

2020 Impact Study

A Critical Space for the Jewish Future: Digital Media, Millennials and Gen Z

Results from our 2019/2020 research study on how
OpenDor Media's Israel content influences audiences'
knowledge, attitudes and behaviors

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I.

Introduction

Digital media is a powerful force in the education and identity formation of adolescents and young adults.

It is a mode of engagement that makes a large-scale generational impact. But how much impact? And how does this manifest in the real world? Especially when it comes to complex, dense matters like Israel?

In this study, OpenDor Media (ODM) tackles these big questions and explores the role of our videos and their potential impact on young Jews.

Our mission at ODM is to make Jewish ideas, values and stories accessible to the next generation. We aim to educate, entertain and engage our audience by bringing to life big ideas and authentic stories, and by celebrating all things Jewish.

Unpacked

Unpacked, our young-adult focused brand, unpacks and clarifies the complex issues surrounding Jewish identity, heritage and Zionism on a variety of platforms.

7M+

Video views

23M+

Minutes
watched

41k+

Subscribers

Unpacked for Educators

Unpacked for Educators combines our films and videos with lesson materials and experiential activities to help educators engage and inspire students inside and outside the classroom.

62,072+

Educators have
accessed the site with
a current average of
7,768 per month

96,722+

High school and college
students reached
through school and
youth programming

Imagination Productions

Imagination Productions is our documentary film division that produces award-winning content that tells the story of Israel and the Jewish people through the lens of personal experience and testimony.

5.2M+

Views on Netflix,
Comcast, Amazon, PBS,
and Jewish and
Christian TV stations

4.2k+

Screenings including
224 screenings at film
festivals

We are happy to share the results of the study and want to emphasize that this is not an end point but rather a beginning in our commitment to continuously measure our efforts to deliver quality, engaging and impactful Jewish media.

Rosov
CONSULTING | Information
Insight
Impact

In 2018, we partnered with Rosov Consulting — a professional services firm with years of experience in education and research in the Jewish communal sector — to develop a logic model^(P. 51) and research instrument to identify how our media is impacting our audience.

UNPACKED

We chose to measure the impact of our Israel-focused videos on **Jewish students** from our partner school program* and a smaller sampling of **viewers** from the YouTube channel.

1,018

The results in this report are derived from surveys from **over one thousand respondents** in the academic year of 2019/2020.

* The pilot partner school program was launched in 2019 with the purpose of partnering with us in this research. The fourteen participating schools had guided and unfettered access to our library of premium videos, feature films, programming and resources in addition to expert training and support.

Key Findings



Half of respondents report that they go on **YouTube** to learn about Israel.



A majority of respondents find our videos **unbiased**, neither left nor right-leaning politically.



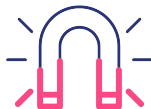
82% of respondents feel that they better **understand the complexity** of Israel.



75% of respondents **feel more confident** to discuss Israel topics.



Over half of the respondents want to **take action**, like read a news story and talk with others about Israel.



The general population was **greatly impacted** from a single video — with **up-to-30% difference** in the behavioral impact section.



A **higher impact** is found comparing those watching one video to multiple videos.



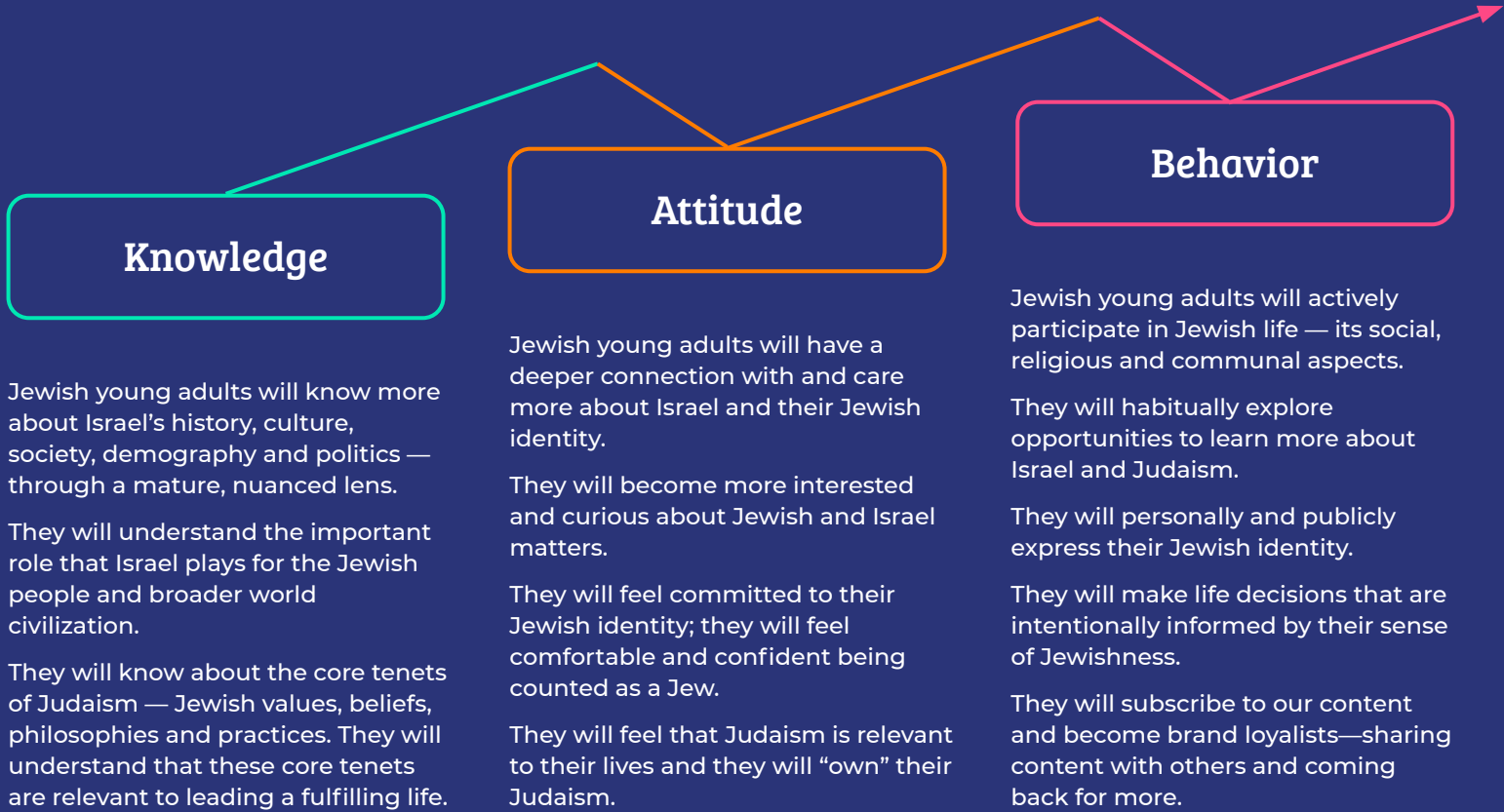
Respondents with a higher "Israel background" report a **12% greater attitudinal and behavioral outcome**.

