

TITLE:

**The role of humour-based video material in facilitating an attitude shift
towards water saving awareness amongst Capetonians: A qualitative
exploration.**

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ABSTRACT

The role of humour-based video material in facilitating an attitude shift towards water saving awareness amongst Capetonians: A qualitative exploration

BA Honours, Vega School of Brand Leadership, Cape Town, Western Cape.

This research was developed and explored through the researchers experience and interest in the field of using humour-based video to help shift attitudes towards social and environmental issues in Cape Town, South Africa. This provides a need to understand the dynamics of Capetonians and their response in attitude when consuming humorous video relating to the water crisis. This research project will ascertain the elements used in humour that best influence a positive shift in attitude and awareness. The literature review defines narrative theory, narrative in advertising, humour in persuasive narrative, video advertising, consumers' attitudes and elaborates on dimensions applicable to the study. This study can provide value for South African consumers and social brands in the market by leveraging humour into their campaigns. The theoretical framework upon which this study is based is the balance theory. Semi structured interviews and questionnaires were used to conduct the research. Five participants were interviewed and their answers assisted towards solving the research problem. The findings reveal Capetonians attitudes positively shift when consuming humorous-based video. This has given insight into the effectiveness of leveraging key elements in humorous video to raise environmental awareness in Cape Town.

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1. INTRODUCTION

1.1 BACKGROUND

Auguste and Louis Lumiere created the world's first motion picture camera and projector in 1895 (Epstein, 2015). Since then, video has rapidly become an integrated form of communication as increased connectivity and technology has evolved. There are many categories that involve video, however, this study will focus on the use of humour in narrative and prank based content. Specifically, this study looks at the use of humorous prank video in relation to shifting attitudes of Cape Town residents to a water conscious state of mind. Humour has the power to shift attitudes; "a good sense of humour might simply create a more positive social climate, by being associated with positive affective experiences (Cann, 2014).

Water provision and the crisis regarding such provision has become a very serious issue in the Western Cape. Although serious messaging is mostly effective when conveying the situation, many Capetonians have reached an attention breaking point. According to Renfrew (2018), only 54% of households meet the target of using 23 gallons per person, per day. This study explores the possibility that society's attention and awareness can be reignited by the use of humour and narrative. By understanding the impact and relationship of humorous video content on consumer attitudes, we can define key video related concepts that will aid in the decrease of water consumption.

There are several key concepts that will be discussed in order to holistically understand this subject at large. These key concepts, which will be discussed in detail later, are narrative theory, narrative and humour, video advertising and consumer attitudes'. This will build the foundation to this study, as it will determine whether humorous video content can have an influence on shifting attitudes of water consumption in Cape Town.

1.2 RATIONALE

This research study is relevant and worth investigation for a variety of reasons. The first reason is that a study like this can help improve the understanding of how humorous video content can be used to shift the current and potential attitudes concerning water consumption in Cape Town. This will explore the behavioural response and shift in attitude after consuming prank-based content relating to social issues such as the water crisis. According to Cann, “a good sense of humor has been suggested as a quality that can greatly enhance one’s social desirability. Positive personality qualities are assumed to co-occur with a good sense of humor” (November, 2015). Therefore, this study will provide insight into what video elements can be implemented to cohesively and positively shift water-consuming attitudes in the City of Cape Town. Furthermore, it enforces the power of using humour in pranks as a tool of communication when challenging social and environmental issues – improving public understanding. According to Net Media Planet (October, 2017), “video is an integral part of the marketing mix now; it’s easy to share, easy to use, has the potential to go viral, ideal for mobile marketing, and engages users immediately.” This form of content has the ability to reach and raise vast awareness towards specific issues facing society. This research study will help South Africans uncover new strategies to be used in video, in conjunction with the water crisis. This information can help South African consumers and others to fully understand the effects of this strategy used in video content. The final reason this study is relevant is that it can help others who have a passion for improving the environmental wellbeing of South Africa through leveraging narrative based content. This will reveal information about the strategy and how effective it is in South Africa. Therefore, this study is worth conducting, as it can be helpful in a variety of environmental and social fields, as stated above.

1.3 PROBLEM STATEMENT

There is a need to reduce water consumption through the use of humour-based video to facilitate an attitude shift towards water saving awareness amongst Capetonians. This general need is shared and experienced by all Capetonians, “The crisis that we face requires a whole of society approach (Nielson, 2018). This requires effective communication strategies to make people aware and change their current attitudes and use of water. Cape Town residents have reached saturation point when it comes to traditional serious communication messages about water. According to Wolski (2017), communication strategies should ideally be “visual, interactive, contextualised, and accompanied by a narrative referring to our experiences.” Current communication strategies have been ineffective in reducing water consumption and there is a need for new communication methods to be used. This study is relevant as it explores and assesses elements of narrative humour that can be used to positively shift attitudes’ and awareness.

The solution I create in this study will also serve to help Cape Town residents experiencing effects of the water crisis. It will build awareness and a shift in attitude when consuming water as they respond to humorous based narrative communication strategies. This will explore how Cape Town residents respond to different elements of humorous narrative and how this affects their water usage behaviour. A prototype video involving the water crisis and including elements of humorous narrative will be tested through the use of focus groups and interviews. This will determine what points of communication are effective and can be used in assistance with the water crisis.

1. 4 PURPOSE STATEMENT

The purpose of this study is to explore whether humour as you envisage it, will be able to grab people's attention and attitude in response to the Cape Town water crisis.

1.5 RESEARCH QUESTIONS

1. How do people interpret humorous video about a serious cause such as water wastage?
2. What are the attitudes and perceptions of consumers towards humorous narrative based material in an environmental context?
3. How can video content motivate consumers' attitudes and positively influence their water usage?

1.6 RESEARCH OBJECTIVES

9. To gauge audience interpretation of a serious message concerning water wastage;
10. To gauge audience attitudes and perceptions towards humorous video conveying serious environmental messages;
11. To explore ways in which consumers can be positively influenced by way of humorous video messages of environmental affairs.

2. LITERATURE REVIEW

2.1. INTRODUCTION

Narrative has been used in many forms to help guide a message and empower the meaning of communication. According to Withers, video narrative can be used to “analyse, learn from, and remember information and experiences as stories” (September, 2013). Creating a vivid and relatable story, it uses emotion to drive a concept and create a clear message in the consumers mind. This has lead to the important role of narrative in modern society seen through marketing and advertising as “stories are powerfully persuasive rhetorical devices” (Jeffrey, 2012). There are many categories narrative is used, however, this study will focus on narrative, video advertising, humour in video and consumer attitudes.

This explorative study focuses on the role of humour-based video material in facilitating an attitude shift towards water saving awareness amongst Capetonians. Wolski (2017) believes “there is nothing better to create trust than availability of data and information, and transparency of how that information is used.” Therefore, exploring the use of visual, humorous narrative to better inform the public about an environmental issue is important for Capetonians. The argument of this study unpacks the influence narrative based material has on positively changing the attitudes and awareness of water consumption. It creates a point of relevance and relation to individuals as it challenges their moral on how they view the issue.

In order to make this argument, the following will be discussed: the background of the topic, the research paradigm, the literature highlighting key concepts, literature on topic as well as theories relating to this study, with one theory used as the main theoretical framework in order of conducting this study.

2.2. IMPORTANT CONCEPTS AND TERMS

Important concepts and terms to understand in this research: pranks, narrative, humour, video advertising and consumer attitudes. This will build a general understanding of the key literature explored below.

Pranks or social experiments are funny videos that involve the public without their awareness of participation as they react to a situation. According to Cambridge Dictionary (2018), a prank is “a trick that is intended to be funny but not to cause harm or damage.” This modern form of narrative humour has been used to build viral campaigns and awareness.

Narrati (2018), states narrative is a “message that tells or presents a story. A story is an account of an event or a series of events, both natural and non-natural, either true or fictitious; an anecdote; a report or an allegation of facts.” Narrative in video displays relatable representation and emotionally connects to people through series of events.

Collins English Dictionary (2018), defines humour as “a quality in something that makes you laugh, for example in a situation, in someone's words or actions, or in a book or film.” Humour in narrative video and advertising is used to entertain and relate to the consumer.

Video advertising is an established and modern form of communication used to build awareness digitally. According to Digiday (2018), “Media pundits, reporters, and many companies, especially networks entrenched in display, claim video advertising is any digital ad that contains video, including in-banner and in-text ads.” While others view video advertising as any type of video stream advertisement, regardless of format.

