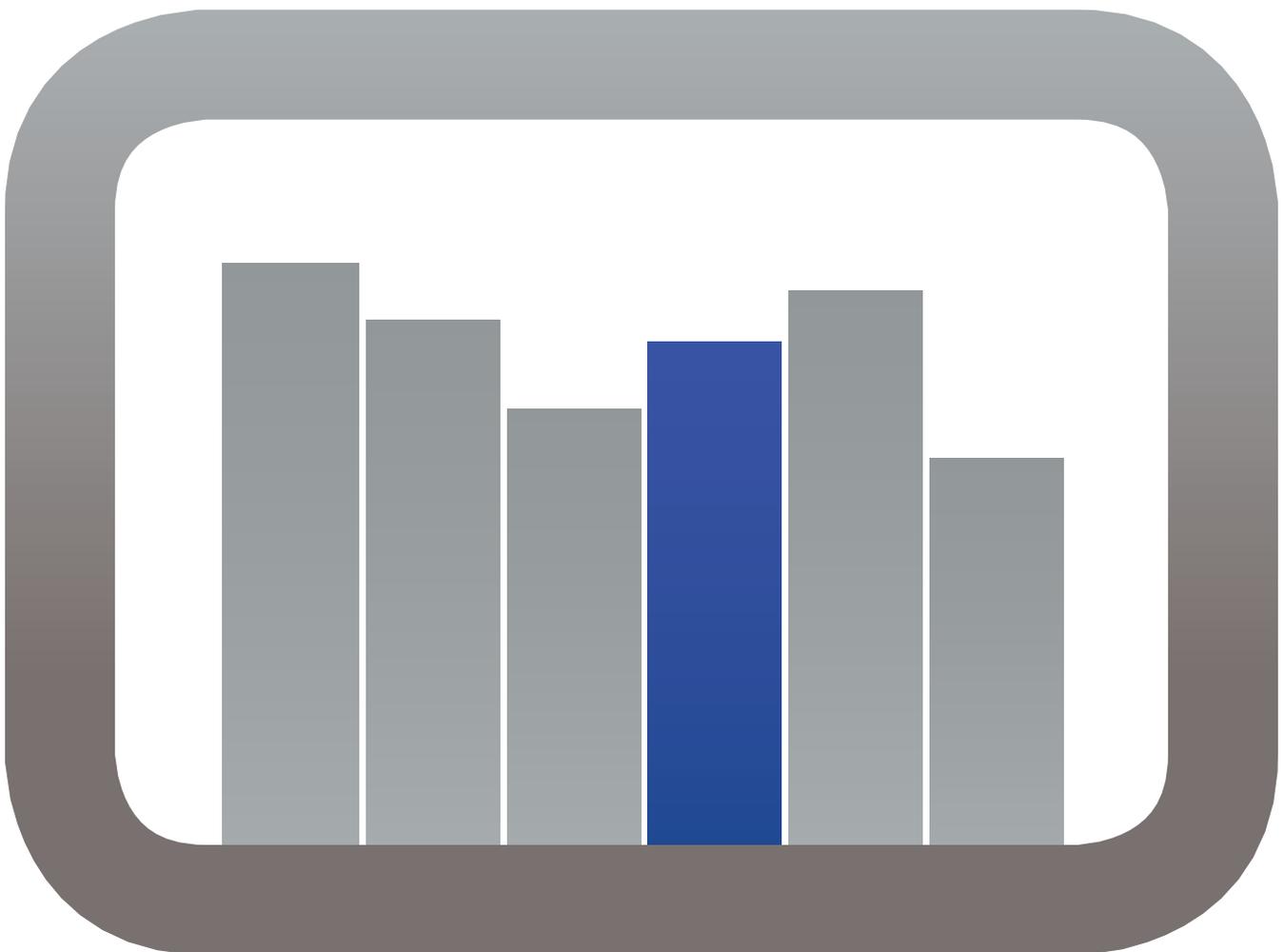




# Storytelling Matters: Measuring the Social Impact of Entertainment on Audiences

## Key Findings



## About The Participant Index

The Participant Index (TPI) is a media-impact research system from Participant Media that examines the “social impact” of entertainment on its audience. Through a mixed-dataset method that compiles social media conversations, viewership information and audience opinion data, TPI provides insights about what an audience learns (knowledge), feels (attitudes) and does (behaviors and actions) in response to viewing a piece of entertainment in four categories: narrative film, documentary film,

TV (narrative and reality/unscripted), and short online video (narrative, documentary, branded entertainment, corporate social responsibility [CSR] content). The methodology and approach was developed and tested in 2013 in consultation with market researchers and university collaborators, including the USC Annenberg Norman Lear Center’s Media Impact Project (MIP) and the American University School of Communication Center for Media & Social Impact (CMSI). [www.TheParticipantIndex.com](http://www.TheParticipantIndex.com)

## About Participant Media

Participant (ParticipantMedia.com) is a global entertainment company founded in 2004 by Jeff Skoll to focus on feature film, television, publishing and digital content that inspires social change. Participant’s more than 50 films include GOOD NIGHT, AND GOOD LUCK, SYRIANA, AN INCONVENIENT TRUTH,

FOOD, INC., WAITING FOR SUPERMAN, THE HELP, CONTAGION and LINCOLN. Through its films, social action campaigns, digital network TakePart.com and Pivot, its new television network for Millennials, Participant seeks to entertain, encourage and empower every individual to take action.

