MTV Shuga Season 3 in Nigeria — Randomised Trial of an Edutainment Series Whose Domestic-Violence Storyline Cut Men's Justification of Violence by 21%, With No Change Among Women

Gender Equality · Good practice · Nigeria

Quality score: 74/100

Evidence strength: Strong

Summary

An RCT in 80 screening centres in 7 South-West Nigerian towns tested MTV Shuga 3, an HIV drama with a domestic-violence subplot. Eight months on, male viewers were 21% less likely to justify violence; there was no significant effect for women or the full sample.

Key dimensions

Dimension	Score
Transferability / replicability	2/3
Impact on gender equality	0/1
Effectiveness	1/1
Efficiency	1/1
Evaluated outcomes	1/1
Sustainability	1/1
Achievement / evidence	0/1
Gender-mainstreaming embedding	1/1
Curator validation	1/1

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-23

MTV Staying Alive Foundation (series producer); evaluation by Abhijit Banerjee, Eliana La Ferrara and Victor Orozco — accessed 2026-11-23

Banerjee, La Ferrara & Orozco (2019), AEA Papers and Proceedings 109:133–37 — accessed 2026-11-23

Harvard GAP evidence summary — accessed 2026-11-23

Bocconi University publication page — accessed 2026-11-23

Open-access copy (MIT DSpace) — accessed 2026-11-23

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