II.

Study Parameters

Our mission is to impact our market of Jewish young adults in three main areas:





Over the academic year of 2019/2020, we surveyed two populations.

The first population was **Jewish high school students** from our partner schools who were given access to Unpacked videos and Unpacked for Educators educational resources. The second population consisted of a harder-to-reach general sampling from viewers of **our YouTube channel and other partner organizations**.

The school sampling included 869 students, plus a smaller sampling of the more general population at 149 participants.

Guided by the ODM intended outcomes (see previous page), we developed a 19 Likert scale and multiple choice question survey^(P. 47). We ran cognitive testing focus groups to modify and hone the survey instrument for greater validity. It was a one-time survey administered during the academic year of 2019/2020 after participants viewed videos. The data was then analyzed and interpreted.

Watched three or more videos



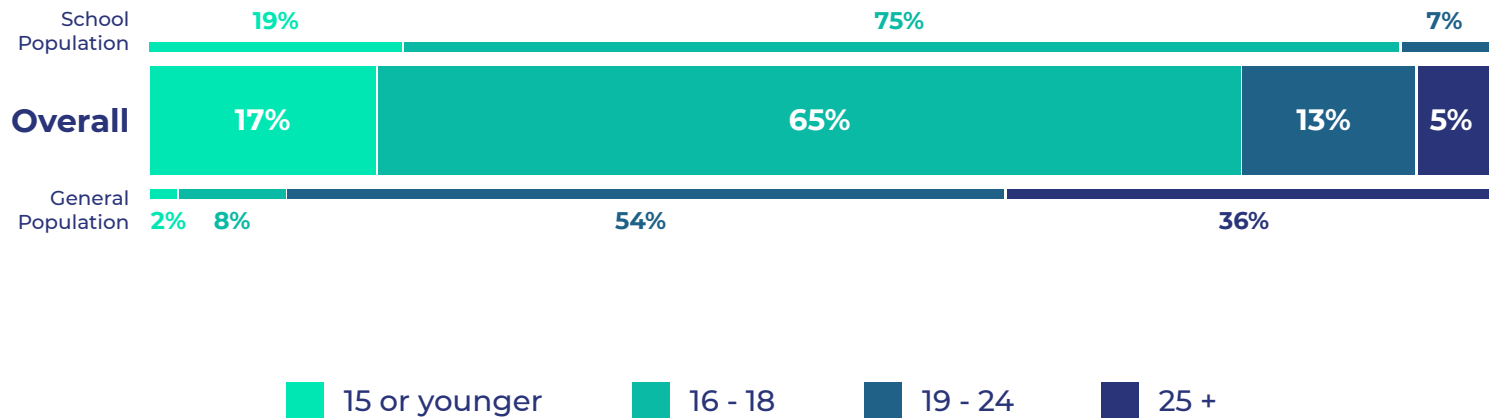
On average, respondents in schools watched more videos than the general population.

Demographics & Psychographics

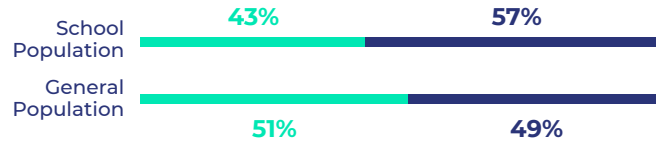
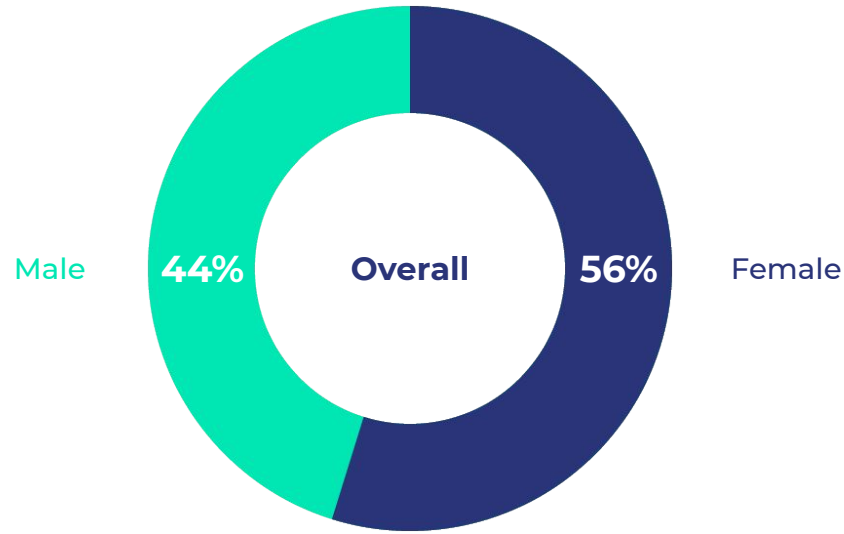
The demographic breakdown includes age^(P. 15), gender^(P. 16) and religious denomination^(P. 17).

Additionally, a composite for “low” or “high” Israel background was defined^(P. 19). This composite was developed to measure whether an Israel background contributes to any of the outcomes.

