

Appendix B, not for publication: lab and survey forms used in ‘Teaching through television: Experimental evidence on entrepreneurship education in Tanzania’ *

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Baseline survey for media project 2011

Contact information

Name	
Gender Male/Female	
Age	
Name of school	
Stream (Arts/Business)	
Home address (name of street and important landmarks to find your house)	
Postal address	
Ward	
District	
Mobile phone number (if you have a mobile phone)	
Alternative phone number where you can be reached. Specify whose number this is.	
Were you born in Dar? (Yes/No)	

Figure 1: Baseline: survey form, p. 1/7

Parents/Guardians

Who do you live with? 1=Father and mother 2=Father or mother 3= Other; specify	
Name of head of household where you live	
Phone number of head of household	
Occupation of household head 1=Government employee 2= Private company employee 3= Peasant 4= Own business 5= Other; specify	

Siblings

How many siblings do you have?	
Among your siblings, which number are you? 1=the oldest 2=second oldest 3=third oldest 4=fourth oldest etc	
What does your oldest brother do? 0= I don't have an older brother 1=Studies 2=He is unemployed 3=He works; please specify	
What does your oldest sister do? 0= I don't have an older sister 1=Studies 2=She is unemployed 3=She works; please specify	

Figure 2: Baseline: survey form, p. 2/7

Household-issues

Do you have a computer at home? (Yes/No)	
Does the household head read the newspaper? (Yes/No)	
How many servants do you have in the house? (Write 0 if you don't have any servants)	
How often do you eat meat at home in a week? (Answer in number of days per week)	

TV-issues

Do you have a TV at home? (Yes/No)	
Where do you normally watch TV? 1=At home 2=A friend's place 3=Other, specify	
In a normal week, how many days do you watch TV? (Answer is 7 if you watch TV every day, 6 if you watch TV six days a week, etc)	
In a normal day, how many hours do you watch TV?	
If you want to watch your favourite TV-program, how easy is it for you to find a place to watch it? 5=Very easy 4=Quite easy 3=Sometimes easy, sometimes difficult 2=Quite difficult 1=Very difficult	

Figure 3: Baseline: survey form, p. 3/7

Popular TV-shows

	Have you heard about this show? (Yes/No)	Have you ever watched this show? (Yes/No)	During <i>the last week</i> , have you watched this show? (Yes/No)
Daladala (TBC1)			
Mizengwe (ITV)			
Weekend Movie (EATV)			
Jiji Letu (ITV)			
Ben and Mai Live (TBC1)			
Fema TV Talk Show (TBC1/ITV)			
Uswazi (EATV)			

Money-issues

Do you have income from work? (Yes/No) If Yes, specify what kind of work this is.	
In a normal week, how many days do you work for an income? (Answer is 7 if you work every day a week, 6 if you work six days a week, etc)	
In a normal week, what is your income from this work? (Tsh)	
Do you have other sources of income? 1=Pocket money 2=Daily allowance for school 3=Monthly allowance for school 4=Other; specify	

Figure 4: Baseline: survey form, p. 4/7

Plans for the future

What do you plan to do after you have completed Form IV? 1=Take an education 2=Start a business 3=Work for someone 4=Other, specify	
Briefly explain your plan on what to do after you have completed Form IV	
What would you do if you had 1 million Tsh? 1=Use them to buy something nice for myself or my family 2= Use them to start a business 3=Use them to pay for my education, 4= Other, specify	

Assume that you could choose between the following job opportunities, and that the income and work hours were exactly the same in all of them. How would you rank them (1-4), where 1=my first choice, 2=second choice, 3= third choice, 4=fourth choice			
Private sector employee	Government employee	Own business	Farmer

Figure 5: Baseline: survey form, p. 5/7

General knowledge questions

Below are some multiple choice questions on a range of topics. Place a tick at the answer you think is correct. Note: Tick only one answer for each question.

1. Who won the “Vodacom Miss Tanzania” title in 2010?

A: Nasreen Mohamed	
B: Basila Mwanukuzi	
C: Genevieve Emmanuel	
D: Richa Athia	

2. When is insurance most useful?

A: When you face an unpleasant event, like an accident or theft	
B: When you wish to enter the University	
C: When your business is visited by the tax inspector	
D: When you wish to open a bank account	

3. Which of the following vitamins is plenty in carrots?

A: Vitamin A	
B: Vitamin B	
C: Vitamin C	
D: Vitamin D	

4. If you take a loan from a bank of 100 000 Tsh, to be paid back after one year with an annual interest of 15%, how much should you pay back the bank?

A: 100 000 Tsh	
B: 15 000 Tsh	
C: 115 000 Tsh	
D: 150 000 Tsh	

Figure 6: Baseline: survey form, p. 6/7

5. Who is the minister of education and vocational training in Tanzania?

A: Jumanne Magembe	
B: Shukuru Jumanne Kawambwa	
C: Celina Kombani	
D: Mwantum Mahiza	

6. What is profit?

A: Profit is sales in the business.	
B: Profit is sales less operating expenses in the business.	
C: Profit is what the owner of the business takes home from the business every day.	
D: Profit is what the owner of the business spends to help his family.	

7. Which country is Diego Maradona from?

A: Brazil	
B: Argentina	
C: Ghana	
D: Spain	

Figure 7: Baseline: survey form, p. 7/7

RESEARCH PROJECT CONTRACT, FORM IV STUDENTS, DAR ES SALAAM

From February to July, 2011, research about media and youth is undertaken in Dar es Salaam. The research is facilitated by an international research group headed by Dr Linda Helgesson Sekei. You have been selected to be part of this study which has two phases:

- 1) A mid-term questionnaire (April, 2011).
- 2) A one day workshop where you will take part in different tests and where you can earn money (End of May/beginning of June).