According to Currie (2017), consumer attitudes are “when the preponderance of people in a particular group feel one way or another about a product, service, entity, person, place or thing, it is said to be a generalized consumer attitude that could affect the marketing of that person, product or entity in

positive or negative ways.” Therefore, marketers try to influence consumer attitudes through different forms of communication and service.

2.3 PARADIGM

The current study is situated in the interpretivist research paradigm. Stahl (2013) states that interpretivism “focuses on sense making in complex and emerging situations and that it attempts to understand phenomena through the meanings assigned to them by individuals in situations”. This qualitative study focuses on understanding the influence that narrative based content can have on shifting attitudes towards a saving state of mind for the citizens of Cape Town, this requires the interpretivist paradigm to build a strong argument. The purpose of this paper is to determine whether or not Cape Town residents’ attitudes can be influenced in response to narrative based content in relation with the water crisis. To successfully fulfill the purpose of this study, the research must depict and understand the meanings associated with the phenomena, by the participants of this study and by highlighting and drawing relationships between research sources. This study will help define and understand how and why people behave in a certain way and what has influenced their behaviours.

According to Patrick (2013), “the psychological aspect of this approach views persons as entities with characteristics which cause them to act in independent ways.” This gives importance to the socio-psychological communication tradition which groups a person as part of a network of other people, yet still independent. This focuses on the relationship between psychology and communication and how different personalities will subjectively respond to messages. This is useful to explore, as it understands the feelings involved in response to narrative based content relating to the water crisis in Cape Town and how it influences their attitudes. This will explain and define the influence on shifting attitudes in response to narrative videos.

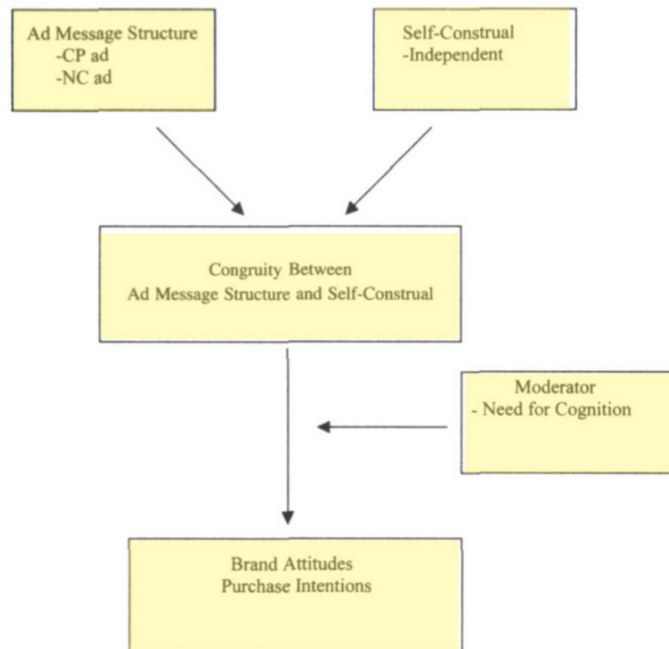
2.4 RELEVANT THEMES EXPLORED IN THE LITERATURE

2.4.1 Theoretical Framework

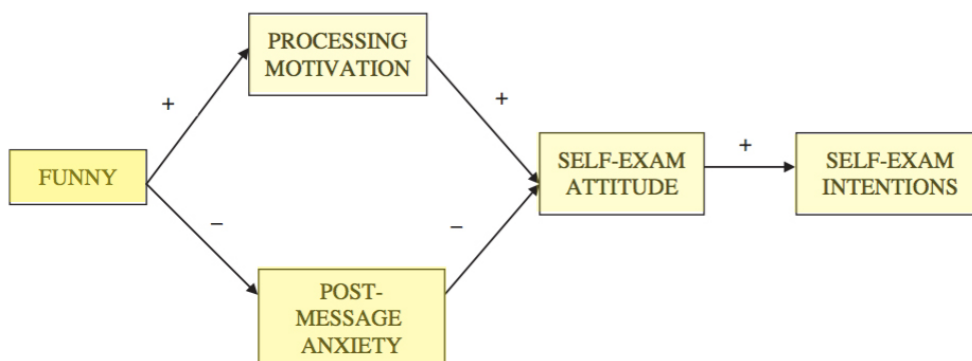
The following framework is integrated to test key elements of narrative humour and consumer attitudes in response to this form of video. This study looks at the role of humour-based video material in facilitating an attitude shift towards water saving awareness amongst Capetonians. This framework provides guidance and structure to the research process to ensure data collection can be measured and used in assistance with this study.

This study will include a focus group and interviews to gather information. A humorous prank video will be prototyped and tested for the sample to consume and provide response. This will involve two models as theoretic framework to measure elements of humour and attitude. These models will help determine key elements that were effective and provide structure to the researchers prototype. According to Polyorat (2005), the nomological framework will assist, as it looks at ad message structure, self-contractual, congruity between message structure and self-construal and how this affects brand attitudes. This structure will assist in determining the attitudes in response to humorous narrative concerning environmental issues. The second framework applied looks at the influence humour has when promoting self-examination behaviour. According to Nabi (2016), this measures the humour, processing motivation, post message anxiety, self-exam attitude and self-exam intentions. This framework will provide a key checklist to refer to in creating a prototype and measuring effectiveness of humour on attitudes. This will work in conjunction with aiding my research objectives.

2.4.1 Framework - Nabi (2016), attitudes' framework visualised by researcher.



2.4.2 Framework - Polyorat (2005), humour framework visualised by researcher.



2.4.3 Narrative Theory

There are many different elements behind the narrative theory that can be used to describe how it can be used to spark a shift in attitude and emotion. Narrative is used to make sense of a story and to ensure the message is made; this involves structuring the narrative elements to make a compelling story. “Some narratologists have taken on a cognitive approach that explores links between narrative structure and the mind. This includes the role that narratives play in making sense of both our own and other people's actions—as well as the world in which we live” (Shmoop Editorial Team, 2008).

To help build an engaging and interesting narrative, Todorov believes that “a standard narrative starts off with a state of equilibrium that's then interrupted, causing a state of disequilibrium, before it's finally restored” (Shmoop Editorial Team, 2008). This form of narrative is seen in advertisements and videos that support a cause or environmental issue. It can be used to show how things used to be, where it is going and how it can be preserved. This story can be understood in context of any specific individual as it emotionally and subjectively relates to them. This is how narrative in advertising has become successful and consumable to the audience and market.

With changing demand from consumers, they require ethical and authentic content that directly relates to them and positively influences their society. There is a need for deeper transparency and this can be given through creative and meaningful narrative. According to Bacon (2013), “storytelling, or providing consistent and compelling content to build a picture of a company, is becoming more important as people scrutinise brands and businesses.” Brands that make use of this communication tool build a loyal customer base as they positively expose their actions of their company. Withers (2013), states using narrative in communication has improved empathetic responses, as narrative story is quite “similar to strategic design and other design thinking processes.” Using narrative, brands are able to connect with consumers as it uses empathetic insights in story. This leads to the influence of narrative based content can have on shifting the attitudes towards the water crisis in

Cape Town. According to Sosna (2014), Narrative has the power of creating “a shared sense of purpose” and can be used as an important role in education. The emotional drive of narrative can create a viral video as consumers share this relatable story; it is vivid and shows social or environmental issues that in result, shift attitudes. Kelly (2013), believes narrative communication is a “useful tool to help overcome the barriers that hinder national and subnational scale responses to global-scale environmental challenges.” It changes consumer perspective to “think in terms of problems, quests, and solutions” (Withers, 2013).

2.4.4. The use of narrative in advertising

Narrative ads incorporate storytelling in their promotion of product; this can be seen through a voice-over narrator or in the form of a story. Furthermore, brands are using narrative to raise awareness towards issues; this inclusive message that involves their product and brand can then be understood from an emotional point of view. Brands can use narrative creatively, however, “it is of utmost importance to balance the two functions and obligations of narrative ads: a persuasive marketing activity for the brand, and a relatively entertaining story for the viewers” (Linh, T, 2017). The narrative must follow company values and the brand message or the audience will lose track of the message purpose. This is a new method viewers are positively engaging with ads, however, they are aware of the persuasive marketing efforts made by brands. This can hinder the entire authenticity and effectiveness of the campaign and video ad.