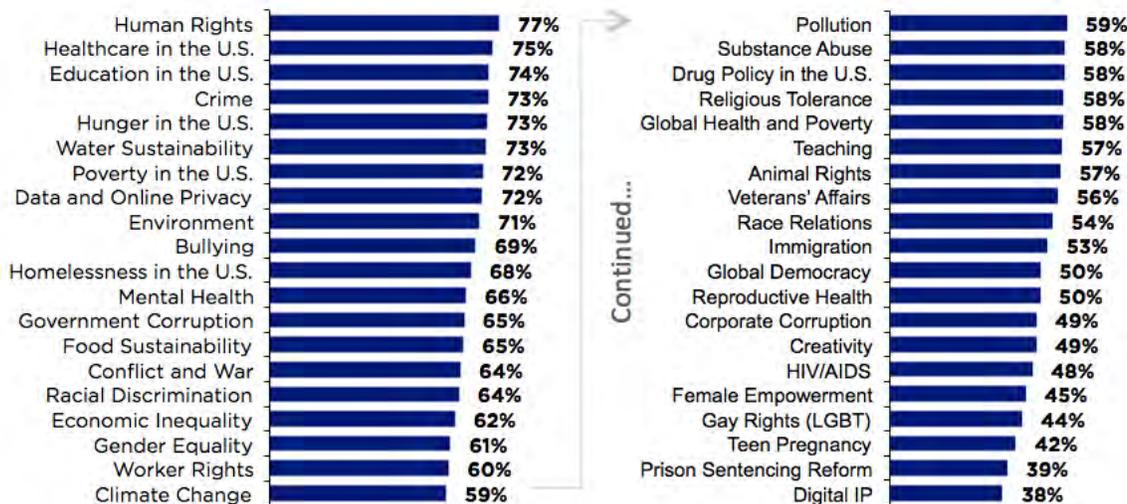
To request a copy of the full report, please visit [www.TheParticipantIndex.com](http://www.TheParticipantIndex.com)

## Key Findings

The key findings from the premiere report focus on the relationship between social issues, emotional involvement in entertainment, and social actions an audience is inspired to take after consuming entertainment. The findings here are a result of the online TPI general audience survey (1,055 respondents) conducted in March and April 2014; the survey examined audience perspectives about 36 individual entertainment titles across documentary film, narrative film, TV, and online video, as well as more than 30 topical social issues.

### WHAT WE CARE ABOUT

More than three in four viewers place human rights as an important social issue, placing it at the top of the list, followed by healthcare, education, crime, and hunger in the United States.



**THE AUDIENCE IS ACTIVELY ENGAGED**

TPI’s “social actions scale” asks viewers to indicate the kinds of actions they have taken (on a core social issue) after viewing each entertainment title. The scale includes 19 individual responses across four categories, moving from individual to collective action taken both online and offline.

**TPI’s Social Actions Scale**

<b>Information Seeking</b>	<ol style="list-style-type: none"> <li>1) Used a video-sharing site like YouTube or Vimeo to find information</li> <li>2) Used a social media site like Facebook or Twitter to find information</li> <li>3) Used the website of a nonprofit organization, company, government agency or campaign to find information</li> <li>4) Used a news website to find information</li> <li>5) Talked with people in person or on the phone to find information</li> </ol>
<b>Information Sharing</b>	<ol style="list-style-type: none"> <li>6) Shared information with others on Facebook, Twitter, or other social media</li> <li>7) Shared information with others via email</li> <li>8) Shared information with others in-person or on the phone</li> </ol>
<b>Taking Individual Action</b>	<ol style="list-style-type: none"> <li>9) Followed or liked a nonprofit organization, company, government agency or campaign on social media</li> <li>10) Created content (video, image, blog post) for others to share online</li> <li>11) Bought a product that supports my point of view</li> <li>12) Boycotted a company or product</li> <li>13) Tried to change someone’s mind about an issue</li> </ol>
<b>Encouraging Community Action</b>	<ol style="list-style-type: none"> <li>14) Contacted or visited a public official (at any level of government) or community leader</li> <li>15) Donated money to a nonprofit organization, company or campaign</li> <li>16) Participated in an event</li> <li>17) Volunteered for an organization</li> <li>18) Volunteered for a political campaign</li> <li>19) Helped start a new organization or campaign</li> </ol>