In addition, your job is to watch **The Weekend Movie on East African TV during 11 weeks every Sunday night from 9.00-11.00pm**. The first movie starts on **Sunday the 13th of March**. The last movie is on the 22nd of May.

You will be compensated for your participation in this research. You will be given 5,000 Tsh when you have signed this contract, and additional 5000 Tsh after you have completed the mid-term questionnaire. As already mentioned, you will also be able to earn money at the workshop at the end of May/beginning of June.

To be filled in by the student:

Student's full name:

School:

Class:

Address:

Mobile phone nrs:

Parent/guardian's name:

Mobile phone nrs:

By signing this contract, I hereby agree to participate in both phases of the study and to watch the programme every week.

.....
Date

.....
Signature of student

Figure 8: Baseline: contract with participants in Weekend movie treatment

RESEARCH PROJECT CONTRACT, FORM IV STUDENTS, DAR ES SALAAM

From February to July, 2011, research about media and youth is undertaken in Dar es Salaam. The research is facilitated by an international research group headed by Dr Linda Helgesson Sekei. You have been selected to be part of this study which has two phases:

- 1) A mid-term questionnaire (April, 2011).
- 2) A one day workshop where you will take part in different tests and where you can earn money (End of May/beginning of June).

In addition, your job is to watch all 11 episodes of the reality TV entrepreneurship competition **Ruka Juu** which is broadcasted on **TBC1 every Sunday night from 9.00-10.00pm**. The first **Ruka Juu** show starts on **Sunday the 13th of March**. The last show is on the 22nd of May.

You will be compensated for your participation in this research. You will be given 5,000 Tsh when you have signed this contract, and additional 5000 Tsh after you have completed the mid-term questionnaire. As already mentioned, you will also be able to earn money at the workshop at the end of May/beginning of June.

To be filled in by the student:

Student's full name:

School:

Class:

Address:

Mobile phone nrs:

Parent/guardian's name:

Mobile phone nrs:

By signing this contract, I hereby agree to participate in both phases of the study and to watch the programme every week.

.....
Date

.....
Signature of student

Figure 9: Baseline: contract with participants in Ruka Juu treatment

Mid-term Quiz for media project 2011

Contact information

Name	
Gender Male/Female	
Age	
Name of school	
Stream (Arts/Business)	
Home address (name of street and important landmarks to find your house)	
Postal address	
Ward	
District	
Mobile phone number (if you have a mobile phone)	
Alternative phone number where you can be reached. Specify whose number this is.	

Questions about the program

Do you enjoy the program? 1=Not at all 2= A little bit 3= It's good 4=It's very good 5=It's excellent	

Figure 10: Midterm: Ruka Juu version, p. 1/2

<p>What has been your favourite episode so far?</p> <p>1= The introduction of the entrepreneurs 2= The episode where the contestants promote their businesses 3= The episode where the contestants dealt with a difficult customer 4=The episode where the entrepreneurs answer questions about health 5=The episode where the entrepreneurs have to deal with a crisis in their business.</p>	
<p>Where do you normally watch the program?</p> <p>1=At home 2=A friend's place 3=Other, specify</p>	
<p>Have you missed any of the episodes so far?</p> <p>0= No 1=Once 2= Twice 3=Three times 4= Four times 5=Five times</p>	
<p>If you have missed any of the episodes, what was the reason?</p> <p>1= No electricity 2=Somebody in the family/group wanted to watch something else 3= I forgot 3= It was a problem with the broadcasting 4= Other, specify</p>	

Figure 11: Midterm: Ruka Juu version, p. 2/2

Mid-term Quiz for media project 2011

Contact information

Name	
Gender Male/Female	
Age	
Name of school	
Stream (Arts/Business)	
Home address (name of street and important landmarks to find your house)	
Postal address	
Ward	
District	
Mobile phone number (if you have a mobile phone)	
Alternative phone number where you can be reached. Specify whose number this is.	

Questions about the program

Do you enjoy the episodes? 1=Not at all 2= A little bit 3= It's good 4=It's very good 5=It's excellent	
---	--

Figure 12: Midterm: Weekend movie version, p. 1/2

Weekend Movie

<p>What has been your favourite episode so far?</p> <p>1= Where the boy told his family that he wants to get married to the housegirl. 2= The un trustful twin sisters. 3= When the boy loved the vampire 4=When the vampire went to the church to be saved by the priest. 5=</p>	
<p>Where do you normally watch the program?</p> <p>1=At home 2=A friend's place 3=Other, specify</p>	
<p>Have you missed any of the episodes so far?</p> <p>0= No 1=Once 2=Twice 3=Three times 4= Four times 5=Five times</p>	
<p>If you have missed any of the movies, what was the reason?</p> <p>1= No electricity 2=Somebody in the family/group wanted to watch something else 3= I forgot 3= It was a problem with the broadcasting 4= Other, specify</p>	

Figure 13: Midterm: Weekend movie version, p. 2/2

Questions on The Weekend Movie “Robo Sita” and “Cleopatra”

Q1. Who was Daniel in Robo Sita?

- | | | |
|----------------------|---|------------------|
| <input type="text"/> | A | Fiancée of Tedi |
| <input type="text"/> | B | Fiancée of Kelly |
| <input type="text"/> | C | Father of Chillo |
| <input type="text"/> | D | Brother of Kelly |

Q2. What was the weapon used to kill the vampires?

- | | | |
|----------------------|---|----------------------------|
| <input type="text"/> | A | The black sharp knife |
| <input type="text"/> | B | The mpingo sharp knife |
| <input type="text"/> | C | The makumbusho sharp knife |
| <input type="text"/> | D | The brand new sharp knife |

Q3. What was the main message in Robo Sita?

