



Evaluating the Effects of Entrepreneurship Edutainment in Egypt*

Bastien Michel**

Aarhus University & TrygFonden's Centre, PhD Fellow

Doha Evidence Symposium

March 8th, 2014

*Project funded by the ILO/Youth Employment Network & Silatech

**Other researchers involved in the project are: Bruno Crépon, William Parienté, Ghada Barsoum, Drew Gardiner, Paul Dyer & Marwa Moaz

Plan

1. Background
2. Intervention
3. Methodology
4. Results

Background

Background (1/2)

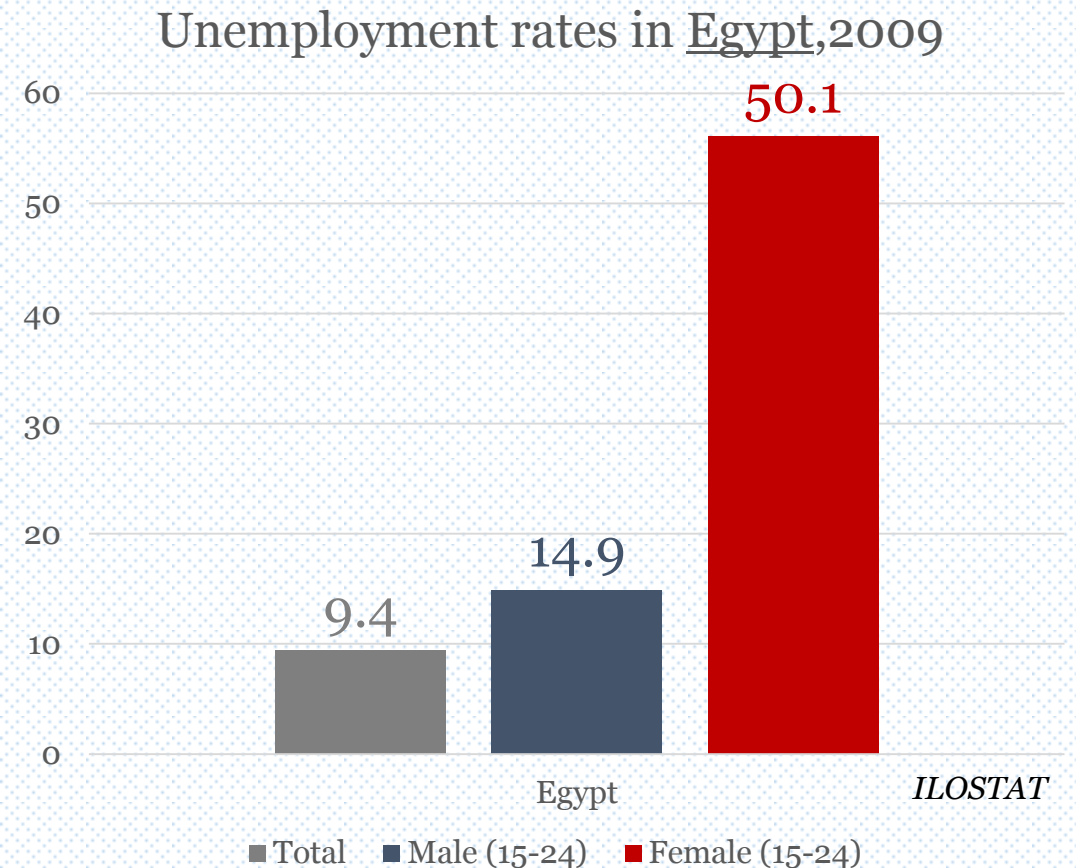
High inequalities of opportunity in the labour market.

Unemployment rates in 2010:

- Overall: 9%.
- 20-24 years old: 16.6% for men and 55.8% for women.

ILOSTAT database

One of the causes for the 2011 revolution and continuing unrest in the country.



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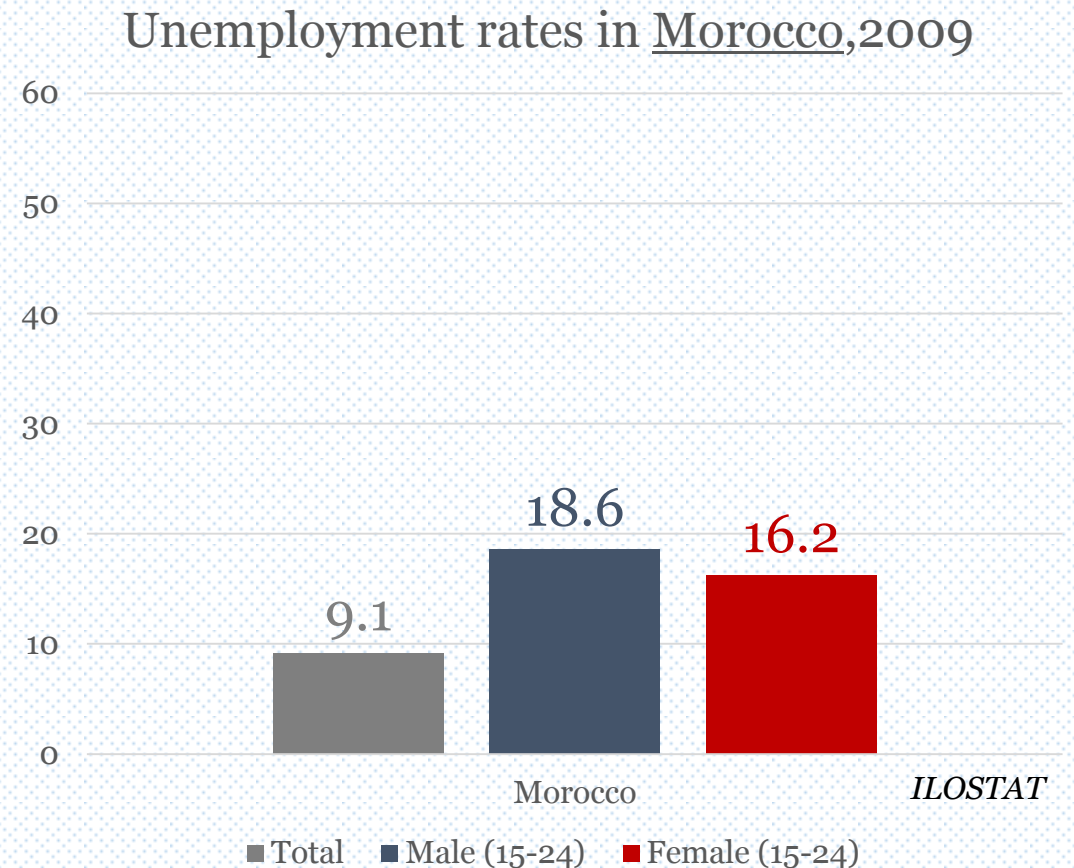
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Population Council, 2009