Age



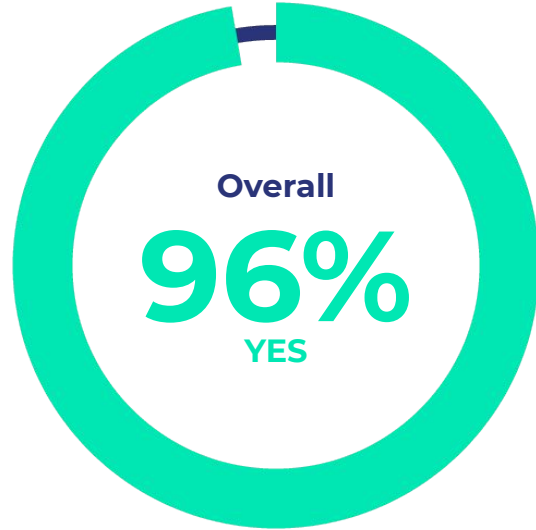
Gender



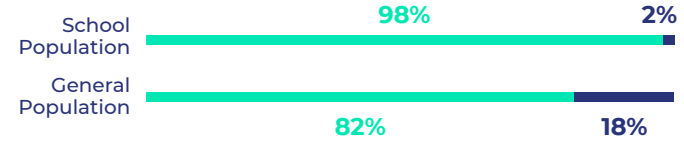
"Other" 0% "Prefer not to answer" 0%

Jewish Identity

Do you identify as Jewish?

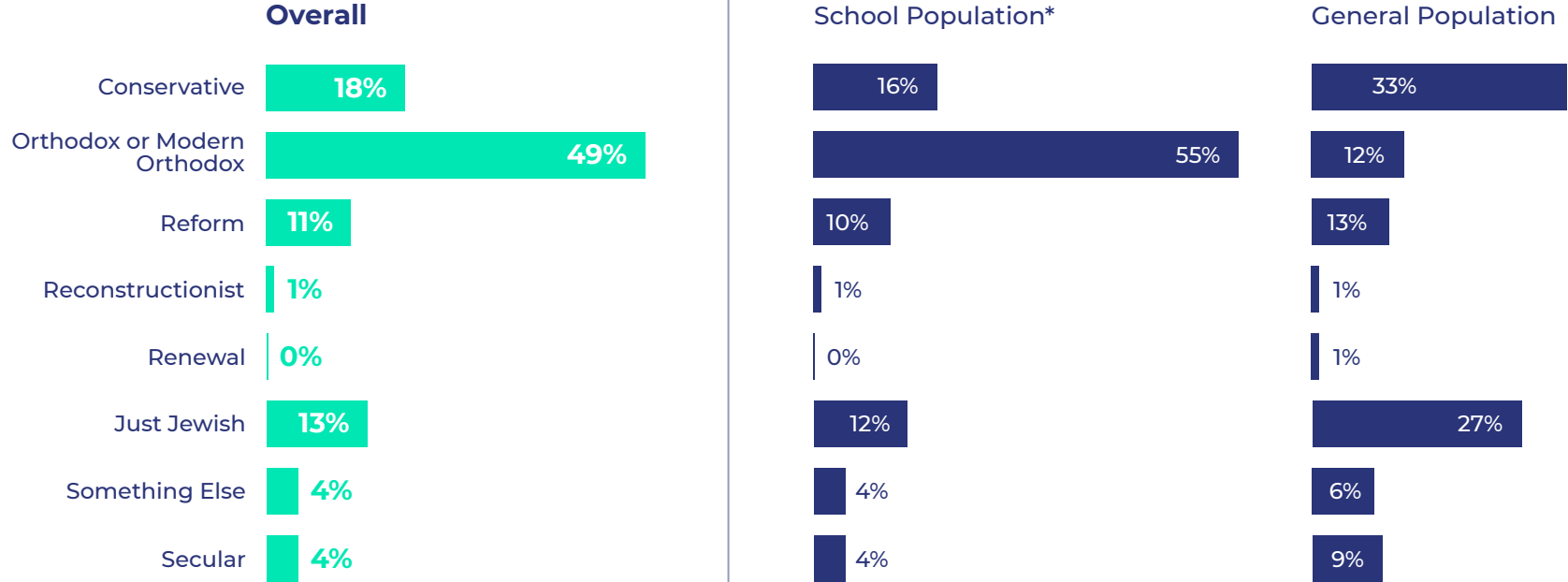


■ Yes ■ No



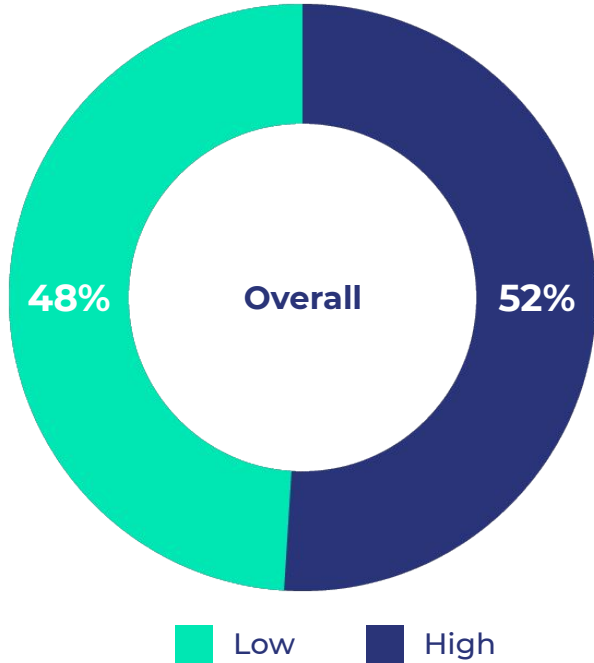
There is a higher proportion of respondents from the school population that self-identify as Jewish.

Denomination



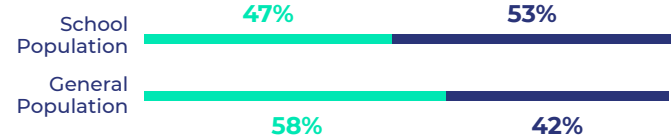
*Of our 14 partners schools, 50% were Orthodox or Modern Orthodox.
There are students who identified as Orthodox that attend non-Orthodox schools.

