# AMAZON ADVENTURE

## Evaluating the Impact of Narrative in the Giant Screen Format to Engage and Educate

**Evaluation by Knight Williams, Inc.**

**Amazon Adventure is a giant screen film that tells the science adventure story of Henry Bates who travels to the Amazon in the 1850s to find evidence of species change. His quest turns into an 11-year journey in which he discovers 8,000 species new to science and what would be called "Batesian Mimicry".**

### Three-Act Narrative Structure

Act I
Setup

Act II
Confrontation(s)

Act III
Resolution

Narrative: A story with an identifiable beginning, middle, and end that provides information about characters, settings, and conflicts; raises problems or confrontations; and provides resolution.

### Initial Findings:

**Comparison of Viewer and Pre-Viewer scores on science learning questions (overall)**

Mean Score

18.0
10.0
0

6.8    14.6

Overall

☐ Pre-Viewer (n = 212)
☐ Viewer (n = 229)

Overall, Viewers significantly outperformed Pre-Viewers on a content assessment designed to assess science learning from the film relating to Henry Bates' scientific quest in the Amazon, mimicry, and species change. Moreover, when asked to list personality characteristics that they thought it was important for scientists to have, Viewers were significantly more likely than Pre-Viewers to list four attributes, including perseverant, passionate, courageous, and observant.

Viewers generally experienced a high level of narrative engagement while watching the film as indicated by their high level of involvement with the story and Henry Bates' character.

Data analysis is ongoing and the final report will be posted on informalscience.org

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"The more we can find the human stories about science—the drama of a human's quest and overcoming obstacles to unravel the mysteries of the world around us—the more we will stay connected to the joys of science and curiosity."

*Wendy MacKeigan, Producer and Writer Amazon Adventure, SK Films*

### From adult viewers who participated in the evaluation study:

"As opposed to hearing something [sic] else talk about Bates—you can actually see him going through these things, and see how devastated he was during the hard times."

"It was good to see what he observed through his eyes. I could connect with the experience of his discovery."

"It's different from a textbook in that it really brings you into the story and gives you a better feeling of how this kind of work was done."
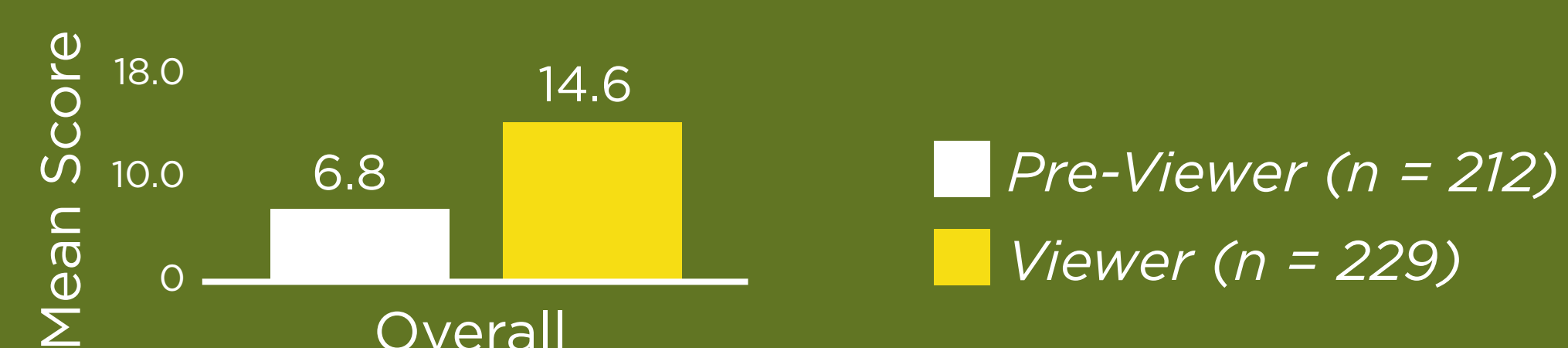
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### Amazon Adventure Three Act Narrative Structure



**Act I**
Henry Bates, his early life, and his world is introduced. He travels to South America to collect butterflies and other specimen to prove that species change.



**Act II**
Bates experiences numerous physical and data collection crises, and his poor health eventually leads to his return to England, without reaching his goal.



Photos courtesy of SK Films.

**Act III**
Resolution plays out upon his return: In the butterfly samples that he had sent from South America, Bates discovers those that he needs to prove that one species can come from another species.

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