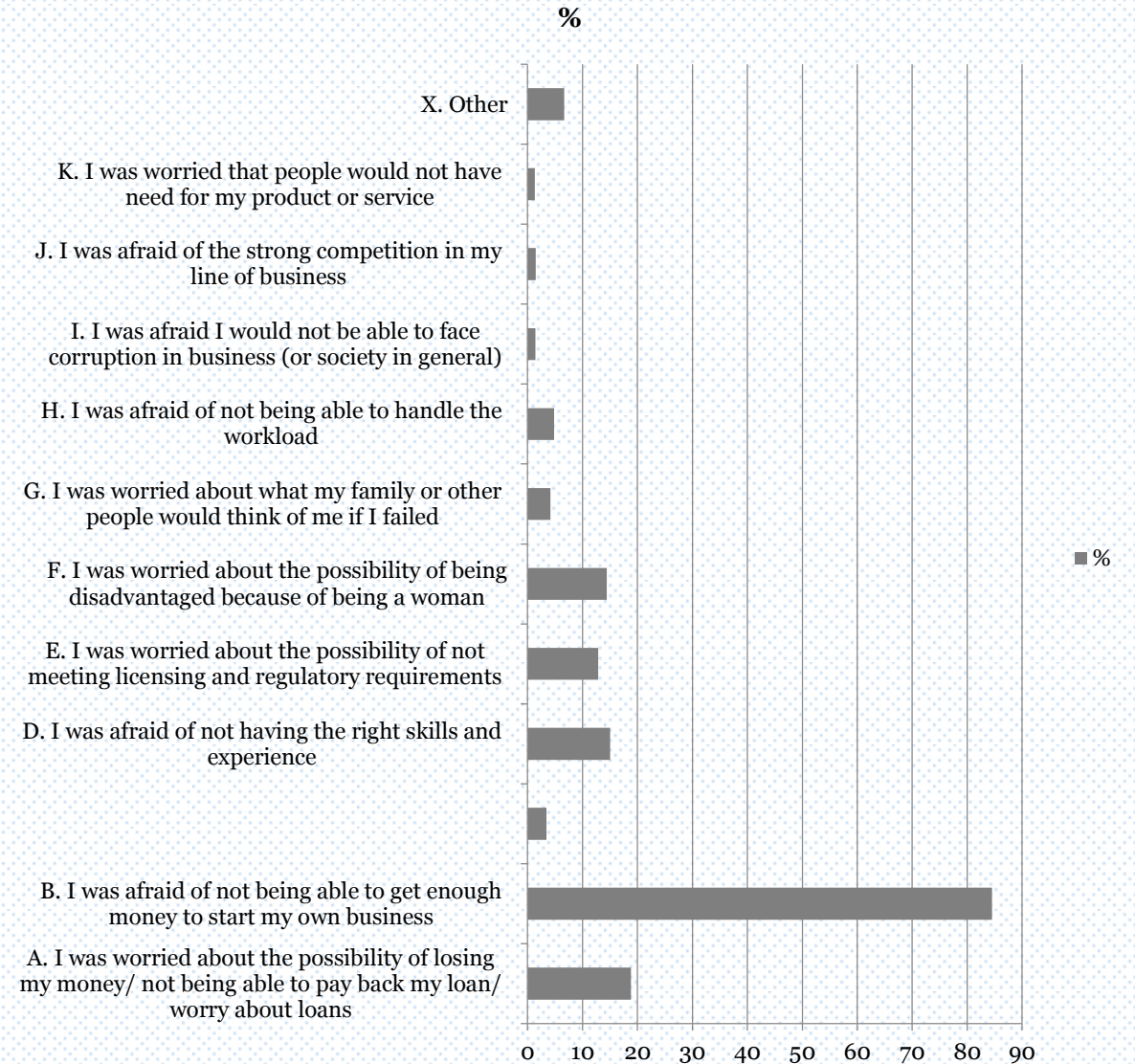
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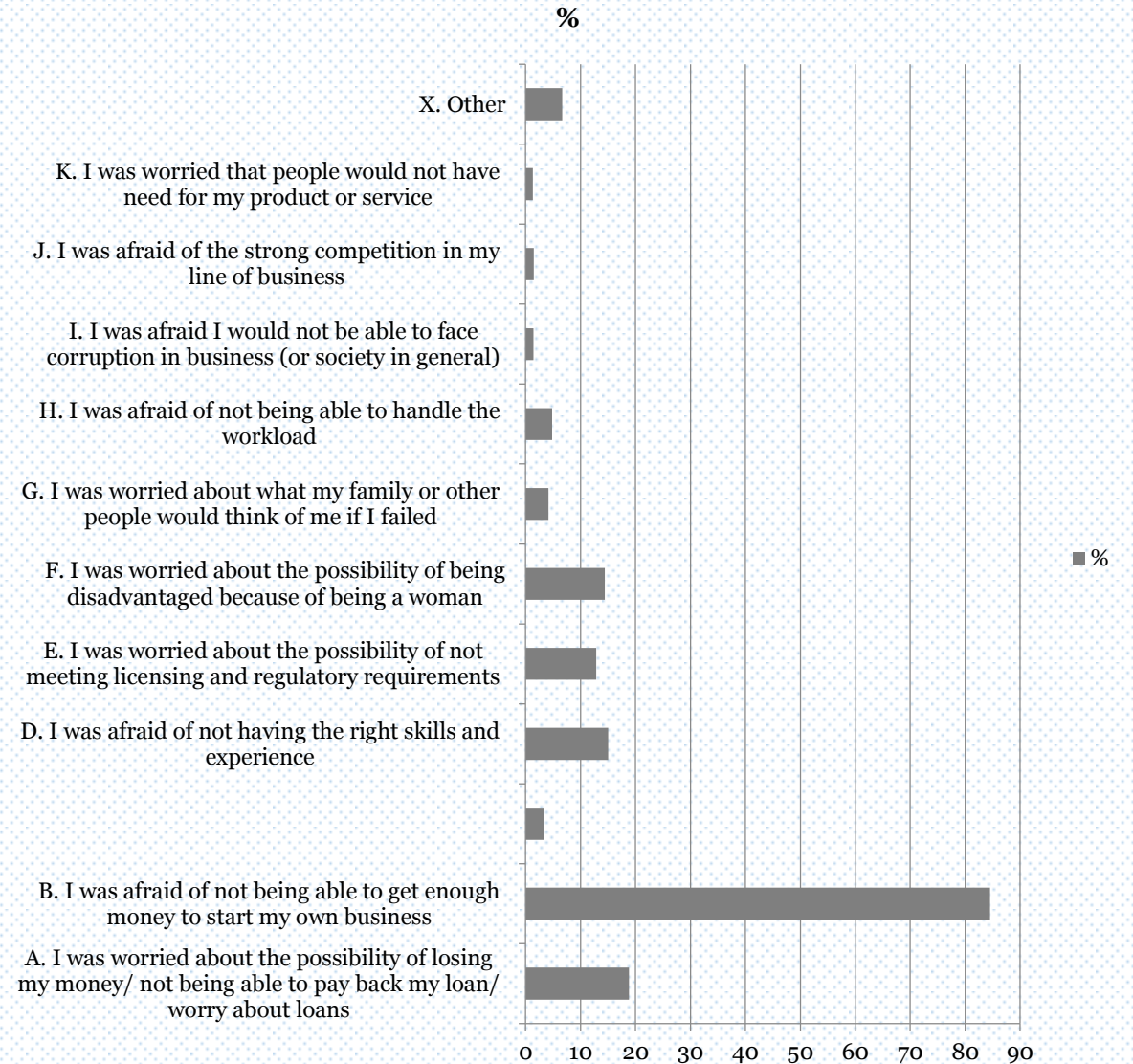
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➔ Intervention!