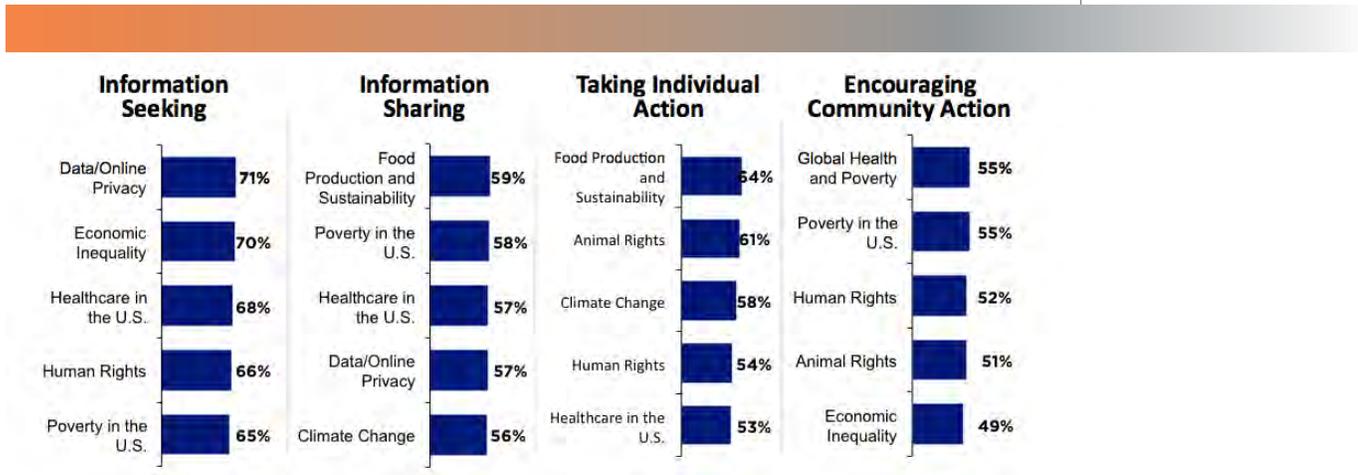
As a whole, four in 10 viewers are moved to share information in some way as a result of watching a specific title, while nearly that many look for additional information (“information seeking”).

**Social actions prompted by entertainment**



**DIFFERENT SOCIAL ISSUES INSPIRE DIFFERENT ACTIONS**

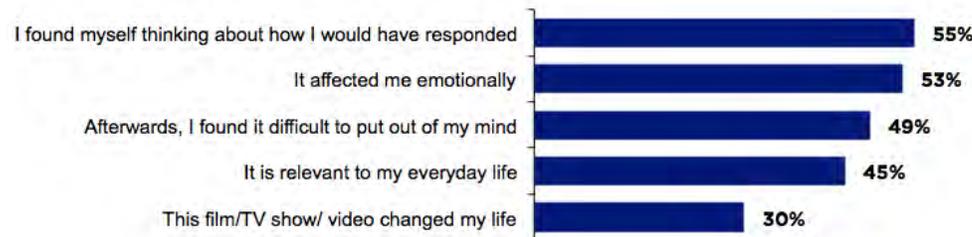
Issues around food sustainability and animal rights are most likely to spur individual action. Programs that focus on data and online privacy, economic inequality, and healthcare spur the most investigation (“information seeking”).



**STORIES IMPACT THE AUDIENCE EMOTIONALLY**

Overall, more than half of viewers who watch any of the titles tested are impacted emotionally (53%) and find themselves thinking about how they would have responded to a core storyline in the entertainment (55%). Nearly that many have a hard time getting the details of a program out of their heads (49%). Not surprisingly, finding a title that “changed my life” was experienced by the smallest percentage of viewers (30%).

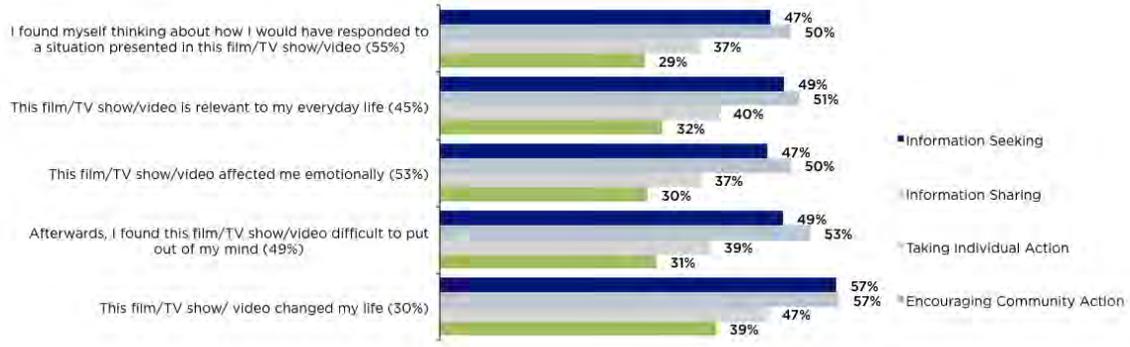
**Emotional involvement with a film/TV show/online video**



**GREATER EMOTIONAL INVOLVEMENT = MORE SOCIAL ACTIONS**

In general, the greater the emotional involvement with a story, the more likely viewers are to respond with action. In particular, the three in 10 viewers who say a particular title “changed my life” are notably more likely to engage in a wide variety of social actions.

**Emotional involvement & social actions**



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