- | | | |
|----------------------|---|------------------------|
| <input type="text"/> | A | Evil does not pay |
| <input type="text"/> | B | People can be vampires |
| <input type="text"/> | C | Vampires are dangerous |
| <input type="text"/> | D | Pastors are respected |

Q4. Who was the main actress in Cleopatra?

- | | | |
|----------------------|---|-----------|
| <input type="text"/> | A | Shaloo |
| <input type="text"/> | B | Shallon |
| <input type="text"/> | C | Cleopatra |
| <input type="text"/> | D | Kankaa |

Q5. What was the source of misunderstanding between Mzee Chillo and his daughter in Cleopatra?

- | | | |
|----------------------|---|---|
| <input type="text"/> | A | Her visitations to theatre group |
| <input type="text"/> | B | Her involvement in theatre art |
| <input type="text"/> | C | Her engagement in love affairs while studying |
| <input type="text"/> | D | Her lack of respect and dishonesty |

Q6. What was the name of the movie acted by Shaloo?

- | | | |
|----------------------|---|--------------------------|
| <input type="text"/> | A | Who is like our parents? |
| <input type="text"/> | B | Who is like a mother? |

Figure 15: Lab experiment: Program content, weekend movie p. 1/2

Program content 1

YOUR NUMBER

- C Who is like a woman?
- D Who is like our elders?

Q7. Who used photographs to create misunderstanding in one of the family?

- A Tedi
- B Moden
- C Joshua
- D Shalloo

Q8. Joshua was a good man as:

- A He had a true love
- B He loved both Tedi and Moden
- C He loved both Tedi and Moden
- D He loved all people

Q9. What made Tedi cry towards the end of the movie?

- A Her discovery that Moden was innocent
- B Her recognition that she was a source of trouble
- C Her prostitute behaviour
- D Her recognition that she had lost her boy friend

Q10. Tedi was not a good woman as:

- A She betrayed her parents
- B She betrayed Joshua
- C She betrayed Moden
- D She loved Joshua

Figure 16: Lab experiment: Program content, weekend movie p. 2/2

Program content 2 YOUR NUMBER _____

Questions on the TV entrepreneurship competition Ruka Juu

Q1. What was Benita's business in Ruka Juu?

- A Barbershop
- B Restaurant
- C Tailoring
- D Soft drinks

Q2. What is the name of the entrepreneur who demonstrated Kanga jeans in Ruka Juu?

- A Dotinatha Kessy
- B Vida Mahimbo
- C Benita Mwinyi
- D Zena Shah

Q3. Where was the barbershop businessman Idrissa located?

- A Dar es Salaam
- B Kibaha
- C Tanga
- D Njombe

Q4. What is the name of the comedian in Ruka Juu who is trying to become a successful entrepreneur?

- A Bwana Solo
- B Bwana Ishi
- C Dada Amabilis
- D Dada Bahati

Q5. What did Mariam in Ruka Juu do when an annoying customer wanted to order food?

- A She was polite and served the customer rice and chicken
- B She talked badly about the customer to her friend over the phone
- C She told the customer that there was no food and come back tomorrow
- D She first ignored the customer and then started shouting at the customer

Q6. Who were asking the health questions to the entrepreneurs in Ruka Juu?

Figure 17: Lab experiment: Program content, Ruka Juu p. 1/2

Program content 2 YOUR NUMBER _____

- A The judges and presenter
- B Amabilis and Bahati
- C Bwana Ishi and his boss
- D Students from Fema clubs

Q7. What did Idrissa in Ruka Juu do when he realised his business had been broken into?

- A He wanted to report the case to the police
- B He called the insurance company
- C He tried to find the thief but didn't succeed
- D He accused his employee of being a thief

Q8. Where does Bwana Ishi in Ruka Juu save his money?

- A In SACCOS
- B In a VICOBA
- C In a piggy bank
- D In a bank

Q9. What did the male entrepreneurs in Ruka Juu paint?

- A A businessman selling second hand clothes
- B Difficulties women face in their businesses
- C An area with many different businesses
- D A bank with many clients waiting outside

Q10. Where was one of the visitors in the Boot Camp from?

- A Tanzania Revenue Authority
- B Tanzania Investment Centre
- C Ministry of Education and Vocational Training
- D Ministry of Trade and Industries

Figure 18: Lab experiment: Program content, Ruka Juu p. 2/2

Entrepreneurship

YOUR NUMBER _____

Q1. How many percent of Tanzanians have a bank account ?

- A 12%
- B 54%
- C 4%
- D 69%

Q2. How many percent of all businesses in Tanzania are micro-businesses with four employees or less?

- A 5%
- B 20%
- C 50%
- D 90%

Q3. How many percent of Tanzanians are in formal employment?

- A 2%
- B 50%
- C 6%
- D 40%

Q4. Which of the following answer is not a major reason why HIV/AIDS is spreading in Tanzania?

- A Lack of awareness
- B Lack of condom use
- C Many drug addicts
- D Multiple partners

Q5. Which of the following is the most common way to save in rural areas ?

- A In livestock
- B In banks
- C To buy shares
- D In M-pesa

Q6. Where do most entrepreneurs in Tanzania get their start up capital?

- A From own saving, family and friends
- B From the government
- C From a bank
- D From a microfinance institution or SACCO

Q7. Which of the following ways is a cost-effective way to advertise if you want to reach many people outside of your neighbourhood?

- A To put up posters
- B To use national TV
- C To distribute flyers
- D To use community radio

Q8. What is most important when advertising?