Through the use of relatable characters and story, a clear message can be created providing valid information and creating self-awareness for the consumer. According to Hobelman (2015), “feelings encompass the emotional experience of reading a story, such as sympathetic emotions towards the characters.” The use of transportation moves the consumer as emotions drive an action. In context of the Cape Town water crisis, this narrative

transportation can motivate a shift in attitude. This form of narrative captures attention and feelings towards an issue and provides perspective and how serious the environmental issue is, ultimately getting society to respond.

Elements in narrative persuasion, such as “transportation, identification and emotions, that have been shown to influence the extent to which narratives can alter audience members’ beliefs and attitudes” Hobelman, L. (2015, June). This creates persuasive communication that identifies the environmental issue through emotional connection and by transporting the minds of the consumer into a more water conservative state of mind. Brands can create clear messages by using sound statistics in concern with the water usage to build awareness and help aid the issue face by society. With the use of characters, a relationship can be created between Cape Town residents and the brand message. This will be understood and the brand concerns will be shared through story consistent beliefs shared by society. Transportation, identification and emotion are all elements used in building a motivational and persuasive narrative. It is important that brands communicate using these elements in an honest manner, as the viewers can feel manipulated, especially when brands are gaining awareness.

2.4.5. Humour in narrative as a tool for persuasion in communication

Humour in narrative is used as a tool to build strong persuasive communication that consumers relate to, through humour. This form of persuasion has an important communicative role in relaying a serious message through humour and it’s brutal truth. Humphreys (2016), says, “It’s funny ‘cause it’s true’, because of a joke’s effect of quick-hit subjective recognition, not objective verification.” Through this subjective recognition, a relationship is built as “humour can also have a persuasive effect when dealing with threatening and fear-evoking topics” (Griese, K, 2016).

Narrative allows our brain to “establish and fortify neurological pathways that lead us to develop an ability to use story structure to process incoming

information” (Withers, 2013). Through story, individuals are able to associate and recognise similarities. This causes consumers to engage and respond as Nabi (2015), states, “humour has been found to increase message attention and produce positive affect.” Humour can be used to persuasively communicate serious issues and encourage action. According to Cann (2015), “a good sense of humor has been suggested as a quality that can greatly enhance one’s social desirability.” Using humour, a persuasive and engaging communication tool can be used to aid in shifting attitudes towards environmental issues. New Tactics (2014), believe narrative humour “can be an empathic tool for healing pain and reinserting humanity.” The use of humour in narrative concerning environmental issues can increase awareness as it is controversial and sparks debate. This environmental awareness is the product of effective persuasive communication.

2.4.6. Video advertising

Video advertising is a way in which brands reach their target audience through video. “Whilst other forms of content can create emotional responses, video has the edge due to the speed at which a viewer is able to identify with the product” (Net Media Planet, 2017). With the rise of smartphone devices and globalisation, video has become a strong core piece of advertising. Video allows users to engage and watch a message instead of the traditional method. Wolski (2017), states it “should ideally be visual, interactive, contextualised, and accompanied by a narrative referring to our experiences.” This engagement has created a platform for brands to create compelling and narrative based content to tell their story and drive emotion. According to Carlson (2016), “a simple shift in the narrative can have such a powerful impact on people’s behaviour.” Video advertising is made up of advertisements with video included that are displayed online. These video advertisements are displayed before the video, during or after, whilst streaming online. Sosna (2014), states narrative in video can be used to “broadcast our knowledge, experience and perspective.” This allows for clear communication based on shared perspective. Video advertising is an

important element in assistance with providing solution and awareness to environmental issues.

Video advertising is needs to be discussed in relation to brands and the influence of video and narrative based material on changing attitudes towards water conservation in Cape Town. There has been an expansion in the connectivity and reach of video advertising. According to Thomas Stern, “consumers are cutting their ties to traditional media and turning to digital video for discovery, entertainment and brand awareness” (2016). One of the key aspects of video advertising on the digital space is its ability to meet users at “key points of the consumer journey and influence conversations with highly engaging media” (Thomas Stern, 2016). This is important in creating motivational narrative content that can shift attitudes and creates engagement in advertising. The use of video advertisements can help build a stronger connection with a stronger message compared to traditional advertising. Brands are “flocking to more visual and connected forms of advertising that adapt to changing user behaviours” (Thomas Stern, 2016). This gives strong relevance to narrative content. It allows brands to reach their market with a message that directly shows and relates to them. Narrative is seen in many aspects and has become a powerful tool in convincing the market to believe and gain a holistic view of specific brands. Brands that use narrative in relation to the Cape Town water crisis can leverage brand awareness and exposure, as this social issue has become a reality. Narrative video advertising tells a story that drives a shift in attitude, especially if it is emotionally compelling and convincing to the audience. It is a way in which brands can use social issues to help solve social issues and ultimately become a healthy and conservative leader in respected fields. By focusing on a crisis that affects all consumers, it shows their authenticity and values through video advertising and powerful narrative.

The effectiveness and accessibility of video advertising, “particularly online video content” is set to grow exponentially (Visual Narrative, 2016). In a study conducted, researchers found that videos will soon make up 69% of internet traffic (Visual Narrative, 2016). This growth in video demand places video as a

valuable tool to get out a message with high impact. The love for online video is already showing and with persuasive narrative the message is being shared virally across the globe, making a local issue come alive. YouTube has over 1 billion users (YouTube, 2018). Video advertising and YouTube offer a massive audience of Cape Town consumers that would interact with videos online. Video advertising offers the “chance to reach new audiences – and more importantly – to maintain your old audiences as their consumption of video content increases” (Visual Narrative, 2016). There are a variety of credible platforms for brands to interact with and use, which can all reach new markets that show concern to water conservation locally and globally. This creates a worldwide debate where persuasive narrative can spark new solutions for future generations.

If Cape Town brands can use the advantages of video advertising to meet consumers in a more relevant manner, it could result in a positive shifting of attitudes towards societal and environmental issues. The advantages to video advertising are numerous. Firstly, it is less expensive than traditional advertising (Parminderjit Kaur, 2014). Brands can easily share their values and stand by a cause using online video advertisements. This brand awareness can go viral as emotional topics and narrative drives the core issues face by Cape Town residents. Secondly, brands can receive results in real time (Parminderjit Kaur, 2014). According to Parminderjit Kaur, “online platforms also encourage consumer engagement, which provides brands with real-time feedback in which they can take action on immediately” (2014). This information can be used to see which points of the narrative was effective and why. The use of using analytics will create compelling and persuasive narrative for future campaigns and messages as it unpacks what exactly resonates with the consumer.

Thirdly, video can be used to educate and inform. This is especially relevant in the shifting of attitudes of Cape Town residents towards societal and environmental issues. Video advertising can grab the attention of a brands audience. Online video give’s a chance for a brand “to explain who you are” (Visual Narrative, 2016). Due to the nature of video, a story can be created

and shared easily across all devices. This form of education can incorporate useful statistics with persuasive narrative to emotionally get the message across. Emotion and connection created through relatable characters and circumstances ensures a video is shared; the consumer has learnt something new and can simply share the informational video. This form of communication can help solve social and environmental issues faced by Cape Town residents as it leaves a long lasting impression.

Fourthly, video advertising offers a richer experience (Visual Narrative, 2016). Getting the message out for a cause or social problem is more impactful with video due to the rich visual and auditory experience. Consumers feel this experience; it has emotional drive and transportation as they feel the impacts of their actions during the water crisis. Video gives opportunity to express the magnitude and depth of an issue with a clear message being shared. Consumers prefer this method of communication, as it is engaging and can include a call to action and unified point of shared beliefs. This form of narrative is essential to any brand as it creatively leverages awareness.

2.4.7. Consumers' Attitudes

Consumers want to feel content with their purchases; this involves value for money, quality and ethics of the brand products. There is an emerging requirement for convenience with authentic and healthy products. These shifting attitudes have created a new business model for brands to leverage and communicate through in a healthy fashion. According to Onodugo (2017), "Attitudes consist of thoughts or beliefs, feelings, and behaviours or intentions towards a particular thing, which in this case is usually a product or service." There is demand on ethical practice and brands can use narrative content to create meaningful messages that help solve social and environmental issues relating to their target market. This expectation of consumers for brands to serve society has created a positive trend that benefits our environment and people. This form of communication reaches the consumer demand as they

“identify and understand these salient beliefs” (Onodugo, 2017). An attitude describes how a consumer feels about certain things and can be caused by numerous variables. Each variable will have a unique impact on the attitude of each consumer through a period of time, creating the overall attitude shared by the market. Whether we like or dislike something, this will influence the intentions and decisions towards it.