Israel Background



These factors were used to form the composite that defines a high or low Israel background:

- Took a course or a class on Israel or Israeli history
- Watched a film about Israel or Israeli history
- Read or listened to news about Israel
- Participated in a rally related to the Israeli-Palestinian conflict
- Traveled to Israel



Of note: 100% of the populations with a high Israel background have traveled to Israel.

The research results reported herein should be considered in light of some limitations.

Populations

- The school population sample was 50% modern orthodox as it accurately reflects our pilot partner school program breakdown.
- The sample of 'General Population' was significantly smaller than the 'School Population,' yet still held side by side for comparison data.
- Since majority of respondents are from partner school program, other potential factors of teacher scaffolding and supplementary materials might have contributed to impact.

Survey Questions

- The survey question, "Where do you get your information from?", had limited response choices. It should have included social media networks and google.
- The survey question, "Do you find the videos left or right leaning?", had answer choices that might have been unclear to respondents. The high number of unsure responses leaves too much room for interpretation.

Methodology

- A post survey is inherently limited in its evaluation capacity.
- A survey being administered by your teacher can produce biased results.
- Limited funding precluded our ability to invest more time in reaching the General Population.
- We had no comparison data or other Jewish research studies to review to guide our research. This is the first research study in the Jewish community examining the impact of Jewish/Israel media video content.
- Self-reporting surveys are limited and can have a variety of biases.

III.

Deep Dive Into Data

Key Finding #1

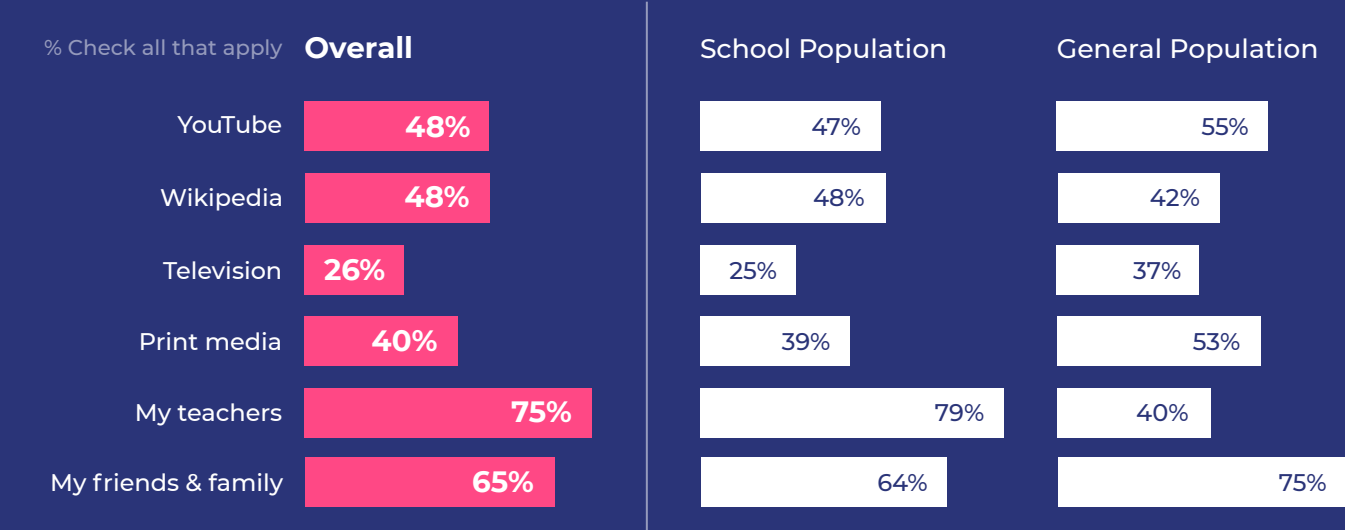
Sources of Israel Information

Half of the respondents report getting information about Israel from YouTube.



Key Finding #1
Sources of Israel
Information

Which of the following do you use for seeking information about Israel?



Half of the respondents report getting information about Israel from YouTube.

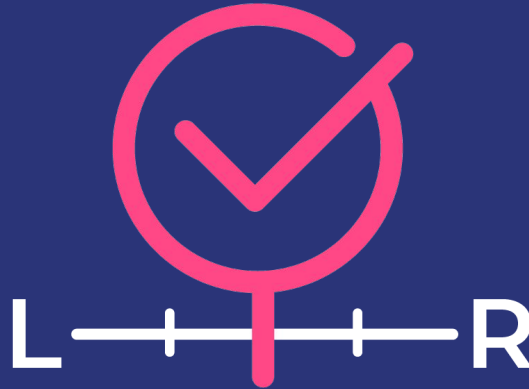
Friends and family are a primary influence for both populations.

In the school population, teachers are also referred to as a main informational source.

Key Finding #2

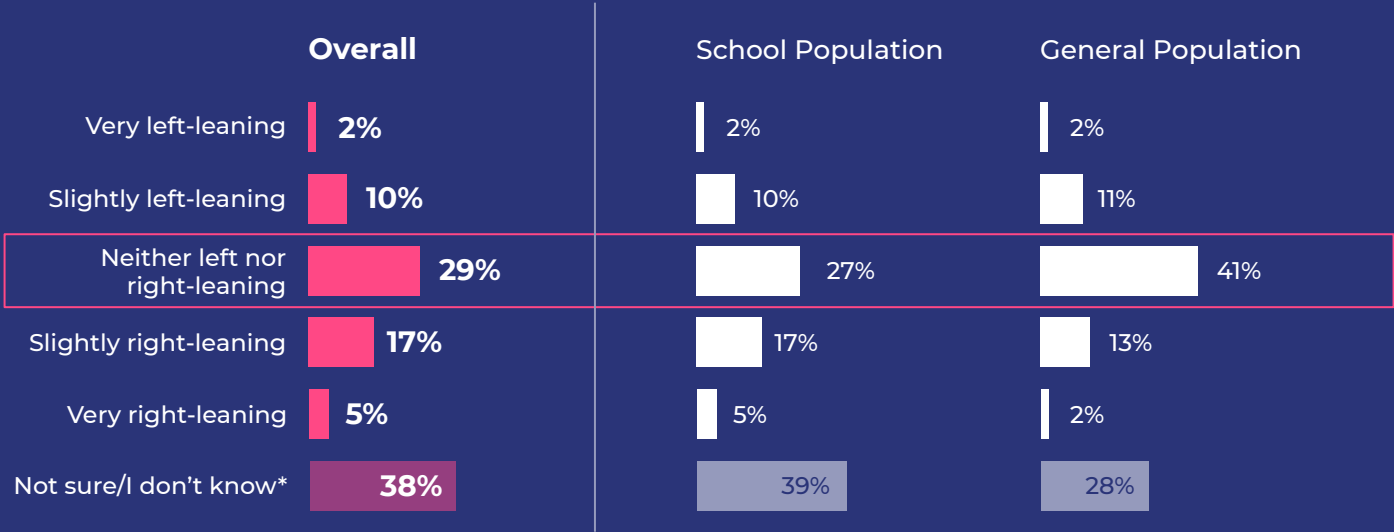
Political Orientation

The majority of respondents find the videos neither left-leaning nor right-leaning.