- A To have a funny message
- B To create nice posters
- C To reach your customers
- D To sponsor a popular radio programme

Q9. Which of the following is an important part of customer service?

- A To never recommend the most expensive products to customers
- B To always praise the goods you sell.
- C To be reliable in relations with the customer
- D To always recommend cheap products to customers

Q10. Which of the following statements is not true?

- A It is important for entrepreneurs to stay healthy
- B Entrepreneurs should give advice to their friends about health
- C It is acceptable that entrepreneurs use their status for sexual favours
- D It is advisable to get tested for HIV on a regular basis

Q11. Is appearance and to look smart important for an entrepreneur?

- A No, good behaviour is all that matters
- B No, it is the prices of your goods which matters
- C Yes, it is important for the overall impression
- D Yes, if you are in the beauty business

Q12. What is business insurance?

- A A scheme for saving money
- B A system of record keeping in the business
- C A payment scheme for business debt
- D A protection against risk of fire

Q13. Why is it important to pay suppliers on time?

- A To follow the rules of TRA
- B To gain reputation as trustworthy
- C To have more time for friends and family
- D To improve record keeping

Q14. What is profit?

- A Profit is sales of the most important products
- B Profit is sales minus cost of goods and operating expenses
- C Profit is sales minus cost of goods and what you take home from the business
- D Profit is sales plus cost of goods and operating expenses

Q15. Why is it important for the business to keep stock?

- A To have goods available for family consumption
- B To have goods available for the customers
- C To have goods available for the suppliers
- D To have goods available for a family emergency

Q16. How do you calculate your sales for a particular good?

- A Sales is the price times the number of items you sell of the good
- B Sales is the price of the good
- C Sales is the price of the good plus the number of items you sell
- D Sales is the price of the good minus what you pay the supplier for this good

Figure 19: Lab experiment: Knowledge questions p. 1/2

Entrepreneurship

YOUR NUMBER _____

Q17. Which businesses need to be registered in Tanzania?

- A Small businesses
- B Medium sized businesses
- C Large businesses
- D Any business

Q18. What are some of the important things to remember when you present your business plan to potential funders?

- A Never mention that there are competitors to your business
- B Tell the potential funder your problems and how you have been struggling to make ends meet
- C Always tell the funders that there are very low risks involved in your business
- D Dress smart, have a realistic plan, articulate the goals and present a budget

Q19. What is a common characteristic of businesswomen in Tanzania?

- A Fast in decision making
- B Good at collaborating
- C Never give up
- D Risk takers

Q20. What is an important element in a business plan?

- A A detailed plan for how to handle difficult customers
- B The inspection certificate
- C A strategy for market growth
- D A detailed record of last year's sales

Q21. Why is it important for your business to have enough working capital?

- A To pay the workers a higher wage
- B In case you get a larger order than usual
- C You have enough money to pay for insurance
- D To satisfy minimum requirements of TRA

Q22. How many percent of Tanzanians do not understand what an interest rate is?

- A 80%
- B 20%
- C 40%
- D 60%

Q23. When do you have to prepare a financial statement for tax estimation?

- A If you run a business
- B If you run a business with sales exceeding 20 million Tsh per year
- C If your business is registered
- D If you run a business with profits exceeding 5 million Tsh per year

Q24. Which of the following statements is not correct?

- A Banks require immovable property as collateral for all types of loans
- B Banks typically require a collateral for a loan
- C Banks pay interest on savings
- D Banks charge an interest rate on a loan

Figure 20: Lab experiment: Knowledge questions p. 2/2

PRODUCTION

DESK NUMBER: _____ 1

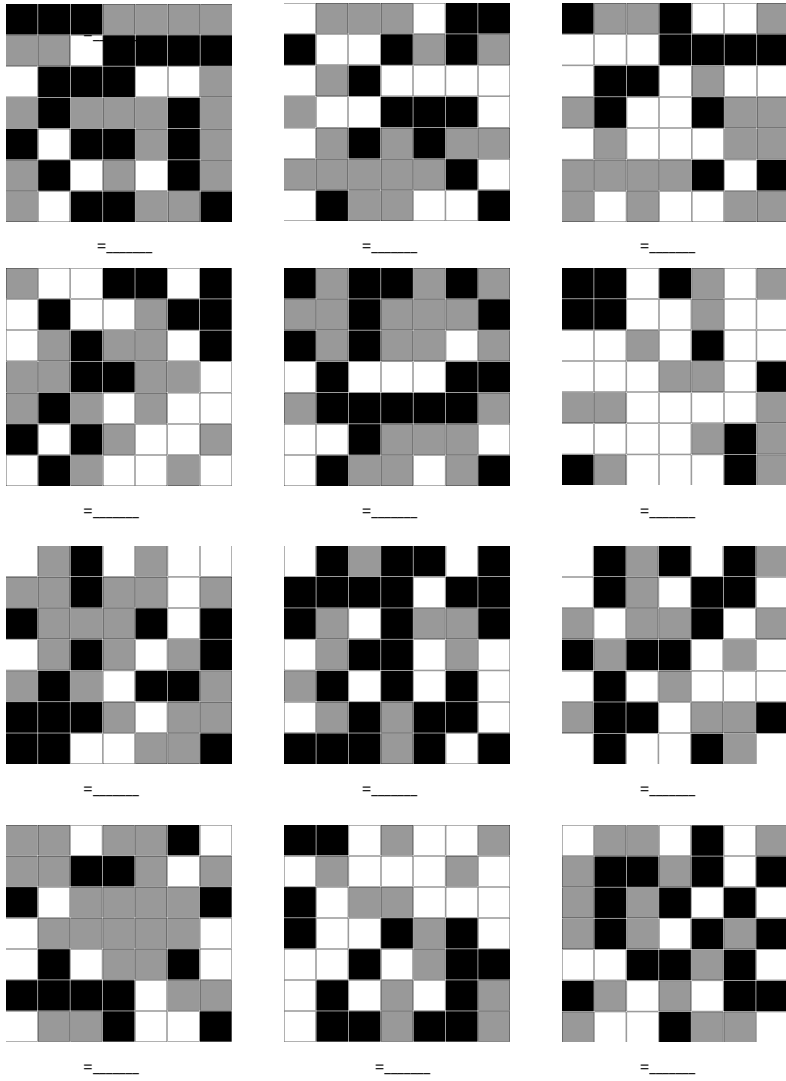


Figure 21: Lab experiment: Production task for distribution (one out of four similar pages)