Through the use of environmental issues, narrative can create an important shift in consumer attitudes. It is a visual and emotional force that challenges the way consumers view things. According to (Bonnell, 2015), “when marketing an environmentally-conscious brand story, you are already capturing a large percentage of the market right from the start.” This motivates consumers to follow the brand and build brand loyalty as they share a similar belief. This shared belief is how brands can motivate change and shift Cape Town residents towards a more conservative water consumption lifestyle. The message now understands the demand of consumers and perfectly aligns to their morals, making them a relatable brand that cares not just about profits. This means that a shift in attitude has the potential to convince consumers to act in a certain way based on how they feel and what they have learnt.

According to Green (2016), “stories are concrete, specific, emotional, and vivid and all of those characteristics are similar to the way that our minds store memories of our real experiences.” Narrative has the power to include consumers in social and environmental issues, as it is perceived as more relatable. The shift in attitude towards healthy brands is important for modern day consumers. According to Bonnell (2015), “69% of U.S. consumers say they care whether a company has a socially-responsible business model.” Therefore, narrative communication relating to issues will empower brands that are practicing ethically and give opportunity to holistically show their interaction with society. With an environmentally and socially conscious company, (Bonnell, 2015) states, “58% of them are more likely to try that company's products or services, and 53% are more likely to become repeat customers.” This shift in beliefs affects consumer feelings towards brands and ultimately changes their behavior and intentions towards their purchases.

Therefore, consumer attitudes represent their feelings towards products and services. These feelings can be positive and negative and are given through different variables they interact with. Consumer attitudes are an important factor in this study as it measures the shift in response to narrative based content relating to the Cape Town water crisis. It shows how they feel about the environmental issue and how likely a narrative video can adjust their attitude towards a water conservative state of mind. It will unpack their associations made with healthy brands using narrative video as a tool of communication.

2.5. CONCLUSION

In conclusion, there have been many studies in relation to using narrative based content to create awareness and shift attitudes of consumers. However, none has been conducted in Cape Town in relation to the water crisis. This chapter has highlighted many elements that play an important role in shifting attitudes of Cape Town residents towards a water conservative state of mind. The different elements effectively communicate and engage with the demands of the consumer. The elements discussed in detail include, narrative theory and persuasion, video advertising and consumer attitudes. These elements leverage one another to build a strong point of engaging communication made by businesses and the public. The interpretivist paradigm was discussed as well as the theories relating to this study. These combined elements argue that narrative based content has the power to shift attitudes of Cape Town residents towards a water conservative state of mind and response. This will positively influence the wellbeing of brands and society affected by the water crisis.

3. RESEARCH METHODS EMPLOYED

3.1 RESEARCH DESIGN

This study will be conducted through exploratory research. This study aims to unpack the influence of humorous narrative video and shifting attitudes of Cape Town residents through their water usage. The most appropriate paradigm for this study is the interpretivist paradigm. Using the interpretivist paradigm, I will be able to make sense and “understand the phenomena associated with situations” (Stahl, 2013). Therefore, this will aid the purpose of this study and define the elements associated in humorous narrative video. This approach will discover methods and theories on narrative content that will best convince and emotionally change attitudes. Therefore, the orientation will be qualitative research; this study intends to reveal insights and a deeper understanding of the phenomena of narrative content and how it can influence attitudes concerning social issues.

According to Yilmaz (2013), qualitative research is concerned with “an emergent, inductive, interpretive and naturalistic approach to the study of people, cases, phenomena, social situations and processes in their natural settings in order to reveal in descriptive terms the meanings that people attach to their experiences of the world”. Conducting qualitative research will assist in determining what elements of humorous narrative video can be used to shift attitudes. Qualitative research using an interpretivist approach will best assist in addressing key insights. The research is conducted from an interpretive paradigm and thus the data collection will take place in a natural context to reach the best possible understanding of participants in this context (Maree et al. 2016). This method is appropriate to this study as it looks at the attitudes of Capetonians in response to consuming a humorous video concerning environmental issues. A prototype video will be made involving a humorous prank that brings awareness to the Cape Town water crisis. The video framework will obtain key humorous elements to test the impact it has

on Capetonians. This video will be shared on Facebook and with a focus group that suits the population and sample.

I will conduct a focus group to collect data in which questions will be asked in an interactive setting where the video will be played. The purpose of using a focus group is to gather opinions and attitudes about the phenomenon of humorous video narrative concerning environmental issues. This research method gives insight into how consumers will respond to this form of communication and topic. The researcher will welcome participants and introduce the purpose and context of the focus group.

3.2 POPULATION AND SAMPLING

The population for this study will be young male and female living in Cape Town City Bowl between the ages of 18 and 25. According to Cape Town Government (2016), there is about “570 thousand male and female between the ages of 18 – 25 living in the city bowl.” This population will be explored as they are active on social media, the platform in which humorous narrative video can be communicated and shared. There is a need to use engaging humorous video as an alternative form of communicating to the public as “water saving tips alone appear largely ineffective to [curb water use](#)” (Oliver, 2018). The population only includes those living in Cape Town City Bowl as this area is directly affected by the water crisis.

There are many aspects to be considered when selecting a sample, first is the unit of analysis. The unit of analysis for this study will be individuals when conducting 5 separate interviews. Interviews will be face to face and within a time frame of 10-15 minutes. This will ensure interviews are conducted with correct samples of the population in accordance with time constrictions.

The sampling method is non-probability sampling; this is used as one cannot account for the entire population in the survey but rather a segment that

represents them. According to Maree (2016), there are two classes that sampling methods fall into: probability and non-probability sampling. In probability sampling, each component of the population has a non-zero and known chance of being selected while non-probability sampling is not random. This will be useful to this study as time is constricted and I need to sample a population that represents it at large. The non-probability sampling method to be used is the snowball sampling method. The snowball sampling method starts off by finding 1 or more people that fall within the population and then asking them to refer others that also fall within the population (Maree, 2016).

3.3 DATA COLLECTION METHOD

This study will explore literature online, case studies and video content that has had influence on consumers' attitudes and perceptions. This gives insight into what type of method and theory can be used in building an engaged, influenced and motivated attitude in the consumers' response to the water crisis. The researcher will contact young people living in Cape Town City Bowl through WhatsApp and Facebook.

The data collection method for this study will be done through 5 semi-structured interviews with residents living in the City Bowl. This includes a prepared list of questions yet allows for open-ended questions and conversation to be made. This method is valuable for this study as the researcher aims to collect information that understands attitudes in response to certain narrative. Two-way communication between the interviewer and the participants will uncover key insights relevant to this study. The interviews will be face to face and include 4 open-ended questions with interviewees from the City Bowl population. These questions will correspond my literature and research questions to ensure valuable information is gathered.

The study will conduct an online survey with 50 individuals. Their opinions, perceptions, reactions and attitude towards certain narrative video will determine methods and theory to be used in aid of the water crisis. This will

gather non-bias information and include all perspectives on the subject as it combines “two or more means of gathering data in which no one primary method determines the use of the others” (Morgan, D.L., 1996).

In conclusion, a triangulation method of market research will be used to combine information from different sources. This will combine secondary research from the literature review and primary qualitative research that will be gathered to collect necessary data and further research to confirm the findings. Triangulation will align information to assist in answering the research question and to achieve the purpose of this study.

3.4 DATA ANALYSIS METHOD

The data analysis method for this study will use thematic content analysis. It will guide large amounts of data into a transparent, simple and reliable source to gain key insight. This includes three stages, according to Miles and Huberman (1995). It will focus on data reduction, data display and conclusion verification. The analysis will record data, displaying points of useful interest, including opportunities and limitations. This will be translated into written findings that will reveal trends and patterns to focus on. It will unpack unique insights and conclusions from the online survey and semi-structured interviews.