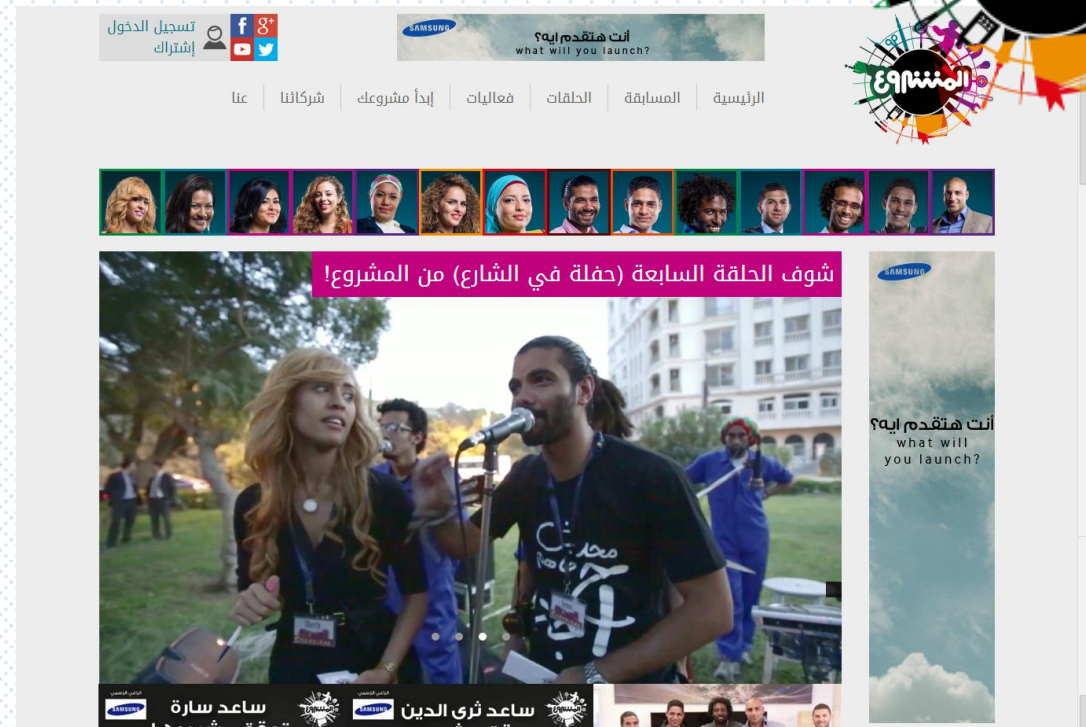
Intervention

Intervention (1/2)

- Reality show, El-Mashrou3 (“*The Project*”)
- Concept: 14 contestants, teaches basic skills, introduces to local partners.
- Most-watched satellite TV channel in Egypt.
- Expected audience of 8-12 million individuals (*IPSOS*)
- Literature: Jensen and Oster (2009), La Ferrara and Chong (2009), La Ferrara, Chong and Duryea’s (2008), Berg and Zia (2013)

Intervention (2/2)

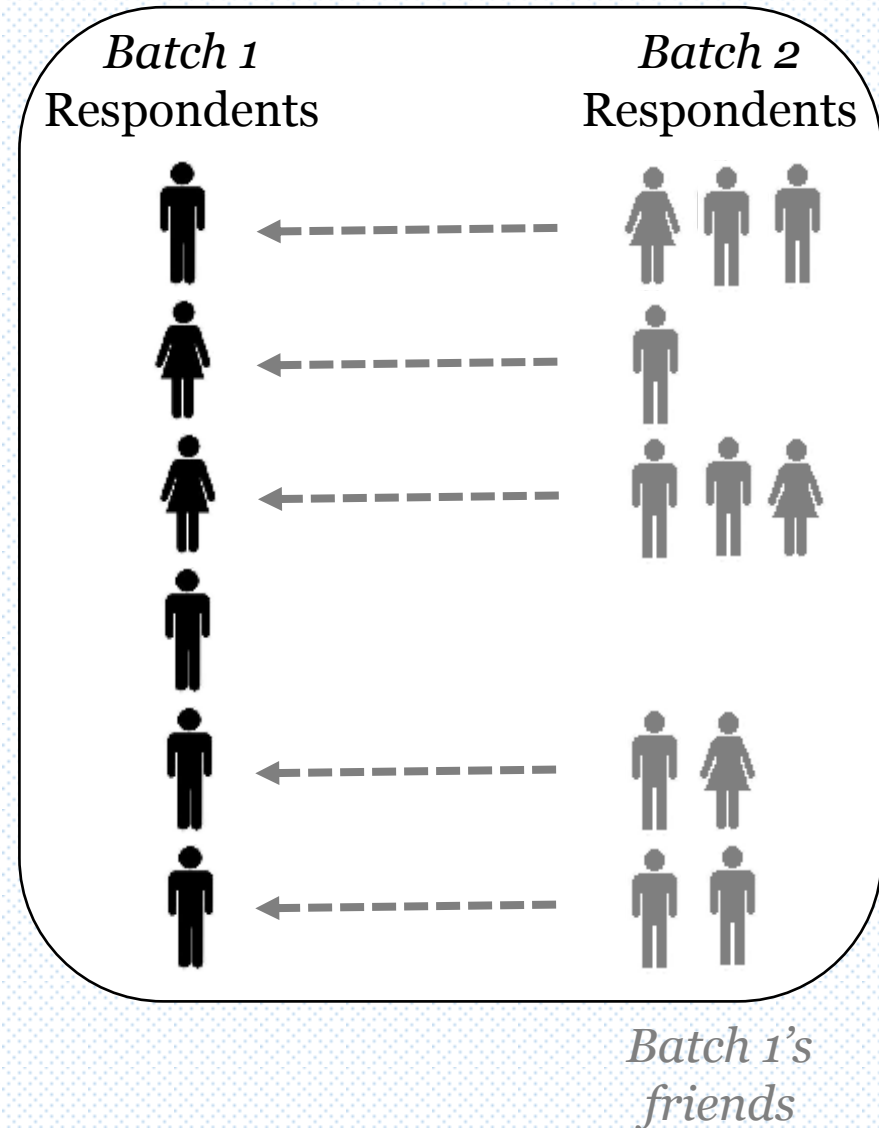
- In parallel, support activities are being implemented:
 1. Show's website: online courses, educational videos, mentoring and other services.
www.elmashrou3.tv
 2. Viewing parties and networking events are also being organized.
- Bridges between the show and the real world.
- Website: 1 million expected users
Events: 200,000 expected beneficiaries