DISTRIBUTION 1 YOUR NUMBER _____

Each of you is now paired with another participant in this session.
You will not know who is paired with whom; only the researchers will know this.
You have both worked for 5 minutes
Each of you earned a fixed amount of 1000 Tsh.
Together, you have therefore earned the fixed amount of 2000 Tsh.
You should now decide how much of the 2000 Tsh you wish to keep.

Examples: If you keep 2000 Tsh, the other receives zero
 If you keep 1000 Tsh, the other also receives 1000 Tsh
 If you keep zero, the other receives 2000 Tsh

I wish to keep Tsh

Figure 22: Lab experiment: First distribution task

DISTRIBUTION 2 YOUR NUMBER _____

You should now make a choice regarding a situation involving two *other* participants. You will be asked to distribute the *bonus* amount that these two participants earned.

One of the participants produced *more* points than the median, and therefore received the *high* bonus 1500 Tsh. The other participant produced *fewer* points than the median, and therefore received the *low* bonus 500 Tsh. Together, these two participants have therefore earned a bonus of 2000 Tsh.

You are now asked to decide how these 2000 Tsh should be divided between them. You can either choose to divide the bonus **equally**, in which case each participant receives 1000 Tsh. Alternatively, you can give each participant what he or she **earned** as bonus, namely to give the high performer 1500 Tsh and the low performer 500 Tsh.

How should the distribution be determined? (Tick off only one answer)

Equal distribution

Each receives what they earned




OR

Figure 23: Lab experiment: Second distribution task

RISK

YOUR NUMBER _____

IMPORTANT: Tick off your choice for each of the three cases, but note that only one case will count (which one will be randomly selected by the computer).

	The safe alternative		The risky alternative	
Case 1	2000 Tsh guaranteed <input type="checkbox"/>	or	4000 Tsh with 25% probability <input type="checkbox"/>	
Case 2	2000 Tsh guaranteed <input type="checkbox"/>	or	4000 Tsh with 50% probability <input type="checkbox"/>	
Case 3	2000 Tsh guaranteed <input type="checkbox"/>	or	4000 Tsh with 75% probability <input type="checkbox"/>	


 4000 Tsh

Figure 24: Lab experiment: Risk decision

TIME PREFERENCE 1 YOUR NUMBER _____

Note: You should make a choice for each case, but only one of the choices (which will be randomly selected by the computer) will count.

	Eight weeks from now			Sixteen weeks from now	
Case 1	1000 Tsh	<input type="checkbox"/>	OR	1500 Tsh	<input type="checkbox"/>
Case 2	1000 Tsh	<input type="checkbox"/>	OR	3000 Tsh	<input type="checkbox"/>
Case 3	1000 Tsh	<input type="checkbox"/>	OR	5000 Tsh	<input type="checkbox"/>

Figure 25: Lab experiment: Time preference decision 1

TIME PREFERENCE 2 YOUR NUMBER _____

Note: You should make a choice for each case, but only one of the choices (which will be randomly selected by the computer) will count.

	Today			Eight weeks from now	
Case 1	1000 Tsh	<input type="text"/>	OR	1500 Tsh	<input type="text"/>
Case 2	1000 Tsh	<input type="text"/>	OR	3000 Tsh	<input type="text"/>
Case 3	1000 Tsh	<input type="text"/>	OR	5000 Tsh	<input type="text"/>

Figure 26: Lab experiment: Time preference decision 2

BELIEFS

YOUR NUMBER

**How many in this session do you believe are better than you in adding numbers?
(Tick off only one)**

Between 90% and 100% are better than me (that is, almost **everyone** is better than me)

Between 80% and 90% are better than me

Between 70% and 80% are better than me

Between 60% and 70% are better than me

Between 50% and 60% are better than me

Between 40% and 50% are better than me

Between 30% and 40% are better than me

Between 20% and 30% are better than me

Between 10% and 20% are better than me

Between 0% and 10% are better than me (that is, almost **no one** is better than me)