Key Finding #2
Political
Orientation

In terms of political orientation, would you say that the video(s) you just watched is/are mostly right-leaning or left-leaning?



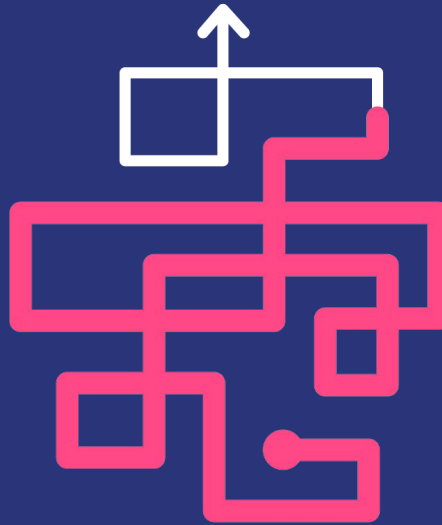
The majority of respondents find the videos neither left-leaning nor right-leaning. Interestingly, those who do perceive a political bias are almost equally divided between left- and right-leaning perception, with school respondents judging the videos as leaning slightly more to the right.

*The “I don't know” response can possibly be attributed to uncertainty about the meaning of right or left-leaning in the respondent. This question will be made clearer in the next iteration of the study.

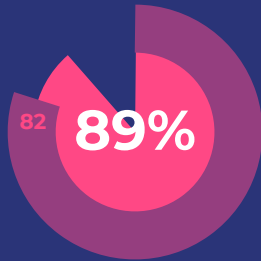
Key Finding #3

Understanding Complexities

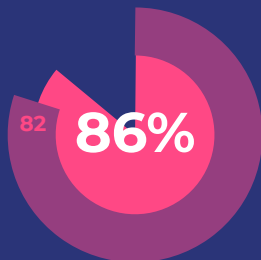
Across both populations, there is a significant impact in **knowledge** about Israel after watching Unpacked videos.



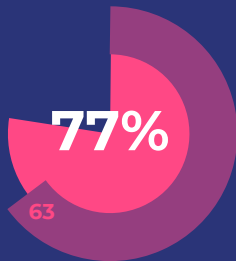
Key Finding #3
Understanding
complexities



Know more about
Israel



Understand the
complexity of Israel



Have new questions
about Israel

Across both populations, there is a significant impact in knowledge about Israel after watching Unpacked videos.

- General Population
- School Population

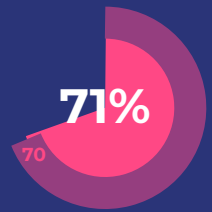
Key Finding #4

Gaining Confidence

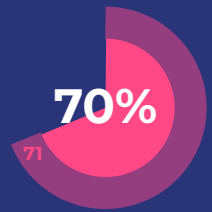
Across both populations, there is a significant impact in **attitude** towards Israel after watching Unpacked videos.



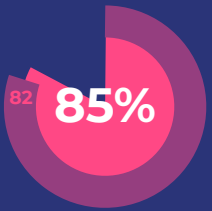
Key Finding #4
Gaining
Confidence



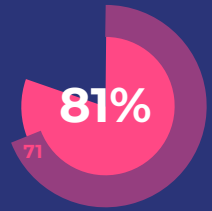
Feel more confident to **explain** Israel to others



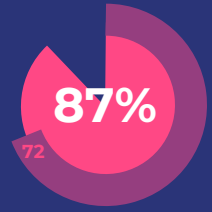
Feel that the history of Israel is **more complicated** than you had previously thought



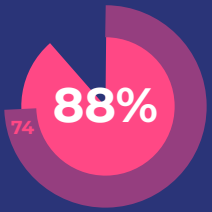
Feel more strongly that it's important to **get all the info** you can about Israel before forming an opinion



Feel a **greater connection** to the story of Israel



Feel more confident to **discuss** the topic of the video with others



Feel **more curious** about Israel and Israeli history

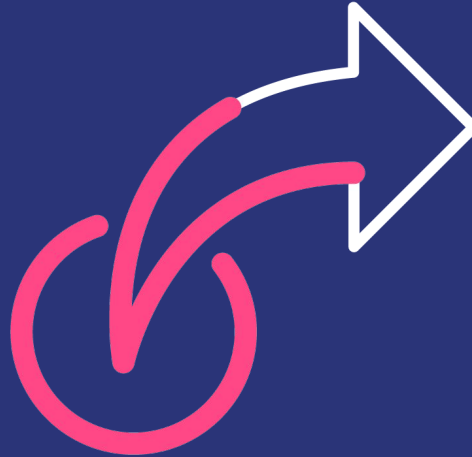
Across both populations, there is a significant impact in attitude towards Israel after watching Unpacked videos.



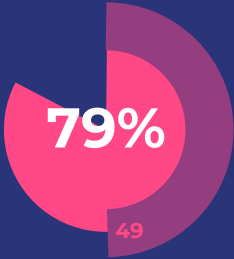
Key Finding #5

Taking Action

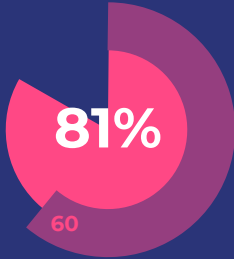
Across both populations, there is an impact in **behavior** concerning Israel after watching Unpacked videos.



