



## *Project 5*

# **Designing and Testing Public Information Documents on HIV/ AIDS in South Africa**

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# Status of this presentation

A report projects in Subproject 5:

- ✗ A report on the development process leading to a text-focused evaluation instrument
- ✗ A short overview of some of the related projects related
- ✗ Introducing new projects



# Aims

- ✂ To test/develop evaluation techniques and instruments to (pre)test HIV/AIDS public information documents
- ✂ To determine how cultural variables interact with the content, application, usability and validity of these evaluation techniques and instruments
- ✂ Starting point: the development of a text-focused evaluation instrument



# History and future of the Evaluation Instrument

- ✗ An extensive evaluation instrument
- ✗ Text-focused evaluation
- ✗ Based on extensive text analyses
- ✗ Published as electronic article
- ✗ Has been used in a number of smaller projects that should lead to improvement



# We wanted to develop an instrument ...

- ✗ that would help us to reflect on the “traditional” text characteristics
- ✗ that would help us to evaluate argumentation and other persuasion techniques
- ✗ That would help us decide how (culturally specific) beliefs and values should be taken into account (as suggested in some of the models discussed during this workshop)



# Development process

- ✗ Interplay between the design of new, readjusted versions of the instrument and the experiences in applying it to actual documents
- ✗ Compared with results of other, mostly reader-focused, experiments
- ✗ During the first phase: an extensive specific instrument with strong troubleshooting capability



# Categories

- ✗ Source
- ✗ Target audience
- ✗ Goal(s)
- ✗ Value appeals (on basis of work by Van Dyk)
- ✗ Persuasion strategies
- ✗ Content and structure
- ✗ Usage and style
- ✗ Text and graphics
- ✗ Lay-out
- ✗ Analytical and evaluative questions



# Evaluation and future of the Evaluation Instrument

## ✗ Criteria of De Jong & Schellens (1995):

- applicability
- understanding
- validity
- usability

## ✗ Problems that cropped up

- level of knowledge required
- comprehension
- length

## ✗ Nonetheless ...



# Evaluation and future of the Evaluation Instrument

✗ Is it really an instrument for documents on HIV/AIDS? Or is it only a beginning?

What now?

✗ Refinement of the instrument

✗ A large number of students are testing the instrument with a variety of texts

✗ Evaluation instrument → heuristics

✗ Researcher: Erina Basson



# Some of the projects related to text evaluation



# Kramer

## ✂ Objectives:

1. Identifying the relation between the profile of a document designer of a public information document on HIV/AIDS in South Africa and the characteristics (read: quality) of the document.
2. Identifying the relation between the profile of a document designer of a public information document on HIV/AIDS in South Africa and the design process of the document.



# Research design

- ✘ Four documents, four writers or writing teams (Stellenbosch University, Creative Services of City of Cape Town, Old Mutual, Bellville Community Health Project)
- ✘ Analysis by means of Rodenburg & De Stadler
- ✘ Structured interviews



# Outcomes

- ✗ Clear relationships emerge
- ✗ For instance: Bellville Community Health Project's team most knowledgeable, skilled and experienced with defined planning of process
- ✗ Resulting in the best documentation by far in terms of application of Rodenburg & De Stadler
- ✗ Does suggest changes to instrument



# Verwer

- ✦ A challenge for the rainbow nation - on the comprehensibility, attractiveness and persuasiveness of rationality and affect in texts on HIV/AIDS for teenagers in South Africa



# Verwer

- ⌘ Main question: Differences in understanding, the looks and the persuasiveness of texts of a more rational or more affective strategy of persuasion; teenagers of different cultural backgrounds?
- ⌘ Focus on Afrikaner and coloured (!) teenagers



# Verwer

## ✦ Set-up and outcomes

subjects: S-A teenagers

61 white

71 coloured

two text versions based on Slimkoptiener, both telling short stories about people deciding whether or not to have (safe) sex

in text A logical argumentation dominated

in text B heuristics and periferal cues dominated

**outcome** no significant interaction effects of ethnicity and text variants



# Hagen

- ✦ A study into the influence of cultural variables on the appreciation of text combined with pictures in brochures on HIV/AIDS in South Africa
- ✦ Focus on comic strips



# Hagen

- ✘ Two projects
- ✘ Improving the evaluation instrument on this point
- ✘ Experiment on the effect of strips on readers from different cultural groups
- ✘ Material: George's story (Soul City-series)
- ✘ Three groups; 25 participants each



# Hagen

- ✘ Questionnaire
- ✘ Problems (e.g. difficulty dist. Ind-Coll)
- ✘ Does suggest differences between white and coloured students on the one hand and black students on the other
- ✘ Did suggest changes to the instrument



# Langenhuijsen

- ✦ **The effectiveness of instructions on the use of condoms in a low literacy context**



# Langenhuijsen

- ❖ **Different reactions to different kinds of illustration?**
- ❖ **Understanding/interpretation of the illustrations (e.g. putting them in the right order)?**
- ❖ **Attitude regarding the illustrations?**
- ❖ **Relating illustrations to culture?**
- ❖ **Preferences?**



# Langenhuijsen

- ❖ **Three documents ...**
- ❖ **16 respondents; male between ages of 15-18 years; from Kayamandi**
- ❖ **Classification task; illustration sorting task; questionnaire**
- ❖ **Individually with researcher and interpreter**



# Langenhuijsen

- ✦ **Results:**
- ✦ **Different reactions to different kinds of illustrations (e.g. preference for the cartoon type of illustration)**
- ✦ **Presents insights that might lead to changes in instrument and development of certain heuristics for design of certain kinds of material**



# Others

- ✦ **Bouwman**
- ✦ **Van Baal**
- ✦ **De Groot**
- ✦ **Schumm**
- ✦ **Lodder**
- ✦ **Wannet**
- ✦ **Gommers**



**Some new projects with  
quality assessment taking  
center stage**



# ***FACT: Website Development and Evaluation***

- ✗ **FACT = Forwarding Aids Communication and Training**      <http://www.sun.ac.za/fact>
- ✗ **Development report available**
- ✗ **Now ready for testing**
- ✗ **Three projects in their planning phases:**
  - organisation of content; card sorting method
  - Replication of Hall, De Jong & Steehouder (2003)
  - Persona as persuasive instrument on the FACT website; motivated choice experiment with different culture groups



## Evaluating the Style in the loveLife Brochures

- ✗ Related to the work by Saal and Wannet
- ✗ Analysis of the Afrikaans texts and the phenomenon of “Engfrikaans”
- ✗ Results of an informal, rather impressionistic test with ten students



## Some of the issues

- ✗ The issue of Engfrikaans – much debated in SA
- ✗ Style distortion – spoken vs. written
- ✗ Style disturbance – consistency of style choices
- ✗ Style, persuasion, acceptability



## Methods

- ✗ Stylistic analysis on the basis of Rodenburg & De Stadler
- ✗ Focus group research on the consistency and acceptability of the style choice
- ✗ Reader-focused research with different text versions; questionnaires



## Concluding remarks

- ✗ Relating all the research in different subprojects
- ✗ Moving from evaluation instruments to heuristics or best practices for document design of HIV/AIDS documents
- ✗ A few examples



**Thank you for listening, ...  
but even more important: I  
look forward to your  
comments!**