Figure 27: Lab experiment: Beliefs about ability in competitiveness task

Adding Numbers: Round 1 Your NUMBER _____

$14 + 8 + 11 + 2 = \underline{\quad}$

$12 + 4 + 11 + 1 = \underline{\quad}$

$14 + 13 + 18 + 3 = \underline{\quad}$

$12 + 18 + 18 + 2 = \underline{\quad}$

$4 + 14 + 7 + 8 = \underline{\quad}$

$16 + 4 + 2 + 16 = \underline{\quad}$

$3 + 9 + 4 + 10 = \underline{\quad}$

$6 + 3 + 8 + 10 = \underline{\quad}$

$8 + 2 + 20 + 11 = \underline{\quad}$

$2 + 8 + 19 + 6 = \underline{\quad}$

$7 + 15 + 20 + 3 = \underline{\quad}$

$9 + 12 + 20 + 7 = \underline{\quad}$

$2 + 19 + 17 + 13 = \underline{\quad}$

$10 + 18 + 12 + 7 = \underline{\quad}$

$14 + 5 + 12 + 1 = \underline{\quad}$

$8 + 6 + 4 + 20 = \underline{\quad}$

$5 + 12 + 3 + 4 = \underline{\quad}$

$14 + 13 + 7 + 9 = \underline{\quad}$

$15 + 10 + 20 + 9 = \underline{\quad}$

$14 + 16 + 12 + 5 = \underline{\quad}$

$7 + 4 + 3 + 6 = \underline{\quad}$

$7 + 10 + 20 + 17 = \underline{\quad}$

$15 + 14 + 17 + 2 = \underline{\quad}$

$4 + 16 + 7 + 15 = \underline{\quad}$

$7 + 13 + 11 + 2 = \underline{\quad}$

$11 + 7 + 10 + 3 = \underline{\quad}$

$6 + 5 + 8 + 12 = \underline{\quad}$

$18 + 2 + 17 + 20 = \underline{\quad}$

$6 + 5 + 20 + 20 = \underline{\quad}$

$4 + 6 + 16 + 4 = \underline{\quad}$

$15 + 17 + 16 + 17 = \underline{\quad}$

$2 + 15 + 6 + 16 = \underline{\quad}$

$20 + 5 + 7 + 2 = \underline{\quad}$

$9 + 9 + 3 + 3 = \underline{\quad}$

$10 + 15 + 6 + 19 = \underline{\quad}$

$19 + 15 + 14 + 13 = \underline{\quad}$

$8 + 8 + 4 + 5 = \underline{\quad}$

$20 + 18 + 12 + 18 = \underline{\quad}$

$20 + 3 + 6 + 16 = \underline{\quad}$

$8 + 2 + 20 + 8 = \underline{\quad}$

$5 + 6 + 9 + 19 = \underline{\quad}$

$13 + 7 + 13 + 15 = \underline{\quad}$

$1 + 15 + 5 + 15 = \underline{\quad}$

$17 + 13 + 4 + 19 = \underline{\quad}$

$6 + 15 + 7 + 11 = \underline{\quad}$

$9 + 14 + 20 + 11 = \underline{\quad}$

$1 + 3 + 20 + 17 = \underline{\quad}$

$1 + 13 + 5 + 14 = \underline{\quad}$

$20 + 5 + 18 + 18 = \underline{\quad}$

$16 + 13 + 20 + 11 = \underline{\quad}$

Figure 28: Lab experiment: Example competitiveness (math) task

COMPETITION YOUR NUMBER _____

Fixed rate: 100 Tsh for each correct answer

Competitive rate: 300 Tsh if you perform at least as good as the average in the previous round
and zero if you perform worse than the average.

I wish to work for the fixed rate:

I wish to compete:

Figure 29: Lab experiment: Decision on competing

Participation fee YOUR NUMBER _____

In addition to the money you earn during the lab, everybody will receive a participation fee of 4000 Tsh

You may receive the participation fee in cash, or use it to take one or two courses

Course 1: Starting up a business: What you need to know
Course 2: Starting up a business: Access to finance

Course contents:

Course 1: Information about how to start up and operate a new business
Course 2: Information about procedures for accessing microfinance so that you can apply for a business loan

Each course has a duration of **two full days** during a weekend this autumn
The courses are offered by **experts** on their fields
Each course has a fee of **2000 Tsh**

Below, we give you four choices, you should tick off only one.

- | | | |
|--|---|---|
| | A | I would like to receive the 4000 Tsh participation fee in cash today |
| | B | I would like to take part in Course 1
"Starting up a business: What you need to know"
and receive 2000 Tsh of the participation fee in cash today |
| | C | I would like to take part in Course 2
"Starting up a business: Access to finance"
and receive 2000 Tsh of the participation fee in cash today |
| | D | I would like to take part in both Course 1 and Course 2
and receive zero Tsh of the participation fee today |

Note that there is a limited number of seats at these courses.
If there are more applicants than seats, invitations to attend will be randomly selected among those of you who have signed up for a course, indicated by your tick above.
Those of you who have signed up but do not receive an offer, will be paid back the course fee when the researchers visit the school again this autumn

Figure 30: Lab experiment: Decision on applying for weekend course

PERSONALITY

YOUR NUMBER _____

I see myself as someone who:	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
	1	2	3	4	5
1. ...Is talkative					
2. ...Tends to find fault with others					
3. ...Does a thorough job					
4. ...Is depressed, blue					
5. ...Is original, comes up with new ideas					
6. ...Is reserved					
7. ...Is helpful and unselfish with others					
8. ...Can be somewhat careless					
9. ...Is relaxed, handles stress well					
10. ...Is curious about many different things					
11. ...Is full of energy					
12. ...Starts quarrels with others					
13. ...Is a reliable worker					
14. ...Can be tense					
15. ...Is ingenious, a deep thinker					
Strongly Disagree Somewhat Disagree Neutral Somewhat Agree Strongly Agree					
16. ...Generates a lot of enthusiasm					
17. ...Has a forgiving nature					
18. ...Tends to be disorganized					
19. ...Worries a lot					

Figure 31: Lab experiment: Big-5 personality inventory p. 1/3

PERSONALITY

YOUR NUMBER _____

	1	2	3	4	5
20. ...Has an active imagination					
21. ...Tends to be quiet					
22. ...Is generally trusting					
23. ...Tends to be lazy					
24. ...Is emotionally stable, not easily upset					
25. ...Is inventive					
26. ...Has an assertive personality					
27. ...Can be cold and aloof					
28. ...Perseveres until the task is finished					
29. ...Can be moody					
30. ...Values artistic, aesthetic experiences					
	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
I see myself as someone who:	1	2	3	4	5
31. ...Is sometimes shy, inhibited					
32. ...Is considerate and kind to almost everyone					
33. ...Does things efficiently					
34. ...Remains calm in tense situations					
35. ...Prefers work that is routine					
36. ...Is outgoing, sociable					
37. ...Is sometimes rude to others					
38. ...Makes plans and follows through with them					
39. ...Gets nervous easily					

