about Know Zone (ever watched KZ)	
TV	42%
Friends	33%
Teacher	15%
Parents	7%
Others	3%

- 1) A third (33%) heard about KZ for the first time from friends but the majority (42%) heard about it from TV.
- 2) When asked about their favourite items on KZ, Junction Junior (JJ) is definitely a favourite. Rural viewers are less familiar with the various aspects of KZ.

Favourite Item on MJ. Base ever watched KZ	Total (N=445)	Urban (n=342)	Rural (n=103)
Junction Juniors	73%	75%	66%
African Tales	55%	61%	36%
Wild Zone	49%	54%	33%
Learning Zone	49%	55%	28%
Art Zone	46%	51%	26%
Out There	35%	41%	16%

Following on, almost all viewers (98% across both rural & urban) have watched Junction Junior. Based on those that have watched JJ, the main teachings of JJ and the issues that resonated from the Xmas episode are listed in the table below. Only 38% get the answer correct for where JJ visited during the Xmas period. There are some areas of misunderstanding that can be addressed in subsequent series (e.g. 22% think that water conservation should only be in dry areas)

What does JJ teach (n=435 for all)	What did JJ viewers learn about Xmas	Where did JJ visit during Xmas			
It is important to work together	67%	It is time of giving and sharing with the less fortunate	68%	The IDP camp	38%
To forgive people	59%	It was a time to receive lots of gifts	23%	The Zoo	28%
To help people	58%	It was time to stay at home	7%	The boma rescue centre	21%
That tribe should not decide who your friends are	22%	it was time to eat lots of food	3%	The health centre	13%
You should save water only if live in a dry area	22%				
That English is not as important as maths	11%				
To manage your money	11%				

## Know Zone viewers

Chose 2 people you like

most in KZ Base ever watched KZ	Total (N=445)	Urban (n=342)	Rural (n=103)
Marara	54%	55%	49%
Teacher Pendo	53%	50%	64%
Maspeedy	29%	31%	20%
Wanja	17%	19%	9%
Ranger Rukia	16%	18%	10%
Charlie	9%	9%	6%

Those that have ever watched KZ were probed as to their favourite personalities on the programme. Marara is the most popular amongst the urban viewers while Teacher Pendo is most popular in rural areas.

Spontaneously over 90% feel that KZ helps them do better in school and when asked specifically what they have learnt, areas with 10% or more mentions are listed below .

What have you learnt from KZ

(spontaneous)

Base ever watched KZ	Total (N=445)
Maths	33%
How to spell	32%
Wild animals preservation	23%
Art	20%
English	15%
Learnt about African tales	13%
Environmental conservation	12%
How to share	11%

## Scores

Analysis focus on KZ viewers (view KZ, know it's a Citizen TV programme) and non-viewers. Topics have been classified under various headings as per the test which highlights the marking scheme(attached). For questions where multiple answers were require, a question was ticked as correct only if all the correct responses were ticked.

Scores	N	Know Zone Viewers	Non Viewers
		445	379
Overall	Mean	50.9	36.6
	Median	52.1	33.8
English	Mean	51.3	37.9
	Median	50.0	38.9
Reading Time	Mean	53.5	36.4
	Median	57.1	35.7
Algebra/Maths	Mean	71.2	46.3
	Median	66.7	33.3
Environmental Issues	Mean	52.0	41.5
	Median	54.6	40.9
Knowledge on Tourism	Mean	31.9	20.0
	Median	33.3	16.7
Knowledge on Communication	Mean	39.5	24.9
	Median	33.3	16.7
Knowledge on Christmas	Mean	77.1	44.2
	Median	100.0	50.0

Focusing on the median score Know zone viewers perform better than non-viewers across all topics.

# Scores

Analysis focus on KZ viewers (view KZ, know it's a Citizen TV programme) and non-viewers. Topics have been classified under various headings as per the test which highlights the marking scheme(attached). For questions where multiple answers were require, a question was ticked as correct only if all the correct responses were ticked.

Comparison focus on those that have a TV at home and are KZ viewers and those that are Non-viewers but have a TV at home (highlighted columns). The former perform better across all topics with the exception of Algebra and knowledge on communication where the median score is at par.

		Total Know Zone Viewers	Know Zone viewers with TV at home	Total Non Viewers	Non viewers with TV at home	Non viewers with no Tv at home
Scores	N	445	422	379	222	157
Overall	Mean	50.9	52.0	36.6	39.9	32.0
	Median	52.1	53.5	33.8	36.6	31.0
English	Mean	51.3	52.7	37.9	41.8	32.5
	Median	50.0	50.0	38.9	44.4	33.3
Reading Time	Mean	53.5	54.9	36.4	41.0	29.8
	Median	57.1	57.1	35.7	35.7	28.6
Algebra /Maths	Mean	71.2	73.0	46.3	50.0	41.0
	Median	66.7	66.7	33.3	66.7	33.3
Environmental Issues	Mean	52.0	52.6	41.5	43.3	38.8
	Median	54.6	54.5	40.9	40.9	36.4
Knowledge on Tourism	Mean	31.9	32.9	20.0	21.7	17.5
	Median	33.3	33.3	16.7	16.7	16.7
Knowledge on Communication	Mean	39.5	40.2	24.9	28.5	19.7
	Median	33.3	33.3	16.7	33.3	16.7
Knowledge on Christmas	Mean	77.1	79.0	44.2	50.9	34.7
	Median	100.0	100.0	50.0	50.0	50.0

## Appendices

### Lists of schools

School	District
Abothuguchi primary school	Meru
Arina primary school	Kisumu
Bonde primary school	Kisumu
Buchenya primary school	Butere
Bungoma DEB primary school	Bungoma
Busy Bee primary school	Mombasa
Butere primary school	Butere
Dayspring academy	Thika
Diemo primary school	Kisumu
Elijah Kagiri academy	Thika
Fountain gate preparatory	Bugoma
Ganjoni primary school	Mombasa
Kitmikayi primary school	Kisumu
Kwatombe primary school	Machakos
Makini school	Nairobi
Mbiri primary school	Murunga
Ngong Forest primary school	Nairobi
State House primary school	Nairobi
Vidhu Ramji academy	Murunga
Waa primary school	Kwale
Westlands primary school	Nairobi
Machakos primary school	Machakos



Thank You