Methodology

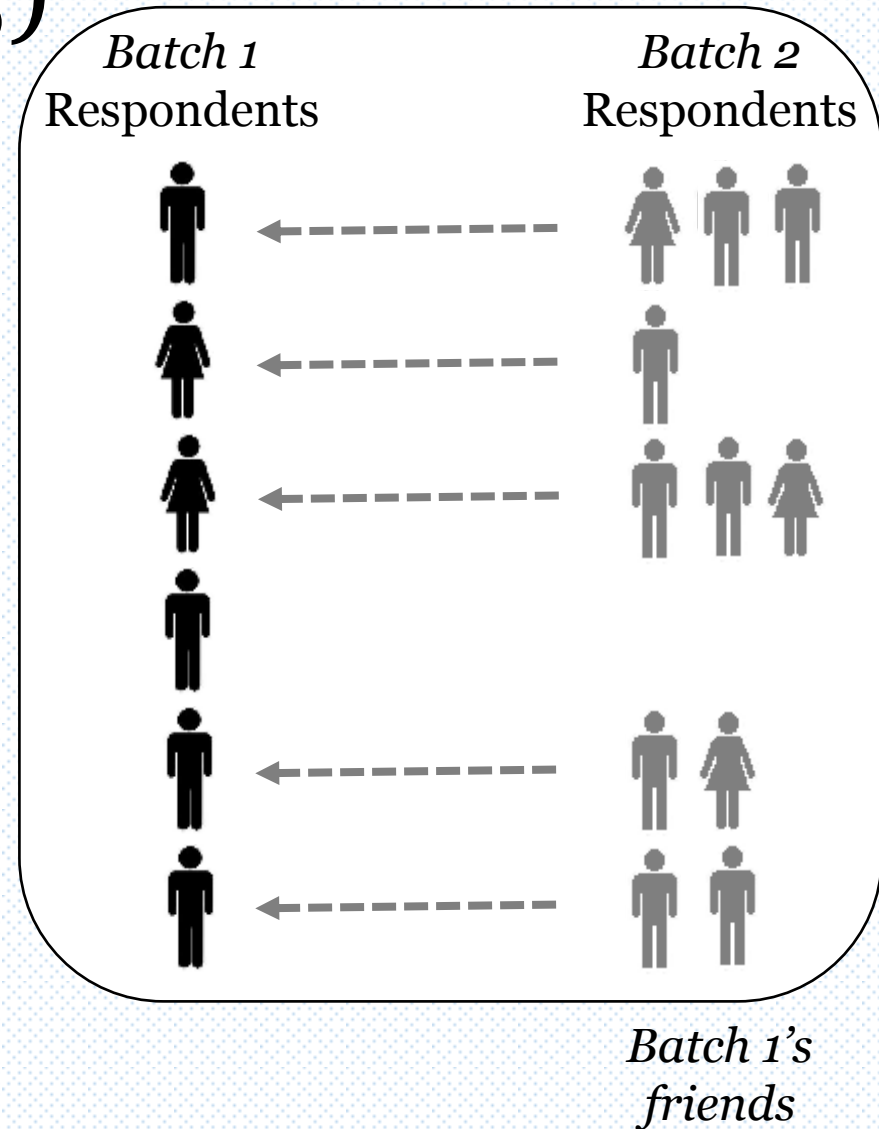
Sample (1/3)

- Phone survey
- Sampling method: Random Digit Dialling
- Inclusion criteria:
 1. Own a cell phone
 2. Watch TV at least from time to time
 3. 18-35 years old
 4. Interested in starting their own business



Evaluation design (2/3)

- Randomized controlled trial
- Encouragement design



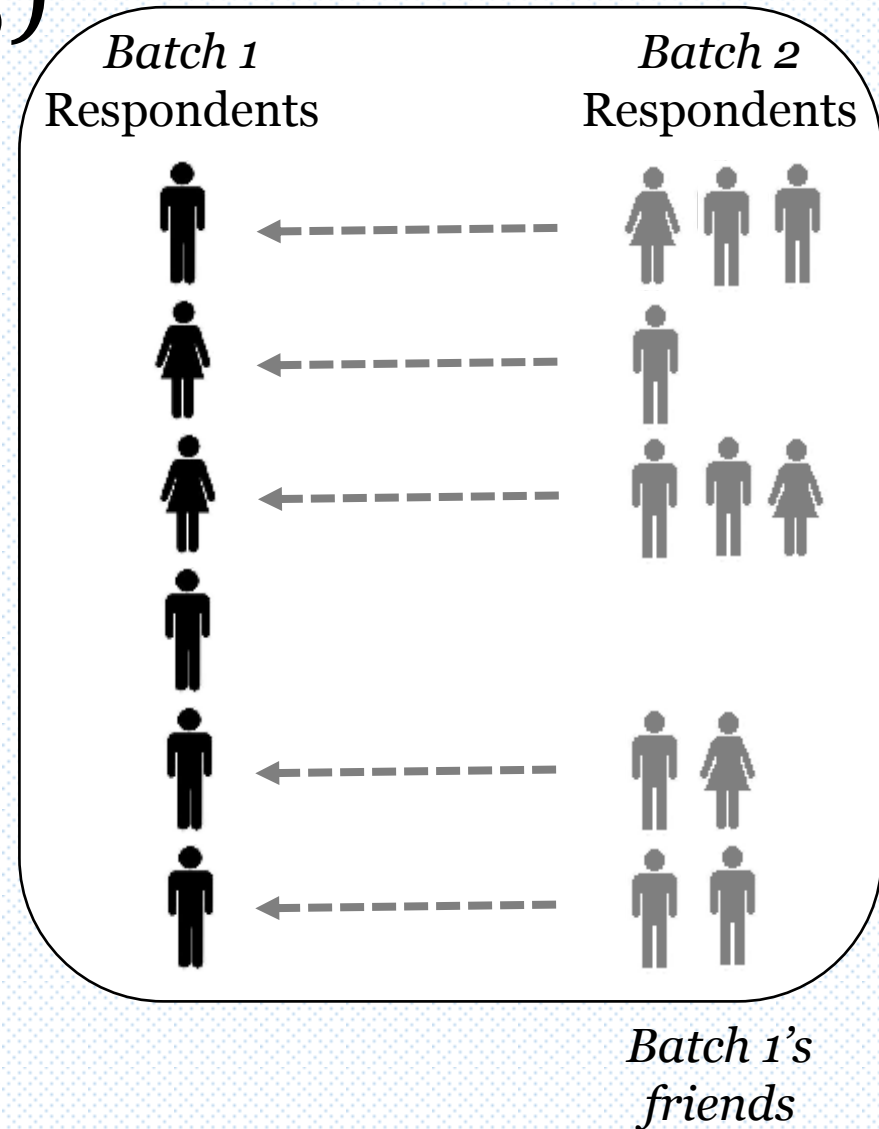
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Ex.:

You want to start your business? Advice or online courses? You want to meet micro-finance organizations? Create your account on elmashrou3.tv, you'll find everything you need to start your business

Tonight on Al Nahar at 11, learn how to plan business events on El Mashrou3!



