

Mobile Money Financial Literacy via Television Comedy (Cambodia)

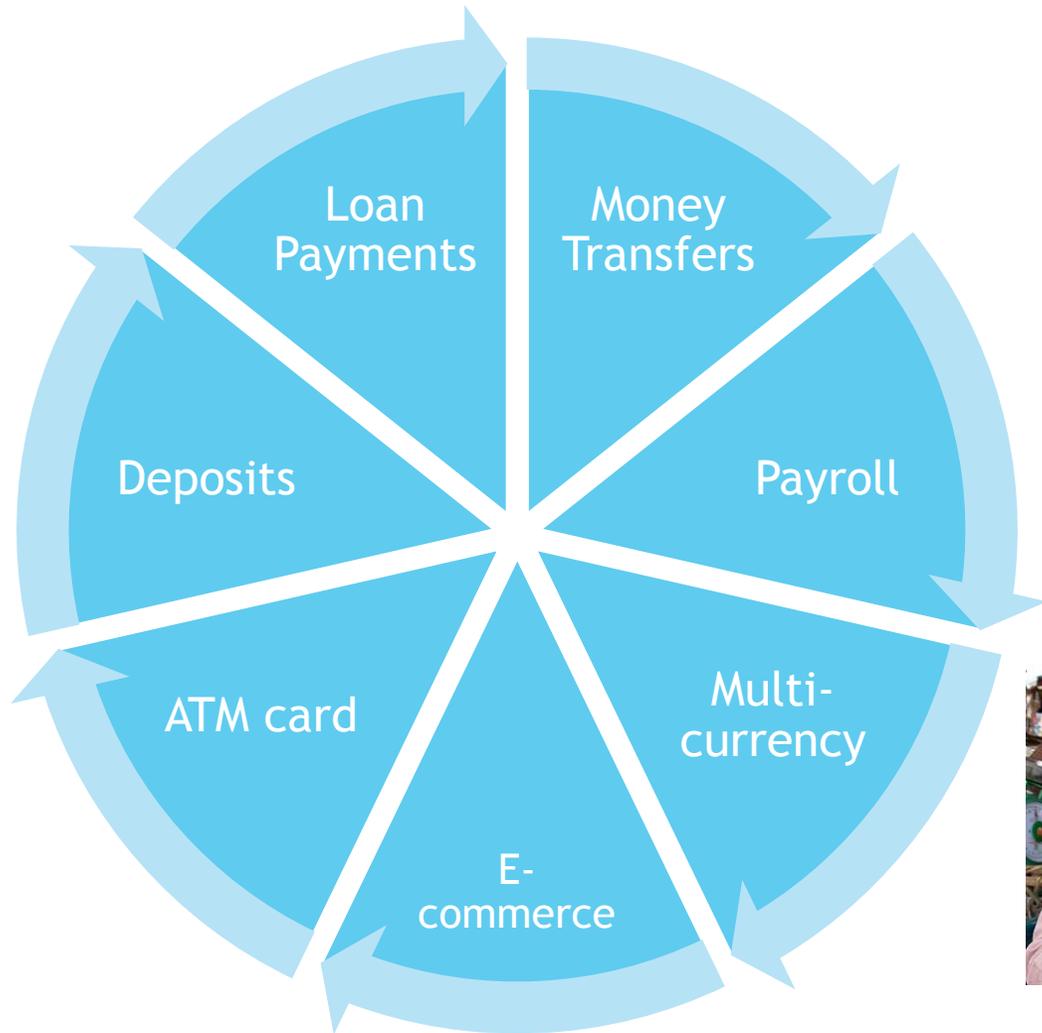


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Overview

1. Mobile Money in Cambodia
2. Difficulties with Financial Education
3. Using TV comedy for Financial Education
4. IMTFI Research Study on Effectiveness

Mobile Money in Cambodia



Problems with Mobile Money in Cambodia

- ▶ Advertising promotes brand well
- ▶ But lack of mobile money education
- ▶ Many poorer people know mobile money exists but do not understand or use it.