The data collection process will help gather consumer insight and to build an understanding of how this market of Capetonians will respond to humorous video concerning environmental issues. Through interpretative philosophy, the researcher is able to obtain meaningful and symbolic content from the qualitative research done in interviews and survey. The research will be analysed on a descriptive and interpretative level and focus on attitudes in which trends and relationships can occur. The transcribed findings from the focus group will be processed through a discourse analysis where recurring themes and patterns are identified. The interviews and survey information

gathered will be reformulated and contextualised into understandable information that can be useful to this study.

3.5. TRUSTWORTHINESS

Strategies must be used to ensure validity in the research and data collection stage. This will involve careful selection of participants that represent the primary target sample and population. This will provide credibility through appropriate sourcing of participants. Persistent and careful observation of the focus group will be done to ensure the participants are comfortable and able to provide valid information. Information will be gathered through video recordings and microphones to ensure all information is collected, transcribed, and analysed.

Conducting qualitative research is an important method to reveal key insights that aid your investigation. Therefore, it is important for the research to be credible and ensure trustworthiness in the collection of data and analysis. Maree (2016), states the four criteria are credibility, transferability, dependability and confirmability. Aligning your findings with these aspects will ensure trustworthy and transparent conclusions.

Credibility defines the consistency of the findings with reality to ensure the reader believes the concluding findings. To build trustworthiness, the research questions will align with the research design used. The sampling will be detailed and data collection methods will be incorporated to ensure key insights are identified. Transferability is seen through whether or not findings can be transferred to a similar scenario. The researcher will provide background context about the topic and determine if participants are representative of the chosen population. According to Anney (2014), "Dependability refers to how stable and dependable the findings of this study are over time." The researcher must evaluate the project and ensure dependability is given through the research design. Confirmability aims to

dismantle bias or interest of the researcher. The information gathered should be non-bias and processed through a neutral stance.

3.6 ANTICIPATED CONTRIBUTION

This study will contribute and provide a deeper understanding of how Capetonians attitudes are shifted through the use of humorous narrative. This will provide insight into the elements of humorous narrative employed in this study that can positively change attitudes towards water usage in Cape Town. It will help South African consumers understand the effective elements employed in humorous narrative and it will help brands and marketers to develop new strategy to influence reduction in water usage. This study aims to find communicative solutions and positively assist in the water crisis.

3.7 ETHICAL CONSIDERATIONS

This study will follow ethical considerations to ensure an honest and meaningful conclusion (Bryman and Bell, 2007). Participants will be informed and given consent with sensitive information and details kept private to protect their information and identity. With no deception, the survey will be explained to provide background into the subject and purpose of study. This study will remain anonymous with dignity, privacy and consent considerations. The researcher will provide honest insight with no information to be falsified, no results distorted and the information to be used appropriately and ethically. Throughout this study, participants can forfeit position if felt uncomfortable, this will be explained through an introduction. Fully informed participants can then decided whether or not to volunteer. Participants must provide permission to be voice and video recorded beforehand. The researcher will ensue ethical practice through following an ethical guide.

3.8 LIMITATIONS AND DELIMITATIONS

The limitations for this study can affect research findings through limited time. This results in conducting less interviews and focus groups and not finding the representative sample suitable for the study. The representative sample must align with the desired Cape Town City Bowl population to find relevant insights. There are several limitations to be considered as highly involved and can influence participant results from the focus group and interview. Furthermore, participants can respond subjectively, which will influence the validity of results. The truthfulness of participants during a focus group can be obscured as members can influence the direction of responses.

The delimitations of this study must be taken into account to ensure a transparent understanding of the research process. This study is focused specifically on Cape Town City Bowl. Race is not being taken into consideration, however humor has different effects on different groups.

3.9 CONCLUSION

In conclusion, the researcher will ensure all aspects of study are taken into consideration. This qualitative study looks at the role of humour-based video material in facilitating an attitude shift towards water saving awareness amongst Capetonians. Appropriate research methods will be employed as guidance to support and ensure research questions and objectives are attained.

4. FINDINGS AND DISCUSSION

This chapter will discuss the findings from the research conducted. The findings and discussion chapter highlights and elaborates on the findings and analysis completed through an online survey and interviews. The research conducted was guided by the use of thematic coding to allow for analysis and collection of qualitative data. Qualitative data was analysed through recording responses and counting total figures. The researcher identifies themes from the qualitative research process and visually presents this through illustrative tools to present the results. The research problem, objectives of the research and research questions guided the data collection process to ensure relevant insights were discovered.

This included 50 responses from the online survey that was shared with people living in Cape Town. This study involved 5 semi-structured interviews with male and female between the ages of 18-25 to define key themes and questions in detail. All of the questions from the survey and interview were answered and used to compile valuable insights. These semi-structured interviews were transcribed and coded and then used to determine the findings. The conducted research findings will be interpreted according to the findings from the literature. This will determine whether the findings support or contradict those from the literature.

4.1 DATA ANALYSIS

This study includes both qualitative and quantitative data, this requires triangulation integration to analyse and report. This will analyse and tally the quantitative data gathered from the sample through open-ended questions in the questionnaire and interviews. This will visually be shown through graphs and pie charts to allow for the identification of patterns, trends and predictions. The responses will be counted and information will be seen through a categorisation of the responded data.

In regards to the qualitative data, the textual responses will need to be recorded and transcribed as well as theme clustered to allow for accurate findings to be collected. Conclusion will be given through a presentation of findings from the research that influences the study. This will include relevant information that supports this study with regards to humour-based video that can be used to shift attitudes and consumption of water within the Cape Town City Bowl. This will allow brands to communicate to those living in Cape Town between the ages of 18-25 through humour based content to raise awareness towards environmental issues.

Triangulation is the chosen approach as it combines and triangulates viewpoints shared by Capetonians. This will indicate elements that resonate and support the research question. Furthermore, this provides insight for brands and communities to better understand the environment and how they can leverage humour-based video to ensure important messages are shared and consumed.

4.2 FINDINGS: ONLINE SURVEY

The researcher has collected a total of 50 responses from the online survey and highlighted important themes from the collection process. The themes identified relate to the research objectives and questions. The responses provide support for important themes explored in this study and findings are presented in tallied visual diagrams. The online survey findings are comprised of the following.

Question 1: Age?

Age

50 responses

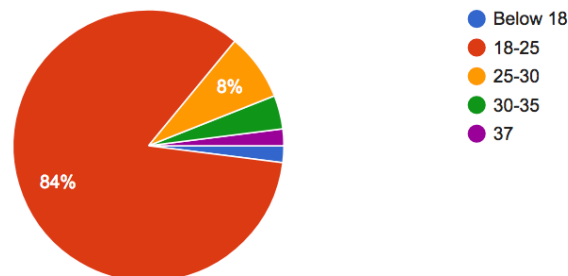


Figure 4.1. Age of respondents

This research specifically assesses the age group 18-25 living in Cape Town City Bowl. Respondents' age group varies within the ages 18-24. Age is an important factor as it determines the market of people studied in specific and provides insight into the people within this age group. Convenience and non-probability sampling was used to compile responses. The majority of response was from ages 18-25 with 84%. This was followed by 8% being in the age group 25-30. This study aims to understand those between the ages 18-25 as they are seen as most active on social media and are most likely to consume humour-based content. An understanding of individuals outside the age group 18-24 provides a wider knowledge of what our target age groups may think. This indicates different shift in attitude and consumption as age varies. This will allow the researcher to identify links between the age of the person and the likes or dislikes towards the question and theme explored.

Question 2: Gender?

Gender

50 responses

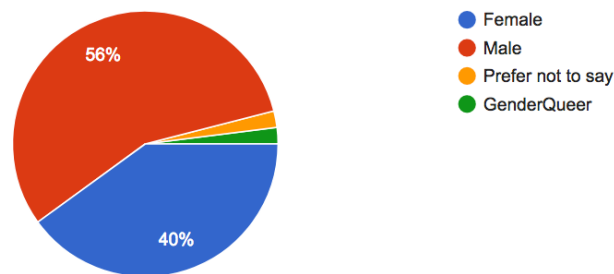


Figure 4.2. Gender of respondents

This study explores the interests of both male and female genders. This requires an even mix of male and female responses to ensure conclusions can be drawn for each sex group. This will highlight which sex is more engaged with humour-based video. Majority of responses were male, 56%, female 40% and 4% preferred not to say. This question was used in order to target our main audience and gain wider knowledge of male and female attitudes in Cape Town. This indicates there is a close balance of male and female that would consume humour-based video and as a result, shift in attitude and water consumption.

Question 3: Completed or currently in tertiary education?