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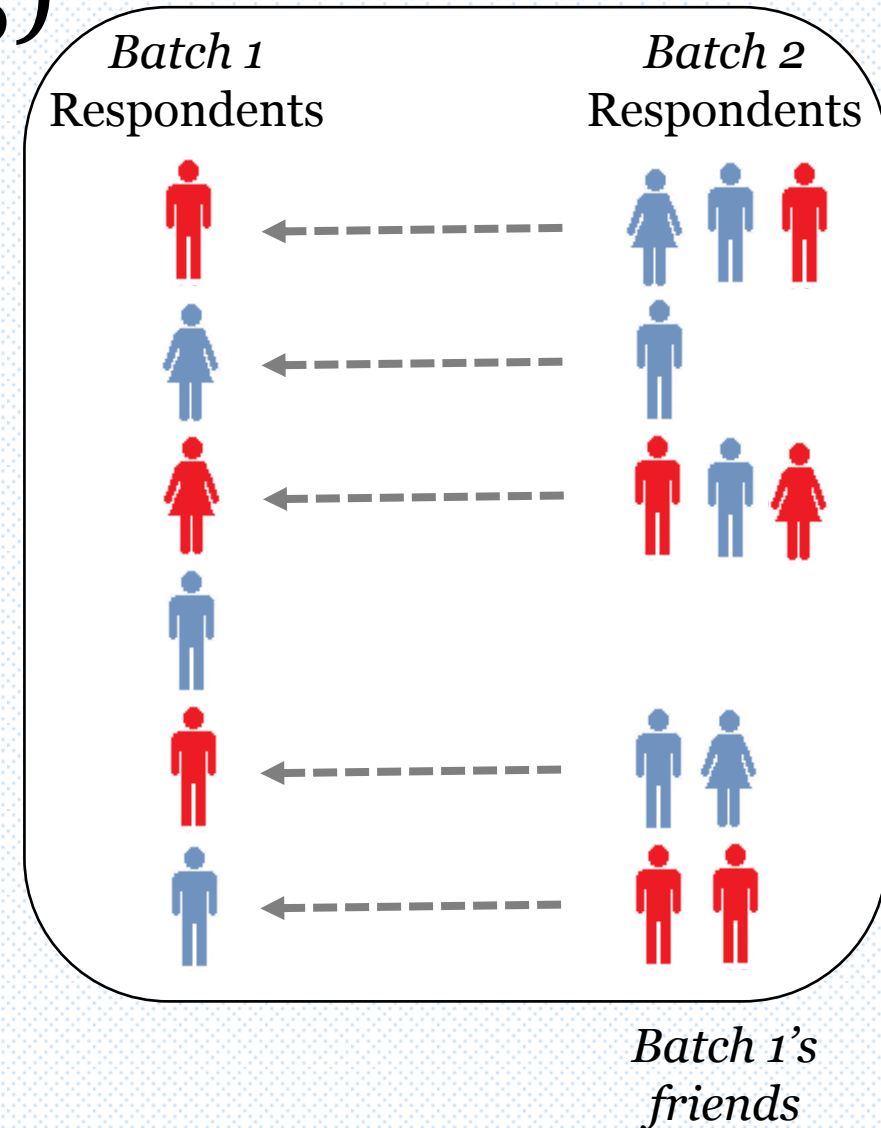
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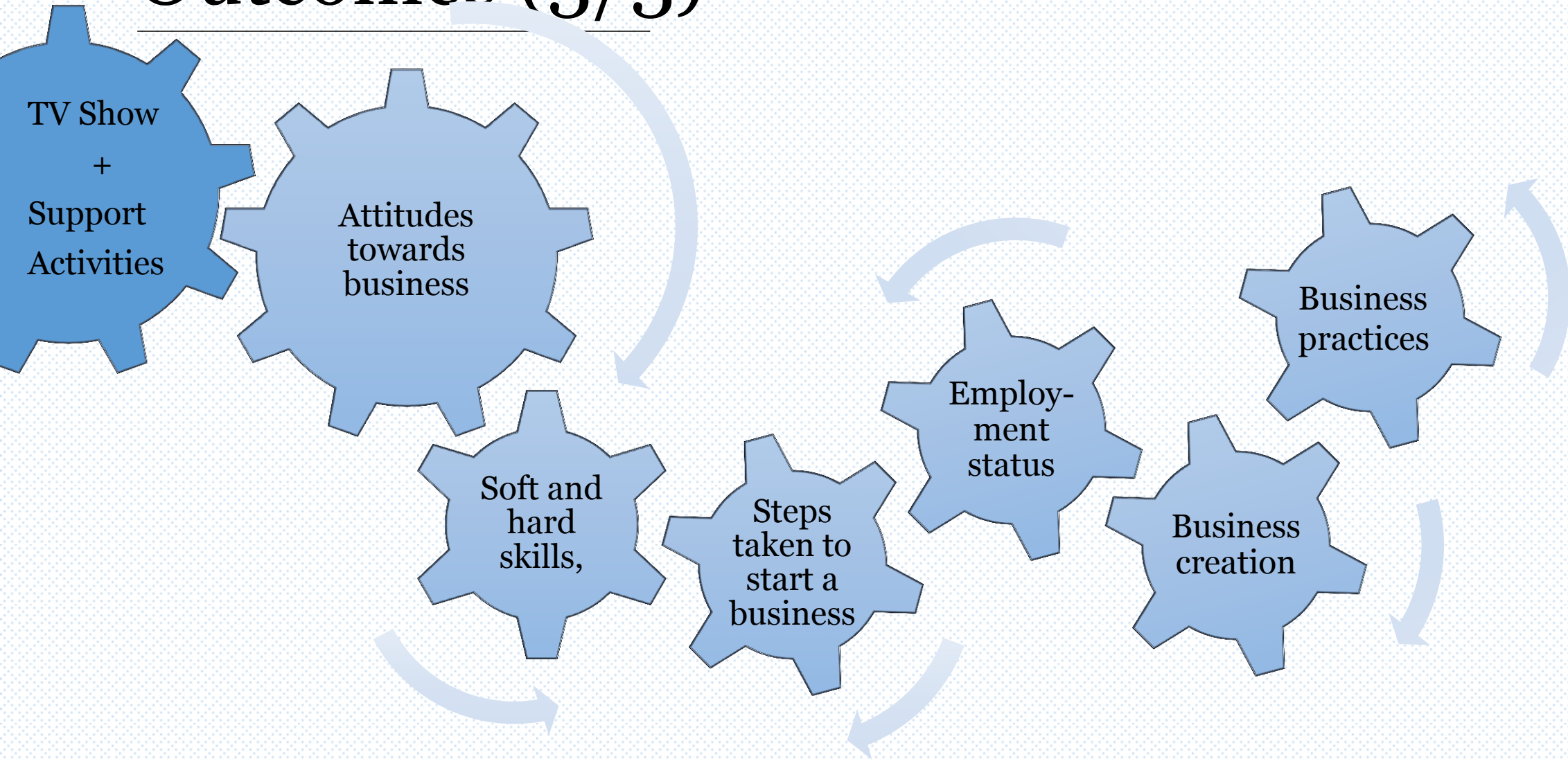
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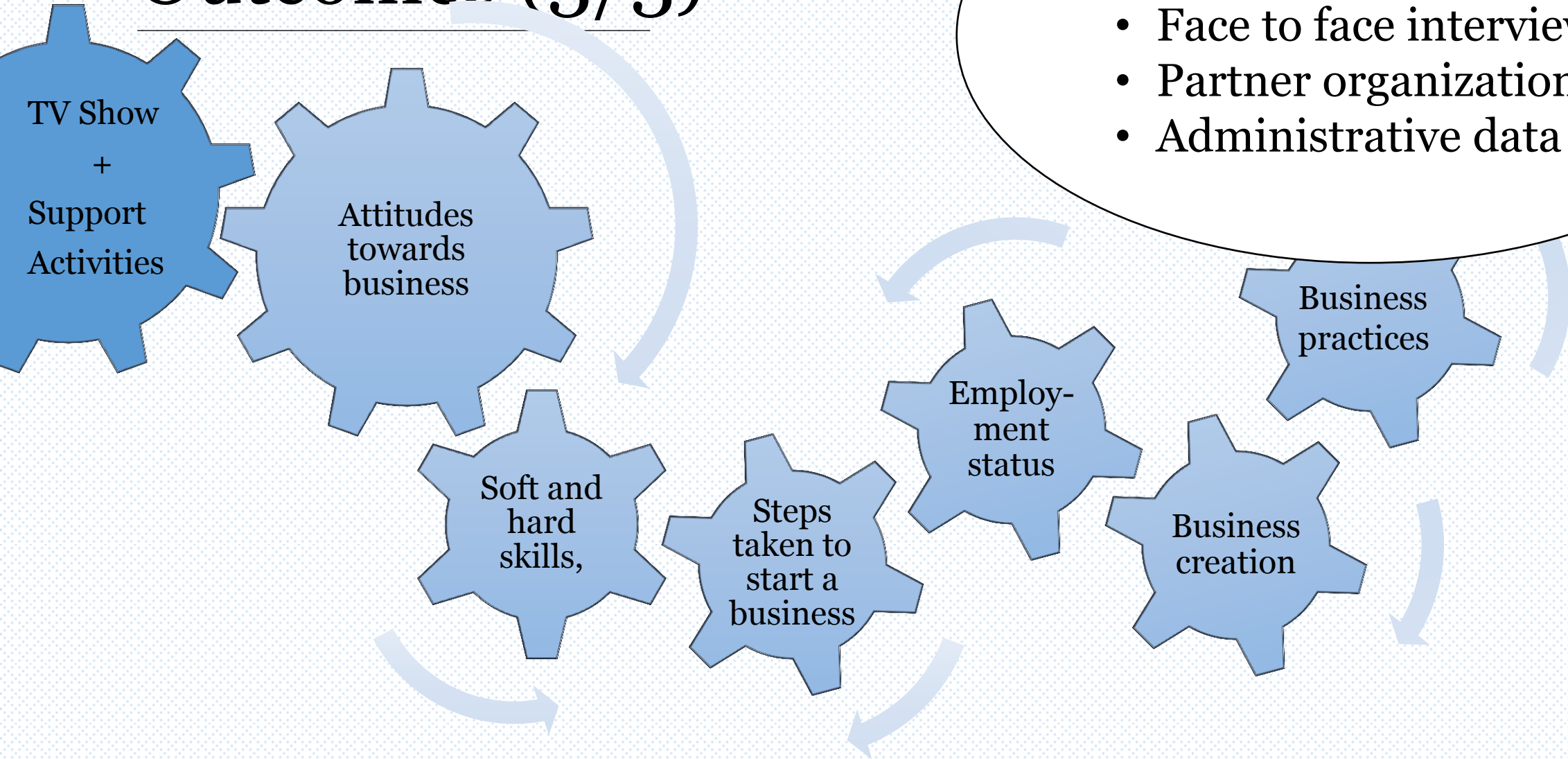
- Randomized at the individual level
- Stratification: gender, batch and number of friends