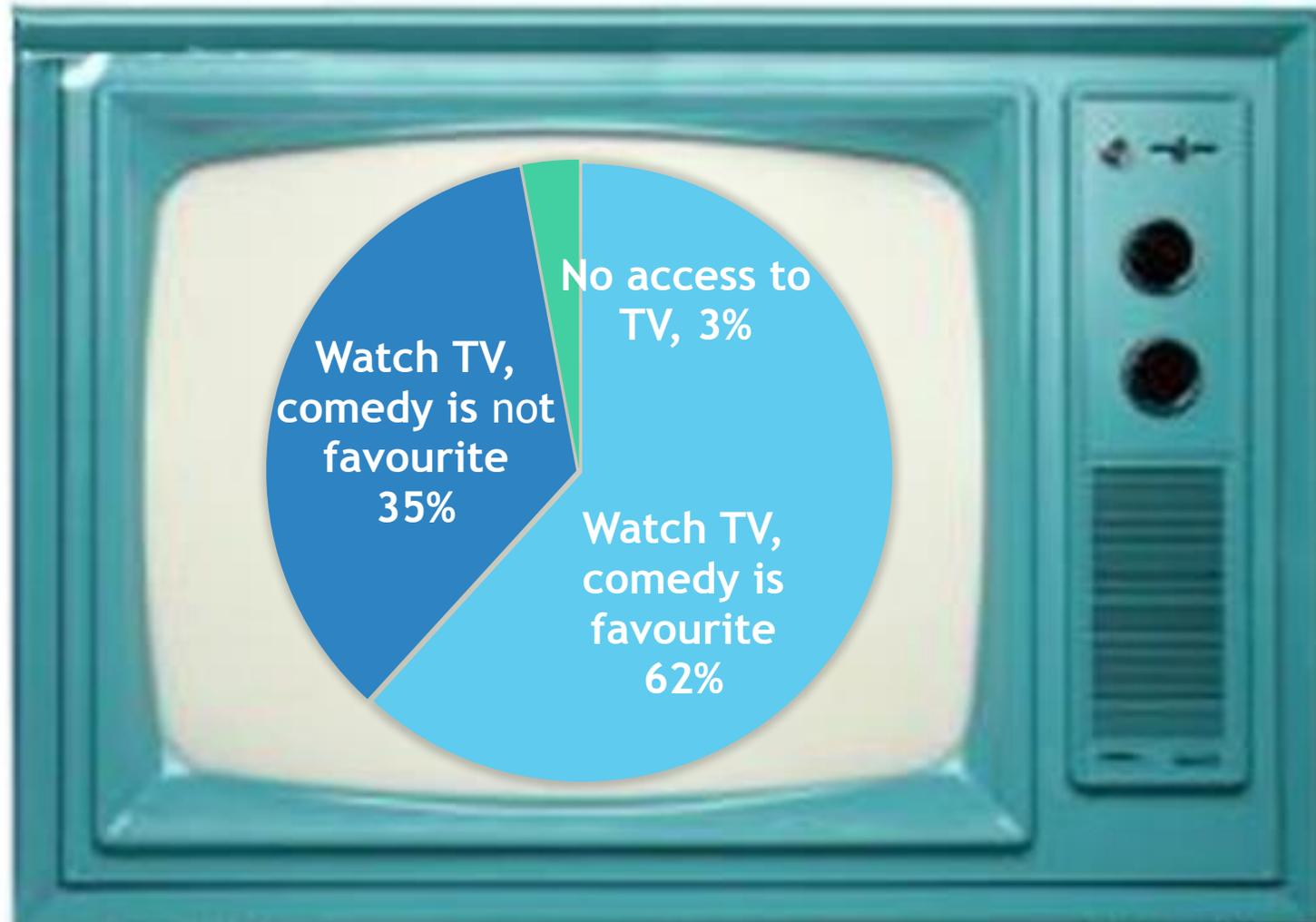


Difficulties with Financial Education

- ▶ Expensive to conduct
- ▶ Slow to rollout
- ▶ Language and lack of interest issues
- ▶ Low level of effectiveness for traditional methods.



TV Comedy in Cambodia



Financial Education TV Comedy Show

- ▶ Started by **Cambodia Microfinance Association** and **ADA Luxembourg** as cost-effective broad reaching tool
- ▶ Partnerships with **Cambodia Television Network** (#1 TV station) and **Cambodia News Channel** plus bus companies
- ▶ **Episode 1: Savings, Microloans and Small Business** (complete)
- ▶ **Episode 2: Mobile Money** (in production)



Episode 1: Savings, Loans and Small-Business

▶ https://www.youtube.com/watch?v=k_SJAQw9DsA

IMTFI Funded Research Project

- ▶ Could TV comedy be an effective method of providing financial education in Cambodia?
- ▶ Is any impact short-term and long term?
- ▶ Can any impact be measured in focus groups or across the wider population?

Sample Group: Garment Factory Workers

- ▶ Huge employer in Cambodia (400,000+ workers)
- ▶ Low education workers
- ▶ Paid in cash with no method to save
- ▶ Often remit to family via moto
- ▶ Usually young and watch TV



Sample Group: Garment Factory Workers

Treatment 1

- Generic financial education
- 5 minute slide presentation video

Treatment 2

- Financial education entertainment
- 5 minute comedy TV show

Control

- No financial education
- 5 minute generic comedy TV show

Sample Group: Garment Factory Workers

▶ Quantitative Research

- ▶ Standardised surveys conducted with garment factory workers
- ▶ Conducted by university students using tablets

▶ Qualitative Research

- ▶ 1-on-1 interviews with researchers
 - ▶ Focus groups after each screening
- ▶ Follow up sessions conducted after 3 months to test long term effectiveness



Sample Group: Garment Factory Workers



Phone Surveys

- ▶ Before and after TV shows air we will also use call centre phone surveys to measure change in behaviour across a wider population
- ▶ Surveys will examine:
 - ▶ Estimated viewer numbers for show
 - ▶ Awareness of mobile money post show
 - ▶ Levels of knowledge in functionality
 - ▶ Changes in mobile money behaviour.



Country-wide changes

- ▶ National changes will be measured using a wide range of aggregate statistics sourced from WING and microfinance institutions
- ▶ Statistics will include:
 - ▶ New mobile money accounts
 - ▶ Demographics of new clients
 - ▶ General mobile savings trends.



Final Research Paper

Background

- Examine barriers to financial education
- Review popularity of TV comedy

Effectiveness

- Evaluate TV financial education for garment factory workers and country-wide using phone surveys/macro stats

Share results

- Create “reader-friendly” policy briefs, shared with Cambodian Microfinance Association, Cambodian government officials and scholars worldwide.

Summary

- ▶ Financial education comedy entertainment could assist financial literacy programs
- ▶ If results are positive it could be a cost effective way to financially educate a broad range of Cambodians with possible scalability to other countries.

Thank you for your support!