Completed or currently in tertiary education?

50 responses

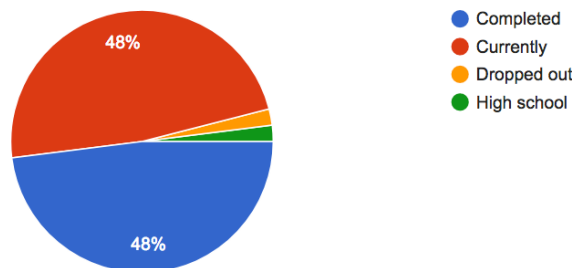


Figure 4.3. Educational background of respondents

The research needs to define the educational background of its responses, as it will indicate their understanding of environmental issues and how education and access to information can differentiate responses. This relationship can be analysed to better humorous techniques of raising awareness in relation to their level of education. Of the total 50 responses, 48% are currently enrolled in tertiary education, 48% have completed tertiary, 1% dropped out and 1% are in high school. This implies responses to the questionnaire and environment are perceived through an educated perspective and messaging should be directed to this market. This also helps define which elements in humour-based video resonate with an educated and currently being educated audience.

Question 4: Living in Cape Town Bowl?

Living in Cape Town City Bowl?

50 responses

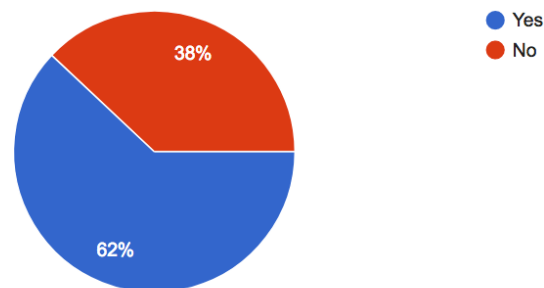


Figure 4.4. Number of respondents living in Cape Town City Bowl

This study focuses on those specifically living in the City Bowl, however understanding the attitudes and consumption in different geographic areas provides valuable insight. 62% of respondents are living in the City Bowl with 38% living elsewhere. This indicates that majority of respondents are living in the city and are directly affected by the water crisis. Geographically, this indicates people may be affected by the water constraints at different levels due to the nature of the environment around them. This study focuses on those directly affected as they will be able to provide non-bias and relevant information for those specifically living in Cape Town City Bowl.

Question 5: Your awareness of Cape Town water crisis?

Your awareness of Cape Town water crisis

50 responses

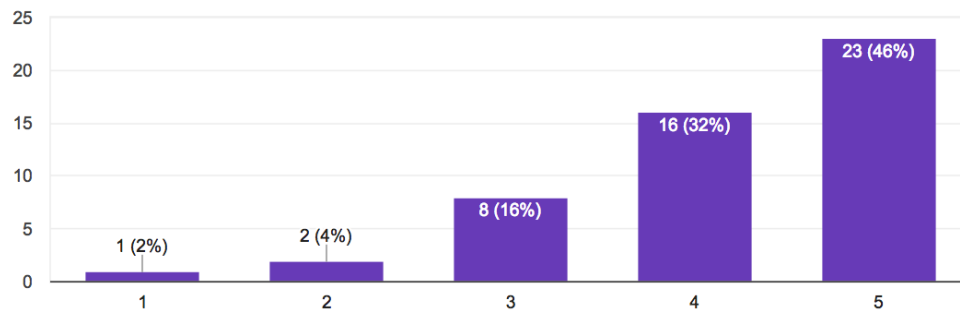


Figure 4.5. Respondents' level of awareness of Cape Town water crisis

This research project requires an understanding of those living in the City Bowl with regards to their awareness towards the water crisis. 46% are strongly aware of the water crisis, while only 2% feel strongly unaware. This indicates that there is a generally strong understanding towards the water crisis. The majority of respondents are critically informed and aware of the environmental issue.

Question 6: How would you rate your level of awareness regarding your personal water consumption as a result of the water crisis?

How would you rate your level of awareness regarding your personal water consumption as a result of the water crisis?

50 responses

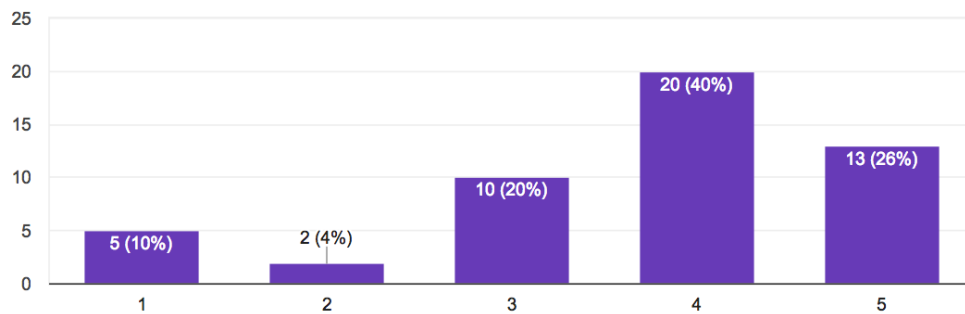


Figure 4.6. Respondents' level of awareness towards personal water consumption as a result of the water crisis

The findings show that 40% of respondents are aware of the crisis and as a result consume less water. This is important to understand as it provides this study with an understanding of their water consumption habits in response to the crisis. This will be a theme to measure in response to humour-based video as it can shift consumption. 26% is the second highest as respondents are strongly aware of the water crisis and have consciously shifted their consumption in response. Interestingly, a high 10% of respondents are still strongly unaware and have not shifted their water consumption in aid of the crisis. This shows that majority of respondents have made a change to their water usage by decreasing amount used. This gives insight into understanding effective methods to shift water consumption in Cape Town in response to current awareness campaigns.

Question 7: Are you an active user of social media?

Are you an active user of social media?

50 responses

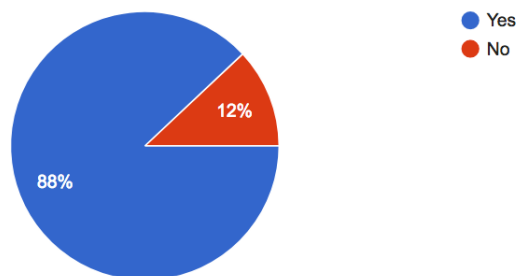


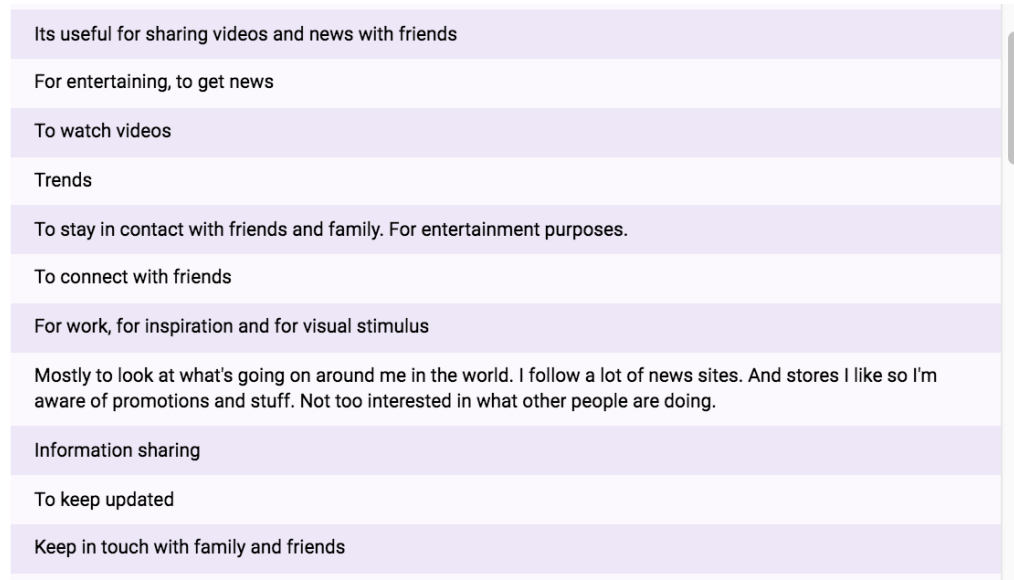
Figure 4.7. Respondents' level of activity on social media

The respondents provide insight into their social media usage and activity. Of the 50 responses, 88% are active on social media. This is valuable as it gives insight into usage of social media and shows the activity is high, as only 12% do not use social media regularly. It is important to understand how many respondents will be able to reach humour-based video as this will be done through their cell phone and shared on social platforms. This gives a good understanding and indication that majority of respondents living in the City Bowl have access and regularly use social media giving them the opportunity to consume humour-based video relating to the water crisis.