Figure 32: Lab experiment: Big-5 personality inventory p. 2/3

PERSONALITY

YOUR NUMBER

40. ...Likes to reflect, play with ideas	1	2	3	4	5
41. ...Has few artistic interests	1	2	3	4	5
42. ...Likes to cooperate with others	1	2	3	4	5
43. ...Is easily distracted	1	2	3	4	5
44. Is sophisticated in art, music, or literature	1	2	3	4	5

Figure 33: Lab experiment: Big-5 personality inventory p. 3/3

CAREER CHOICE YOUR NUMBER _____

Q1. Assume that you could choose between the following job opportunities and that the income and work hours were exactly the same in all of them. How would you rank them (1-4), where 1=my first choice, 2=second choice, 3= third choice, 4=fourth choice

- Private sector employee
- Government employee
- Own business
- Farmer

Q2. What would you do if you had 1 million Tsh? (tick off only one)

- A Use them to buy something nice for myself or my family
- B Use them to start a business
- C Use them to pay for my education
- D Other, specify

If other, specify here

Q3. If you were offered a one week, full-time training course for free, which one would you choose? Tick off only one

- A Training in office work
- B Training in entrepreneurship
- C Training on health issues
- D Vocational training
- E Don't know

Q4. On a scale from 1 - 5, how interested would you be in mentorship with a business person?

Not interested at all	Not very interested	Neutral	Somewhat interested	Very interested
1	2	3	4	5
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Figure 34: Lab experiment: Career choice p. 1/3

CAREER CHOICE YOUR NUMBER

Q5. Where do you see yourself 5 years from now?
The scale is from 1-5, where 1 means very unlikely and 5 means very likely.

I see myself as a:	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely
	1	2	3	4	5
1. Teacher					
2. Tailor					
3. Engineer					
4. Electricity supplier					
5. Government office employee					
6. Farmer					
7. Police officer					
8. Soda business owner					
9. Café owner					
10. Unemployed					
11. Housewife					
12. Hairdresser					
13. Cosmetics business owner					
14. Livestock keeper					
15. Charcoal business owner					
16. Waiter in café					
17. Taxi driver					
18. Selling CDs and DVDs					
19. Bank clerk					
20. Nurse					

Figure 35: Lab experiment: Career choice p. 2/3

CAREER CHOICE YOUR NUMBER _____

Q5 (continued) Where do you see yourself 5 years from now?
The scale is from 1-5, where 1 means very unlikely and 5 means very likely.

I see myself as a:	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely
	1	2	3	4	5
21. Big business owner					
22. Medical student at University					
23. TV/Radio presenter					
24. Business student at University					
25. Combining business and agriculture					
26. Combining employment and business					
27. Factory worker					
28. Combining employment and agriculture					
29. Beauty saloon owner					
30. Shop owner					
31. Shop keeper					

Q6. Where do you see yourself living in 5 years from now?
The scale is from 1-5, where 1 means very unlikely and 5 means very likely.

I see myself living in:	Very Unlikely	Somewhat Unlikely	Neutral	Somewhat Likely	Very Likely
	1	2	3	4	5
1. Big city					
2. Small town					
3. Rural area					
4. Outside Tanzania					

Figure 36: Lab experiment: Career choice p. 3/3

HAPPINESS YOUR NUMBER _____

All in all, how happy are you with your life these days?
Use a scale from zero to 10, where zero means unhappy and 10 is happy.

Very Unhappy												Very happy		Don't know
0	1	2	3	4	5	6	7	8	9	10				

Were you pleased most of the day yesterday?

<input type="checkbox"/>	yes
<input type="checkbox"/>	no
<input type="checkbox"/>	don't know

Were you worried most of the day yesterday?

<input type="checkbox"/>	yes
<input type="checkbox"/>	no
<input type="checkbox"/>	don't know

Were you happy most of the day yesterday?

<input type="checkbox"/>	yes
<input type="checkbox"/>	no
<input type="checkbox"/>	don't know

Figure 37: Lab experiment: Happiness questions

TV Show Evaluation 1 YOUR NUMBER _____

Questions on The Weekend Movie "Roho Sita" and "Cleopatra"

Q1. How many episodes of "Roho Sita" have you watched this year?

Q2. How many episodes of "Cleopatra" have you watched this year?

Q3. How difficult was it for you to watch the episodes of "Roho Sita" and "Cleopatra" that you wanted to watch?

Very difficult 1	Somewhat Difficult 2	Neutral 3	Somewhat easy 4	Very easy 5	Did not watch
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q4. Did you like The Weekend Movie "Roho Sita" and "Cleopatra"?

Not at all 1	2	Neutral 3	4	Very much 5	Did not watch
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Below are some statements about The Weekend Movie
Please indicate your opinion on these statements**

Q5. "Roho Sita and Cleopatra were entertaining"

Strongly agree 1	Somewhat agree 2	Neutral 3	Somewhat disagree 4	Strongly disagree 5	Did not watch
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q6. "Roho Sita and Cleopatra were informative"

Strongly agree 1	Somewhat agree 2	Neutral 3	Somewhat disagree 4	Strongly disagree 5	Did not watch
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Figure 38: Lab experiment: TV show evaluation, weekend movie

TV Show Evaluaton 2 YOUR NUMBER _____

Questions on the TV entrepreneurship competition "Ruka Juu"

Q1. How many episodes of Ruka Juu have you watched (Answer 0-11)?