Outcomes (3/3)



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Data collected via:

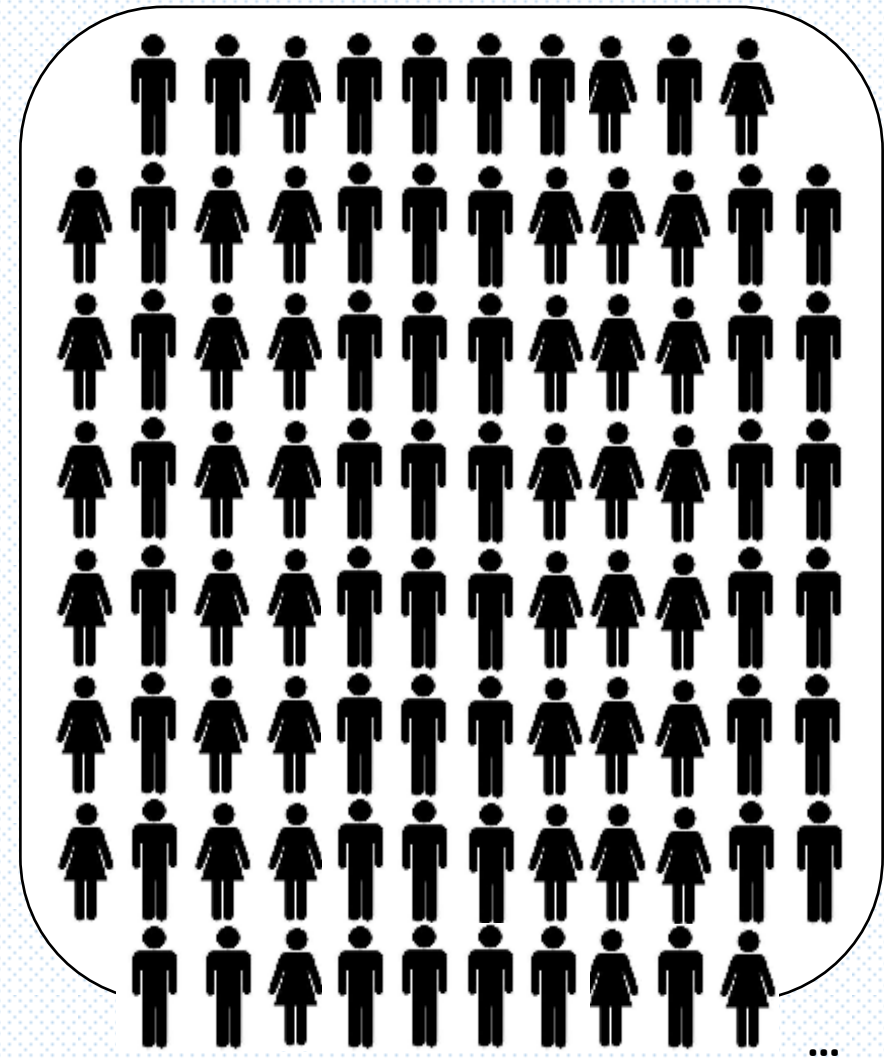
- Phone surveys
- Face to face interviews
- Partner organizations data
- Administrative data

