

Water Voices Documentaries

ADB

WATER for ALL 14



‘Water Voices’ Documentaries

Testing Audience Impact in Poor Communities

by Ed Quitoriano

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出版者:Paul & Co Pub Consortium

出版时间:

装帧:Pap

isbn:9789715615556

Recognizing that safe and adequate water supplies are an essential component of fighting poverty and disease, the Asian Development Bank Water for All Publication series focuses on understanding the water issues facing poor people in the developing

nations of Asia and the Pacific. To assess the effectiveness of videos in influencing community practices, the Asian Development Bank Water Awareness Team showed the Water Voices documentary "Tinagong Paraiso" ("Hidden Paradise") in two poor communities in the Philippines and held focus group discussions after the viewing. This analysis describes the video's immediate effects on the residents' knowledge and attitudes and assesses the Water Voices documentary series' potential for safe water education.

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