Q2. How difficult was it for you to watch the Ruka Juu episodes that you wanted to watch?

Very difficult 1	Somewhat Difficult 2	Neutral 3	Somewhat easy 4	Very easy 5	Did not watch
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q3. Did you like Ruka Juu?

Not at all 1	2	Neutral 3	4	Very much 5	Did not watch
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Below are some statements about Ruka Juu. Please indicate your opinion on these statements

Q4. "Ruka Juu was entertaining"

Strongly agree 1	Somewhat agree 2	Neutral 3	Somewhat disagree 4	Strongly disagree 5	Did not watch
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q5. "Ruka Juu was informative"

Strongly agree 1	Somewhat agree 2	Neutral 3	Somewhat disagree 4	Strongly disagree 5	Did not watch
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q6. "Ruka Juu taught me how to start my own business"

Strongly agree 1	Somewhat agree 2	Neutral 3	Somewhat disagree 4	Strongly disagree 5	Did not watch
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q7. "Ruka Juu taught me how to develop and present a business plan"

Strongly agree 1	Somewhat agree 2	Neutral 3	Somewhat disagree 4	Strongly disagree 5	Did not watch
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q8. "Ruka Juu taught me how to promote a business"

Strongly agree 1	Somewhat agree 2	Neutral 3	Somewhat disagree 4	Strongly disagree 5	Did not watch
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Figure 39: Lab experiment: TV show evaluation, Ruka Juu

Long-term follow-up survey survey for Ruka Juu, 2013

Date of interview:

Surveyor:

Dear _____, my name is _____ and I was part of the team which conducted a study about Youth and Media which you participated in when you were in Form IV in 2011. As you may recall, researchers came to your school and you were encouraged to watch _____ (mention Ruka Juu or the Weekend Movie, depending on which group the person belonged to). After three months, we came back to your school and we conducted a workshop where you answered questions and could earn money. Do you remember this? Now we would like to make a follow-up of all youth who participated in this project and we therefore would like to ask you a few questions over the phone. Is this OK with you?

1. Background information from baseline (Fill in this section before calling)

Name	
Gender Male/Female	
Home address	
Postal address	
Street address	
Ward	
District	
Mobile phone number (if you have a mobile phone)	

1

Figure 40: Long-term follow up: survey form, p. 1/5

Alternative phone number where you can be reached. Specify whose number this is.	
If the individual is reached by a new phone number in the follow up, fill it in here.	

2. Update of contact information (state the contact address and phone number in baseline).

Are there any changes to this information?	(Y/N)
--	-------

If Yes, there are changes, write the updated contact information below:

Updated contact information	
Home address	
Postal address	
Street address	
Ward	
District	
Mobile phone number (if you have a mobile phone)	
Alternative phone number where you can be reached. Specify whose number this is.	

Figure 41: Long-term follow up: survey form, p. 2/5

3. Survey questions

1. Are you a student?	(Y/N)
If yes, then where are you studying? (tick off one)	
• High school	
• Technical college	
• Short course	
• Other (SPECIFY)	

2. Are you employed?	(Y/N)
If no, then what are you doing? (tick off one)	
• Mishe-mishe (looking for a job)	
• Nipo-nipo (nothing)	
• Other (please specify)	
If yes, then where are you doing? (tick off one)	
• Private sector employee	
• Government employee	
• Self-employed (write what kind of activity)	
• Farming	
• Other (please specify)	

3. After completion of form IV, did you leave to another place?	(Y/N)
If yes, for what reason?	
If no, why?	

4. During the last year, have you made an attempt to start a business?	(Y/N)
If yes, what kind of business?	
Is it still operating? (Y/N)	
If it is operating, what is present weekly income?	

On marriage and family	
5. Are you married or living with a partner?	(Y/N)

Figure 42: Long-term follow up: survey form, p. 3/5

6. If you are not married, at what age do you want to get married?	
7. Since you finished Form IV, have you had a baby, or are you expecting a baby at this point (as mother or father)?	(Y/N)

8. What would you choose if you could choose between 2000 Tsh for sure or a lottery, where if you a flip coin, then heads, you get 4000 Tsh, tails, you get nothing.	
2000 for sure	The lottery

9. What do you consider a common characteristic of business women in Tanzania? (tick off only one):	
• Fast in decision making.	
• Good at collaborating.	
• Never give up.	
• Risk taker.	

10. If you were offered a one-week fulltime training course for free, what would you choose? (tick off only one)	
• Training in office work.	
• Entrepreneurship	
• Health issues.	
• Vocational training	

On Ruka Juu Young farmers in business	
11. Do you know that Ruka Juu is shown again and it is also on the radio. This time it is about Young farmers in Business?	(Y/N).
12. How many episodes have you watched on TV? (write 0 if no episodes)	

Figure 43: Long-term follow up: survey form, p. 4/5

13. How many episodes have you listened to on the radio? (write 0 if no episode)	
---	--

Updated phone numbers of fellow students	
14. We are trying to reach as many as possible who participated in the Youth and Media workshops. Therefore, we would like to ask you if you are in contact with anybody in your old class? If yes, do you have their contact details? In particular, we would like to contact:	
1. (Name)	(Number)
2.	
3.	
4.	

15. If you are not in contact with any of the above, are you in contact with anybody else in your old class? If yes, do you have their contact details?	
1. (Name)	(Number)
2.	
3.	
4.	

If you have questions or additional information, do not hesitate to call me at any time on my mobile phone number: XXXXXXXX

Figure 44: Long-term follow up: survey form, p. 5/5