Results

Baseline

Respondents' characteristics

- *Total*: 9,327 respondents



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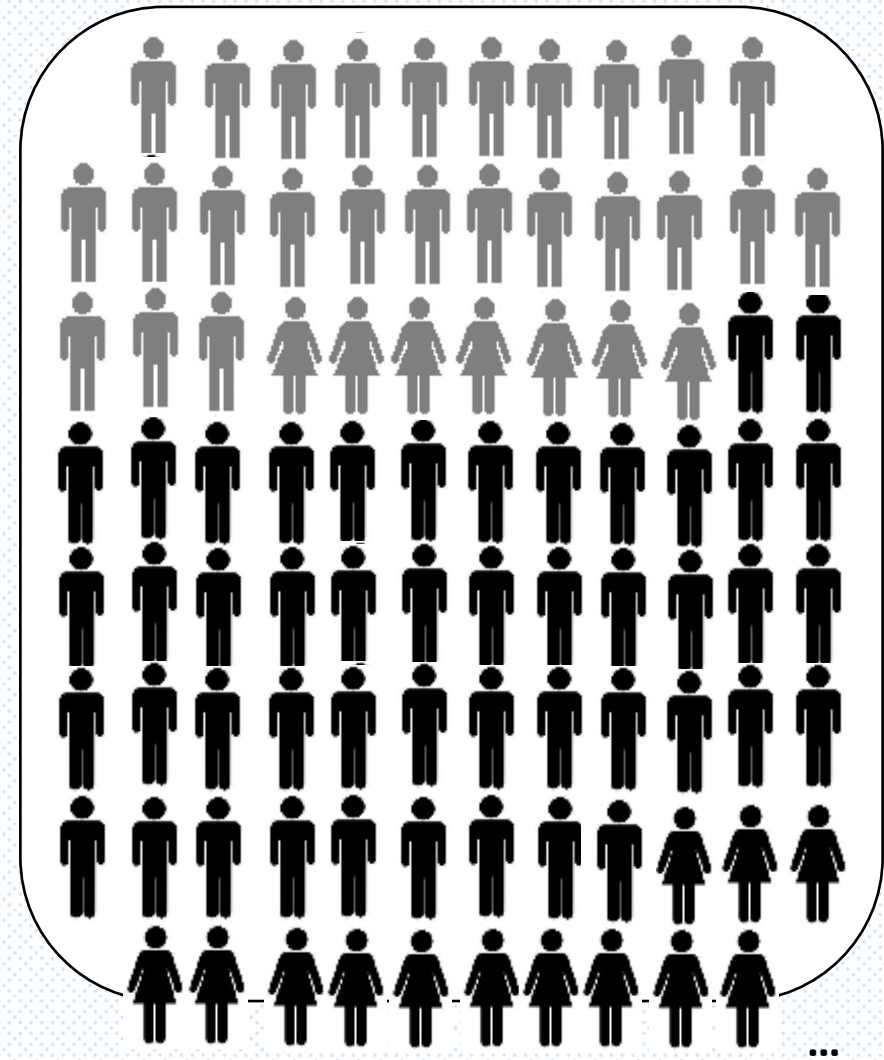
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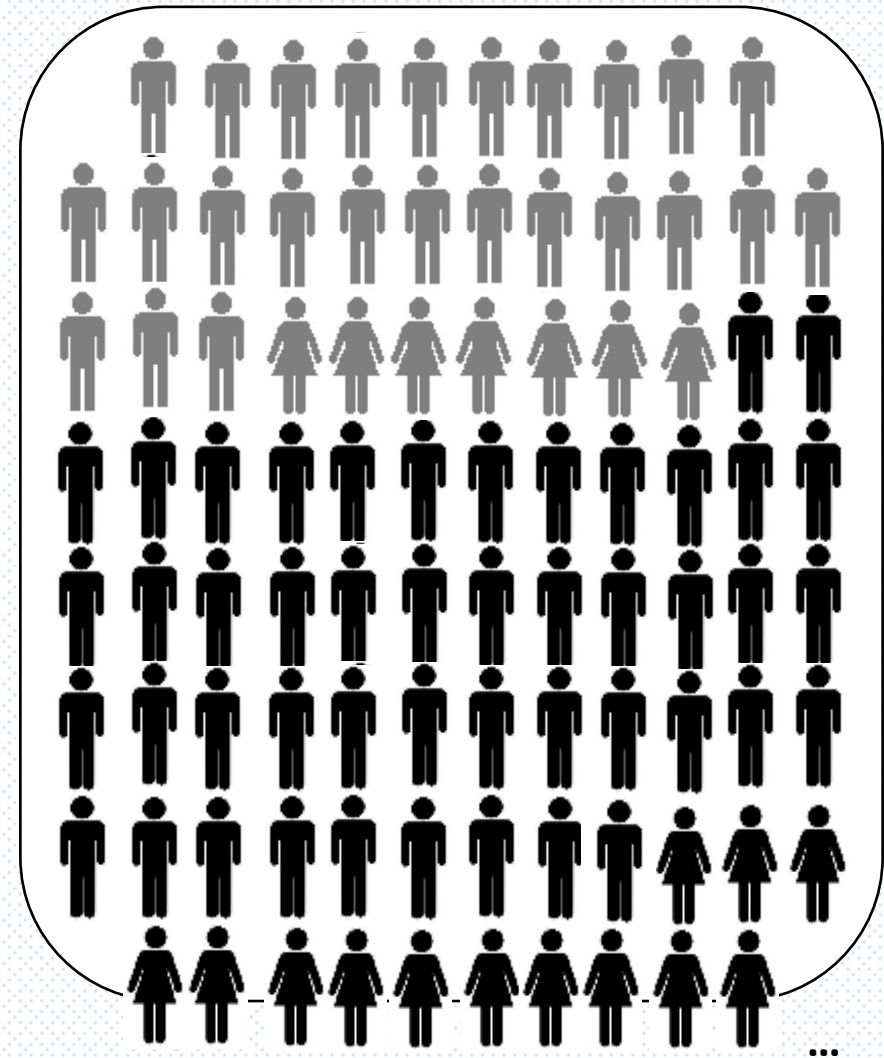
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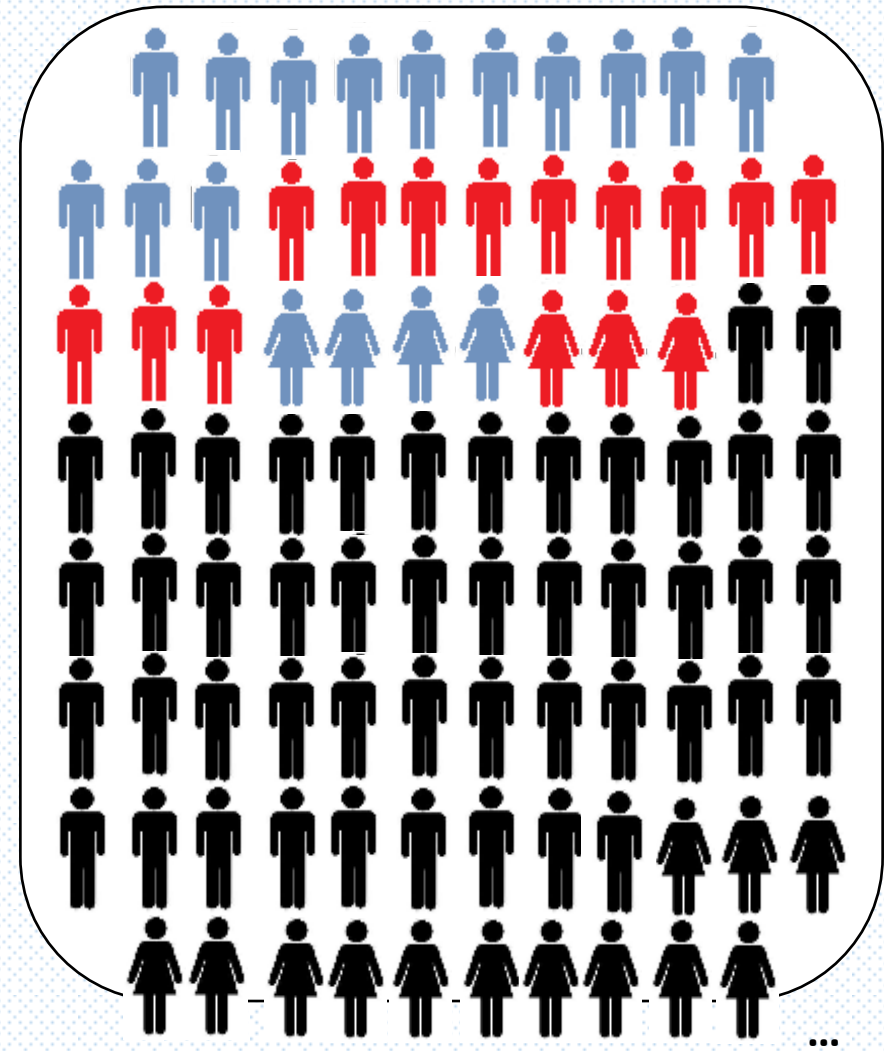
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- *Education*: 70% above sec. school
- *Status*: 34% employees, 20% self-employed, 20% unemployed, 12.5% engaged in home duties
- *Wealth*: middle-higher class