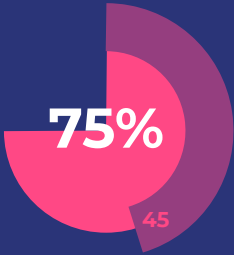
Key Finding #5
Taking Action



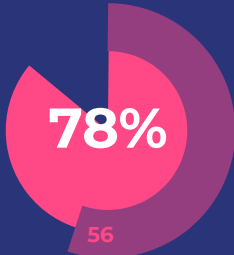
Talk with others
about the content of
the video



**Want to read or
watch the news** more
about Israel



Look for other
YouTube videos on
Israel or related topics



Seek out more
information about
Israel outside of
YouTube

Across both populations, there is an impact in behavior concerning Israel after watching Unpacked videos.



Key Finding #6

Immediate Impact

Single views of Unpacked videos drive high impact.



Key Finding #6
Immediate
Impact



Single views of Unpacked videos drive high impact.

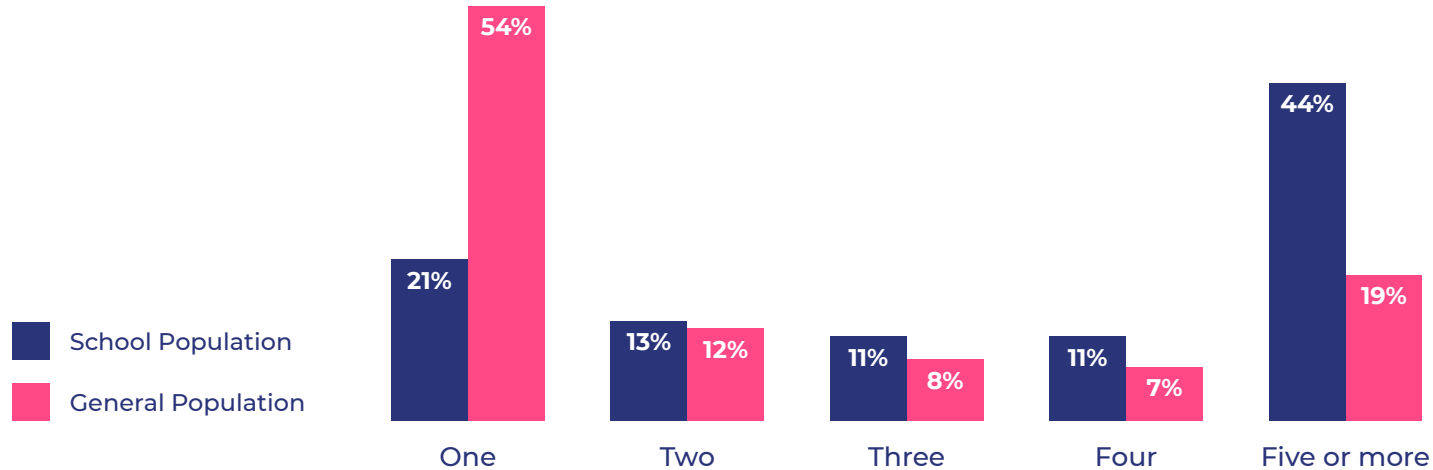
While the general population watched fewer videos, they report a higher impact than the school population across all categories: knowledge, attitude and behavior. The largest contrast is found in the behavioral impact section, which shows up to 30% difference.

In analyzing this finding, there are two other notable data points: (1) 54% of the general population, versus 21% of the school population, had only watched one video when taking the survey . (2) The general population presented an 11% lower “Israel background.”

The data shows that the general population watched fewer videos, so why were they more impacted? Perhaps this question is answered by the second factor — the general population’s baseline for knowledge is lower and so their gain is higher.

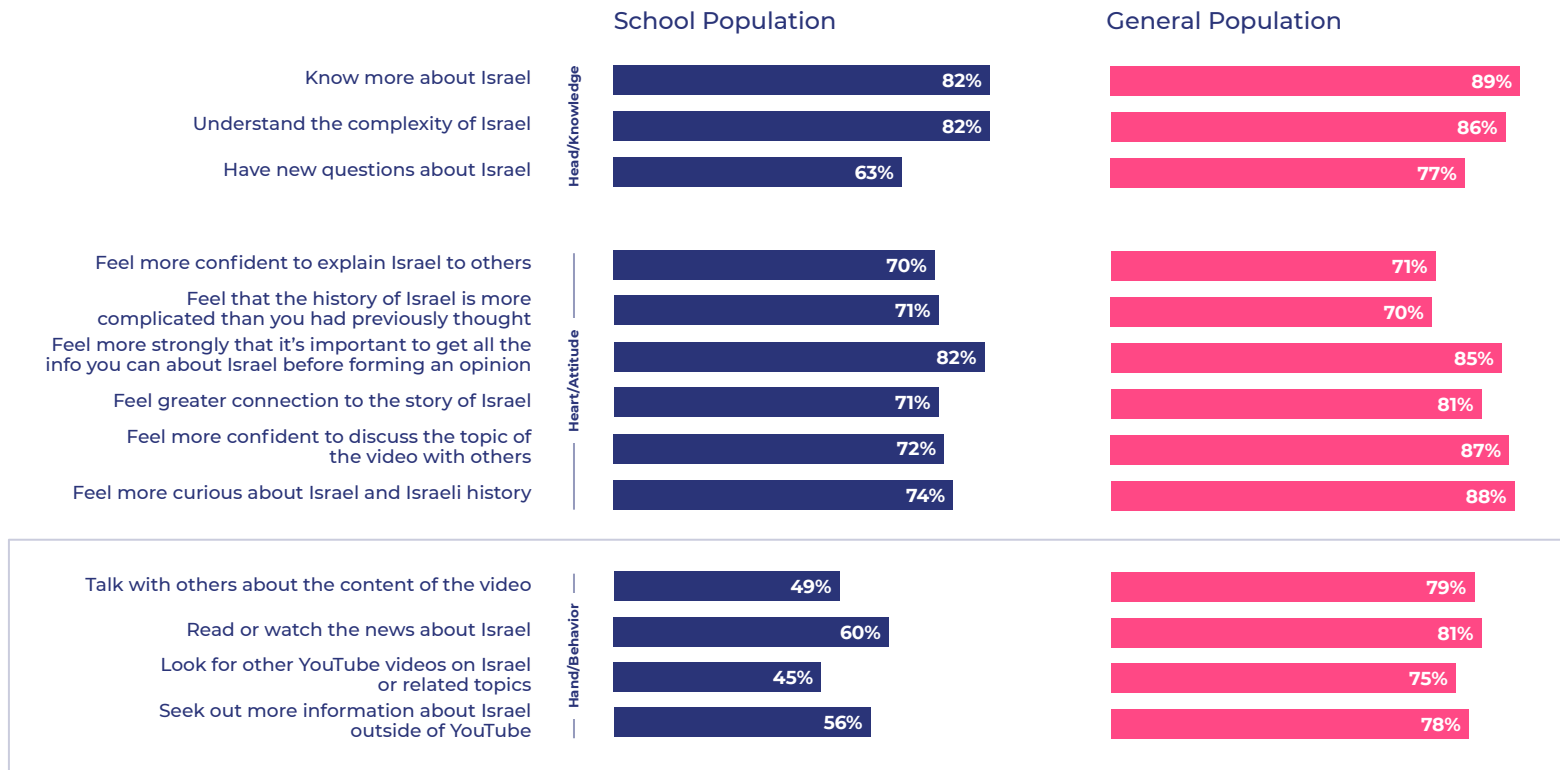
(see pg. 34-35 for data breakdown)

