

Examining the Impact of Educational Cartoons on Tanzanian Children

Investigating the Effects of “Akili and Me” on Children’s Learning Outcomes (2018)

[Read the full study here](#)



Objective

To evaluate the impact of “Akili and Me” on early learning skills among Tanzanian children.



Participants

Number: 568 children
Location: Morogoro, Tanzania
Mean Age: 4.8 years



Methodology



Type:
Randomized Controlled Trial

Comparison:
Children assigned to watch “Akili and Me” vs. other popular programs.

Duration:
Measured learning outcomes before and after four weeks of exposure.



Assessment

Tool: International Development & Early Learning Assessment (IDELA)

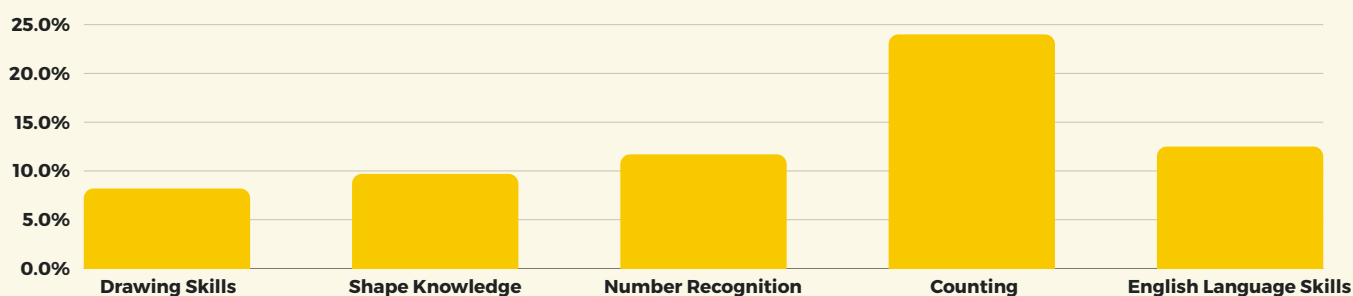
Measured Outcomes:

Drawing Skills
Shape Knowledge
Number Recognition
Counting
English Language Skills



Results - Improvements in Measured Areas:

Duration: One Month



Conclusion

1. Educational cartoons like **Akili and Me** positively impact early learning skills.
2. Results suggest **media interventions can enhance school readiness in developing countries.**
3. Results highlight the **potential benefits of locally-produced educational media** to support children’s learning and development.



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