

# How the COVID-19 Shutdown Revealed the Effectiveness of a Northern Nigerian Educational Media Program



## Investigating the Impact of "Akili and Me" During the Pandemic

*Read the full study here*

Reference citation: Borzekowski et al. (2020).



### Objective

To assess the effectiveness of the educational TV show "Akili and Me" as an intervention in northern Nigeria during the COVID-19 pandemic.

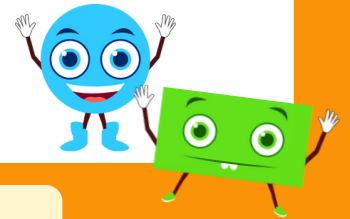
To understand how children's learning outcomes were affected during school closures.



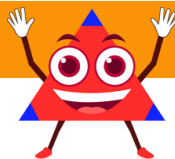
### Participants

**Number:** 363 children from Northern Nigeria who provided data at baseline and completed the intervention.

**Location:** Northern Nigeria



### Methodology



**Type:**

Quasi-experimental intervention adapted to a naturalistic setting due to the pandemic.

**Procedure:**

Baseline data collection followed by follow-up assessments after exposure to Akili and Me.

**Duration:**

During COVID-19 pandemic school closures.



### Assessment

**Measured Outcomes:**

Literacy

Numeracy

Shape Recognition

Socio-emotional Development

Program Receptivity



### Results - Improvements in Measured Areas:



1. Children who could identify more characters from "Akili and Me" showed enhanced performance in literacy, numeracy, and socio-emotional skills.
2. During crises, educational media proved to be an essential tool for supporting home learning when traditional schooling is interrupted.



### Conclusion

1. **Educational media**, specifically animated programs like *Akili and Me* can effectively teach vulnerable preschool children important socio-emotional and health content.
2. **This study contributes** to the literature on educational media by demonstrating its potential impact on young children's development.



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