Over the past 12 months, how many Unpacked YouTube videos have you watched?



Comparison of Overall Impact Data

% increased "somewhat", "a lot" or "very much" as a result of watching Unpacked videos



Key Finding #7

The Cumulative Effect

Repeat use of Unpacked videos, especially with students, drives a big impact.



Key Finding #7 The Cumulative Effect



Repeat use of Unpacked videos, especially with students, drives a big impact.

School populations who were exposed to multiple videos report a higher impact of 20.5% compared to school populations who were only exposed to a single video.

(The largest difference in impact is 26%, recorded in the knowledge category)

When the general population was exposed to multiple videos, they report a more modest impact of 9%.

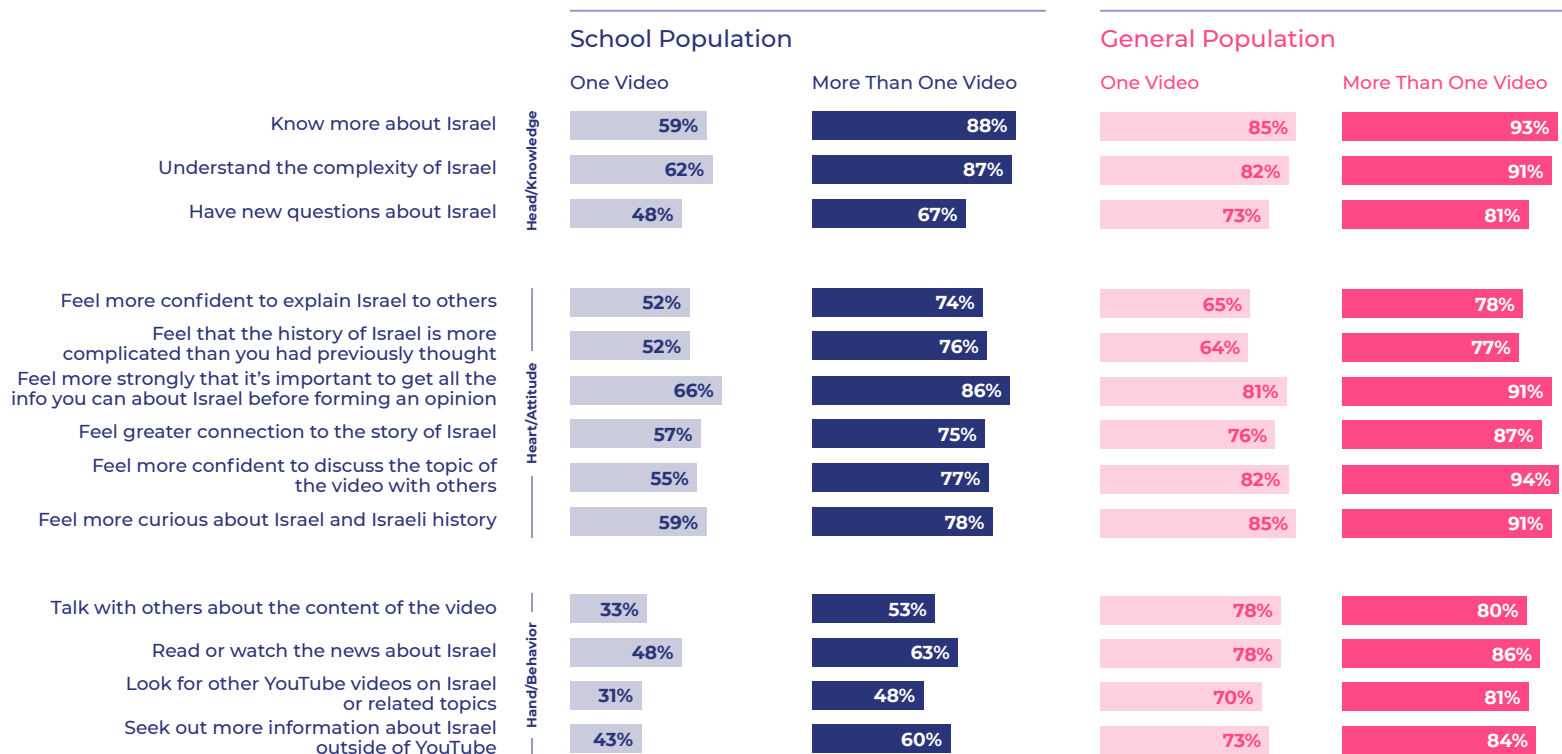
(see pg. 38 for data breakdown)

Why is the cumulative effect, while present for both populations, more significant in the school population?

The higher cumulative effect for the school population can possibly be attributed to the scaffolding. Many of the educators used the videos in conjunction with Unpacked for Educators' other resources (like discussion and reflection questions, quizzes and Kahoot! games) to support their lessons, including their own material. The general population didn't have an educator adding any supplementary material.