Question 8: Why do you use social media?

Why do you use social media?

49 responses



Its useful for sharing videos and news with friends
For entertaining, to get news
To watch videos
Trends
To stay in contact with friends and family. For entertainment purposes.
To connect with friends
For work, for inspiration and for visual stimulus
Mostly to look at what's going on around me in the world. I follow a lot of news sites. And stores I like so I'm aware of promotions and stuff. Not too interested in what other people are doing.
Information sharing
To keep updated
Keep in touch with family and friends

Figure 4.8. Respondents' reason for using social media

This online survey was distributed through Facebook and WhatsApp to reach the right sample of respondents. This question allowed for valuable insights to be noted as they relate to my research objectives and question. Majority of respondents' state they use social media to stay updated on news and entertainment. This relates to the use of humour-based video, as it would inform the user about the crisis while being entertaining. A high amount of respondents state they use social media to build an understanding towards current affairs. This shows the water crisis in Cape Town has interest online, as it is a current, environmental issue. Lastly, respondents use social media as a social and engaging tool to connect with people and share ideas. There is a need to share valuable video that promotes positive action.

Question 9: Which platform do you prefer to consume media?

Which platform do you prefer to consume media?

50 responses

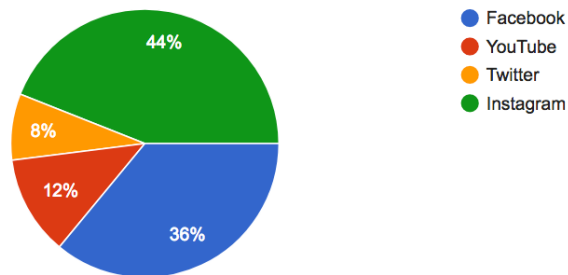


Figure 4.9. Respondents' preferred platform to consume media

This research project looks at humour-based video that can be consumed on social media, resulting in a shift in attitude and water consumption. It is important to gather an understanding around which platform is preferred and why. Interestingly, Instagram has the highest interest and preferred platform to consume media with 44%. Facebook closely follows this with 36%. These channels are both engaging and have the option to share content that allows for videos to be shared. Twitter is the lowest preferred channel to consume media with 8%; this indicates it is a more text heavy platform. YouTube has 12% that indicates videos have more reach and ability to go viral on channels such as Facebook and Instagram.

Question 10: Which social platform has the most influence for raising environmental awareness and why?

Which social platform has the most influence for raising environmental awareness and why?

50 responses



Facebook (3)
Facebook (3)
facebook (2)
youtube (2)
fb (2)
Facebook or Youtube, as i spend a lot of time on these platforms.
Facebook because it has a share button.
Twitter I guess because it's updated regularly especially the news websites
Facebook, allows people to share instantly
Facebook - can post in depth articles
Facebook has the biggest following as a platform
I wouldn't know the answer to this question, but I'd presume Facebook because it has more users than other platforms and also has the ability to share information from other feeds onto your personal feed

Figure 4.10. Respondents' state most influential platform for raising environmental awareness

Understanding the preferred and most influential platform provides insight into which channel can be used to best create environmental awareness. The findings show that 80% of respondents believe Facebook is the most influential platform for raising awareness. This is an interesting insight and can be interpreted as an opportunity for awareness campaigns to be activated primarily on Facebook. Facebook is believed to allow quick sharing of information that allows for content to go viral and reach large populations of people. According to Gahan, (2017) "Facebook has managed to grow, outpace, and marginalize its competitors thanks to its huge user base, massive data collection operation" and ability to engineer to the needs of its users instantly. The second choice of platform was shared with YouTube (16%) and Instagram (16%). Although YouTube is a video driven platform, it lacks the social element that creates a barrier for sharing a video with friends. Instagram is a photo driven platform that aims to give users the opportunity to instantly share moments and memories. Although Instagram is a popular

platform it does not allow for videos and images to go viral, as share options are limited. Twitter (8%) was the least desirable choice of platform. Respondents state it is useful to find immediate articles but lacks engaging video. In the broader context of the research problem, the active presence on social media is vital to understand where consumers between the ages 18-25 would prefer to consume environmental awareness videos.

Question 11: Have awareness campaigns and messaging influenced your consumption and attitude towards water?

Have awareness campaigns and messaging influenced your consumption and attitude towards water?

50 responses

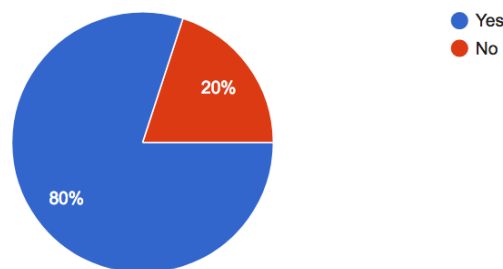


Figure 4.11. Respondents' shift in consumption and attitude towards water from awareness campaigns and messaging

The findings show that 80% of respondents in this study have had a shift in water consumption and attitude in response to awareness campaigns. This indicates there is a strong influence created through campaigns. This provides insight into the type of response consumers will have when watching humour-based video involving environmental messages. Interestingly 20% of respondents said they have not shifted attitude and consumption after being exposed to awareness campaigns. This is a large portion from the respondents that have not been influenced and positively assist through the Cape Town water crisis. Understanding their current perceptions and attitude will allow for humour-based video to better align.

Question 12: How could humour-based video be used to effectively raise awareness towards environmental issues?

How could humour-based video be used to effectively raise awareness towards environmental issues?

49 responses

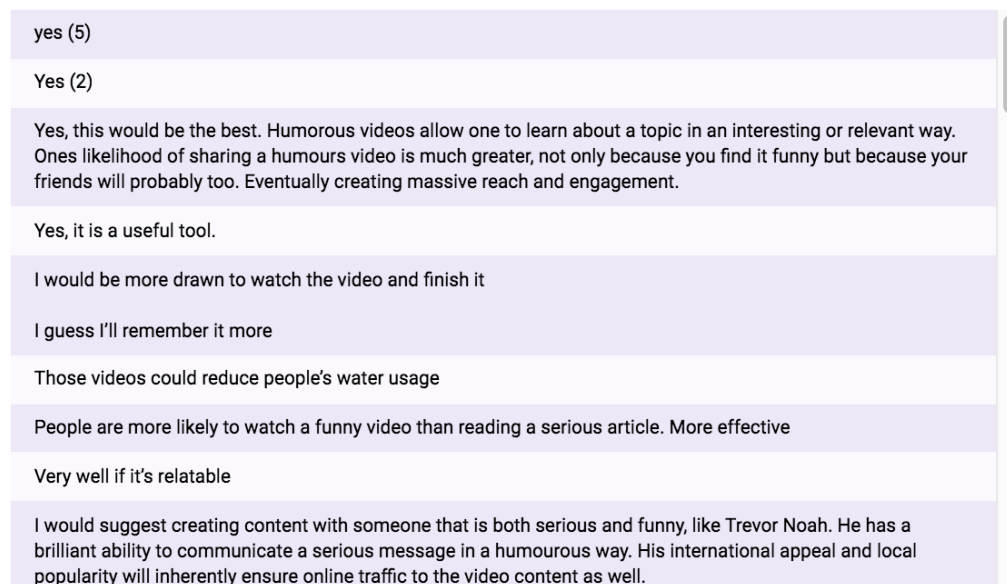


Figure 4.12. Respondents' state the effectiveness of using humour-based video to raise awareness towards environmental issues

This research study gathers insight into understanding the effectiveness of humour-based video to assist in raising awareness towards the Cape Town water crisis. The research indicates that majority of respondents' (95%) believe humour can be used in awareness videos to leverage more awareness and ensure a shift in attitude and consumption. Respondents state people are more likely to consume and share a video that is funny due to relevance. This indicates that residents living in the city bowl would engage and prefer humour-based video campaigns. According to Zimmer, (2018) using "humour well comes across as more human, more likeable. This puts an audience at ease and makes people more receptive to your ideas." This allows the audience to engage with the humour-based video and provide attention. A low 5% of respondents state humour could distort the meaningful and powerful message. This indicates although consumers' want entertaining

awareness videos, humour should have a level of maturity and respect. The findings relate back to the idea of leveraging humour in video to create meaningful and consumable video that results in viral traction online.