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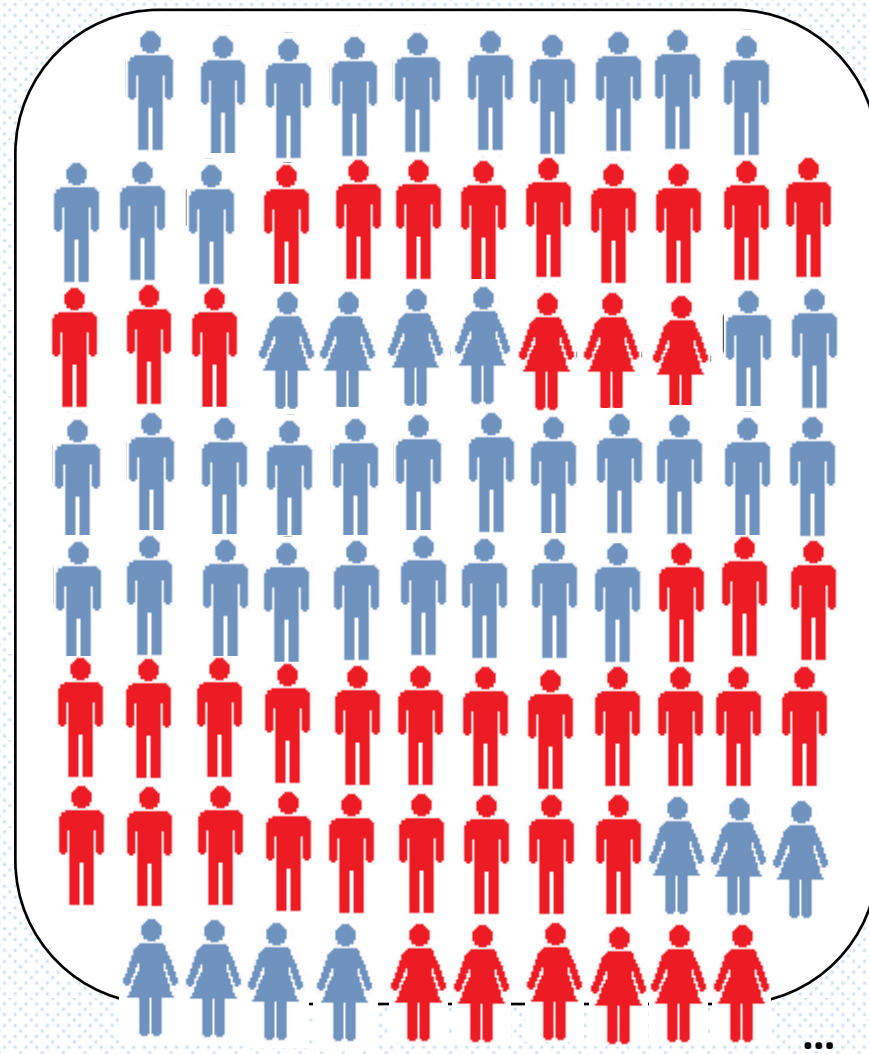
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- No difference between T & C



Policy-relevant questions

- Q1. Can a mainstream TV program about entrepreneurship together with the provision of support activities change people's life?
- Q2. Does the impact vary according to gender, age, education, employment status, etc.?
- Q3. Is the impact greater in people who identify with contestants who perform well during the show?
- Q4. Does the TV show have an impact on gender perception?
- Q5. How important are personal networks in explaining these results?

Thank you!