5. FINDINGS: INTERVIEWS

Qualitative interviews were used in assistance with identifying important themes collected through data. Findings from the interview provide open-ended responses in textual data and are presented after themes are acknowledged. The 5 separate interviews were done with residents living in Cape Town city bowl between the ages 18-25. This was completed on Loop Street, Long Street and Buitenkant Street to ensure a variety of city bowl residents were asked, gathering more holistic information. This was done to answer the research questions, address the research problem and make recommendations towards appropriate methods to make humour-based video that combats the Cape Town water crisis.

The interview findings are comprised of:

Question 1: Which social platform has the most influence for raising environmental awareness and why?

The respondents were asked which social platform has the most influence for raising environmental awareness. Through open-ended questions, the research gains insight into popular video sharing platforms and the desired type of humorous video. This was included to highlight the following themes:

- Residents state Facebook as preferred social platform for raising environmental awareness.
- Residents of Cape Town state alternative social platforms for sharing humour-based video.

The responses collected prove positive for leveraging humour-based video with environmental campaigns to raise awareness through Facebook. The results highlight the fact that respondents all agree with the question, relating back to the secondary research question. The responses help the broader context of this research problem as it places emphasis on using the right platform for sharing humour-based video. Interestingly, respondents all stated Facebook as their preferred tool and platform for sharing environmental awareness campaigns. Therefore, humour-based campaign videos are preferably consumed on Facebook instead of Instagram, YouTube and Twitter, as it is engaging and can be easily shared. Facebook is seen as a community driven platform that aligns with sharing meaningful messages compared to other social platforms available.

The findings show there are a variety of platforms to be used when sharing awareness campaigns, however, many lack the right integrated features to make humour-based video raise awareness and be shared. One respondent stated twitter is a useful tool to share an environmental video instantly, however cannot be used to raise vast, viral awareness. Instagram was said to be another useful and instant way of sharing video but again lacks sharing options that allow for videos to be made viral.

Question 2: Have current awareness campaigns and messaging influenced your consumption and attitude towards water?

Respondents were asked if their attitudes and water consumption has been influenced by current messaging and awareness campaigns in relation to the water crisis. This question guides the research process through providing insight into the effectiveness of current campaigns created to combat the water crisis experienced by Cape Town city bowl residents. The following themes were identified:

- Respondents agree to have had a shift in water consumption and attitude from current water crisis campaigns.

- There is a need to improve and make campaigns more relevant through engaging and interesting campaign messages through humour.

The findings indicate there is a strong response in attitude and consumption to current awareness campaigns. 80% believe the current campaigns have positively influenced their actions. This means current messaging has influenced residents and could be improved through relevant, strategised campaigns. Only 20% of interview responses suggest they have not changed their attitude and consumption due to a lack of relevance. This identifies a niche and need for humour-based video in awareness campaigns can be used to influence a higher percentage of city bowl residents.

The findings also highlight the secondary research objective as it gives detail into current effectiveness and provides reason for improved communication through humour. One respondent suggests it is important to include humour into awareness videos to gain more shares and relevance with the consumer for the age group 18-25. This builds conversation between the city bowl residents and the water crisis directly affecting them. The findings underlined key methods and approaches for curating humour-based awareness video effectively.

Question 3: Do you think using humour-based video in awareness campaigns can raise additional awareness towards the Cape Town water crisis?

In order to build strong insight around whether or not humour-based video can be used to gain additional awareness, the researcher must highlight the reasoning behind this question. It is important to establish if Cape Town city bowl residents believe humour could be used in accordance with awareness campaigns. The following themes were identified:

- Humour-based video can be used to gain additional awareness towards the water crisis.
- Humour-based video can be used as a communication tool.

- Humour-based video is effective if it is mature humour, respectful and shows empathy towards the issue.

The themes identified guide this study as it provides insight into the perceptions of Cape Town residents in response to humour-based video campaigns. This gives insight into whether or not humorous video will resonate with the South African consumer. All respondents state humour is an excellent way to communicate an environmental issue as it makes it relevant and consumable, allowing for additional awareness as a result. Respondents suggest this will allow for the same environmental message to be consumed more as it is a relatable way to leverage a serious subject through humour.

The findings suggest humour in awareness campaigns can be effective if appropriately curated. Respondents highlight a need for mature humour to be demonstrated given the serious issue it communicates and the lives affected. This is seen through literature explored in this paper, highlighting the influential role humour can have on communication if approached strategically. Respondents state communication must be meaningful and have genuine motives for residents to resonate with.

6. INTERPRETATIONS AND RECOMMENDATIONS

6.1. INTRODUCTION

The final chapter of this study combines findings to answer the research questions and address the research problem. A literature review was conducted to gain understanding of what will be researched and how this will be conducted. Research methodology was developed to guide the research process and ensure key themes are highlighted to make recommendations for curating effective humour-based video awareness campaigns that positively shift attitudes and water consumption in Cape Town city bowl. These interpretations and recommendations will be discussed in detail.

Research Questions:

The role of humour-based video material in facilitating an attitude shift towards water saving awareness amongst Capetonians?

- How do people interpret humorous video about a serious cause such as water wastage?
- What are the attitudes and perceptions of consumers towards humorous narrative based material in an environmental context?
- How can video content motivate consumers' attitudes and positively influence their water usage?

Research Objectives:

- To gauge audience interpretation of a serious message concerning water wastage;
- To gauge audience attitudes and perceptions towards humorous video conveying serious environmental messages;
- To explore ways in which consumers can be positively influenced by way of humorous video messages of environmental affairs.

The research findings have recognised, to some extent the use of humour-based video in environmental awareness campaigns can influence the reach and engagement through leveraging humour to create relevance between the ages of 18-25 living in Cape Town City Bowl.

Commonalities amongst respondents suggest they would resonate more with an awareness campaign that includes humour as a tool of communicating a serious message. This study understands how people living in the City Bowl respond and interprets awareness campaigns that incorporate humour. Majority of respondents state humour can be used to create a viral video and reach more consumers. This suggests there is an opportunity for humour-based video to be created to help shift attitudes and water consumption of residents living in the City Bowl as more people consume the engaging video. This study is valuable as key themes identified in humour could be used on other social and environmental issues affecting Cape Town to ensure residents directly resonate and enjoy the narrative. However, respondents state precaution in providing empathy and mature humour would best ensure the message is not inconsiderate to any group of people. Given the serious circumstances and the lives affected by the crisis, respondents believe appropriate humour should be used.

This study has shown the importance of using the right social media platform as a tool for sharing the humour-based awareness video. Respondents state Facebook is the preferred platform as it is community orientated and closely linked to friends and family. The nature of the platform allows for discussion and engagement, thus resulting in easy share ability. Respondents state it is easy to share video on Facebook as it has share options and would be the appropriate platform to share environmental news. In comparison, other platforms such as YouTube, Instagram and Twitter were said to be strictly video or images making awareness campaign videos less relevant to consume and share. This gives direction to the type of video that should be produced and designed leveraging humour and Facebook features available to reach and encourage a shift in attitude and water consumption. With social

media, new methods of communicating have emerged. This is seen through memes, gifs, images and video to communicate a simple, relatable message. This type of content generally goes viral and resonates more with users as it builds a bridge of communication through the use of humour. This indicates the influence environmental humour-based video campaigns could have on residents living in the City Bowl. This strategy has been proven successful for Capetonians and will have a positive influence on their attitude and water consumption after consuming a humour-based video awareness campaign.

6.2. CONCLUSION

In conclusion with the overall study, it was necessary to conduct this research in order to solve the problem of a lack of understanding as to how humour-based video can be used in assistance with environmental awareness campaigns to have a stronger influence on Cape Town City Bowl residents' attitude and water consumption. This study has provided guidance in steps towards answering the research questions and solving the research problem. The research process was recorded and translated into a holistic document that demonstrates the purpose, literature relating to the topic, research methodology and how it will be analysed, findings, interpretations and a conclusion with recommendations of how this study could be beneficial to others. Finally, the overall finding of research indicates humour-based video can be used as a tool to improve communication efforts and awareness towards the Cape Town water crisis and have a positive shift on attitude and water consumption.

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