Comparison of Single Video to Multiple Video Data

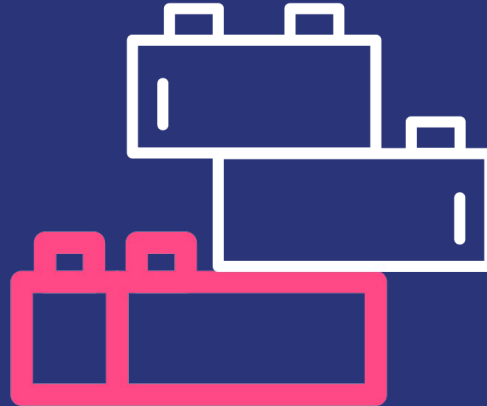
% increased "somewhat", "a lot" or "very much" as a result of watching Unpacked videos



Key Finding #8

The Compounding Effect

Respondents with higher Israel backgrounds^(P. 19) were more impacted by the Unpacked videos.



Key Finding #8 The Compounding Effect



**Respondents with
higher Israel
backgrounds^(pg. 19)
were more
impacted by the
Unpacked videos.**

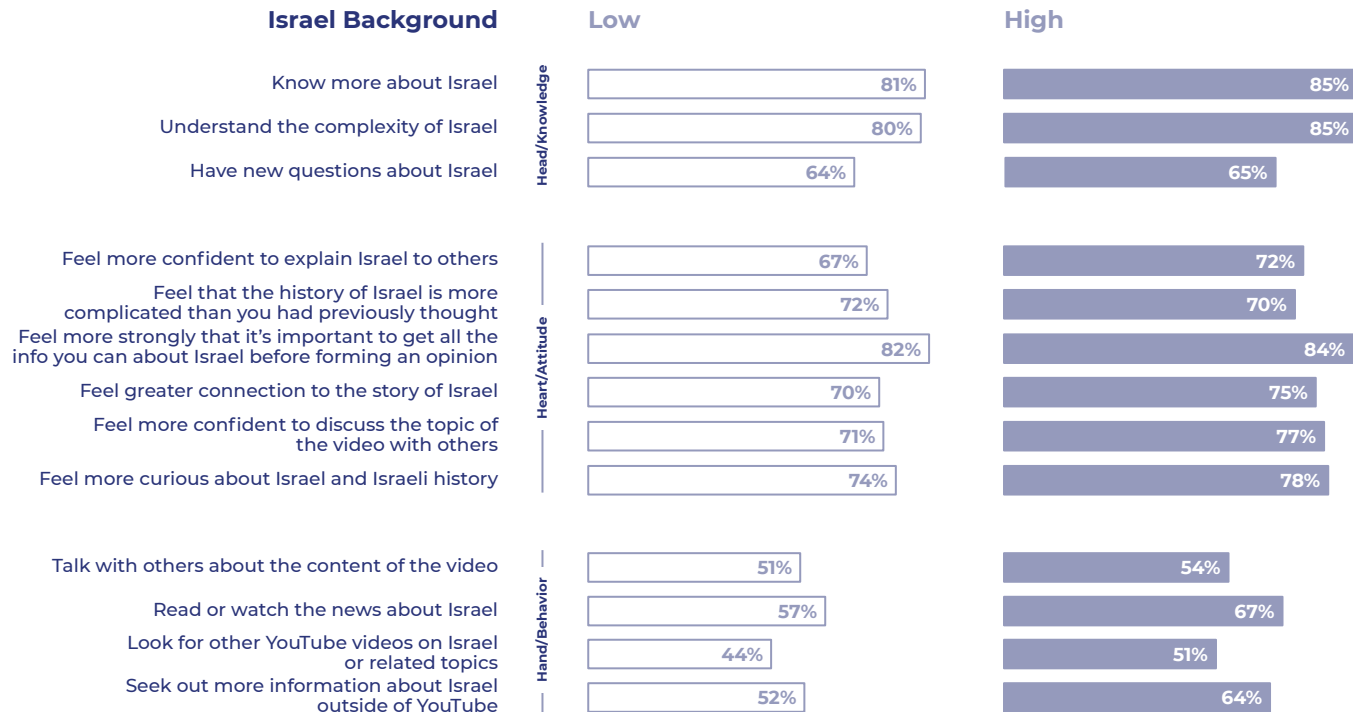
*Results show up to 12%
greater attitudinal and
behavioral outcomes.*

Prior Israel education and experiences enhance the impact of the Unpacked videos. There are many programs that bolster a connection with Israel and it's evident from this study that our media is an amplifier to these types of programs.

This finding reaffirms our commitment to working with partners who offer elements supporting an Israel background because it's clear that, together, we build powerful connections to Israel for Jewish youth.

(see pg. 41 for data breakdown)

% increased “somewhat”, “a lot” or “very much” as a result of watching Unpacked videos



IV. Conclusion

The data presented in this study examines, and suggests, the impact of our online videos on the knowledge, attitudes and behavior towards Israel from the study's populations that consist mostly of Millenials and Gen Z.

This is a new area of study that needs further investment and exploration because of the ubiquity of media and the outsized role that it plays today.

OpenDor Media is committed to continue to learn, iterate and lead the Jewish community as a premier destination for today's generation to explore their identity and heritage in order to lead more informed and connected Jewish lives.

We plan to incorporate our findings into our work:

- Keep investing and growing the Unpacked YouTube channel, as this is where our audience is and where the learning happens.
- Stay true to our commitment to educating with nuance and complexity, and avoid being either right-or-left-leaning, engaging the broadest audience of viewers.
- Share these results with the education community and encourage more consistent engagement with Unpacked videos and Unpacked for Educators materials as higher impact is demonstrated in the cumulative effect^(P. 36).
- Build more partnerships to leverage the compounding effect^(P. 39).

We are committed to continue this research:

- The 2020/2021 school population will be almost five times greater, with fifty partner schools from seven countries and across all denominations.
- We will also expand the general population and are looking to collaborate with new partners.
- Survey questions will be adjusted for further clarity.

Be in Touch

We'd love to hear from you:

What questions do you wish we'd asked?
What else should we explore?

If you'd like to join the 2020/2021 study,
be in touch with us through
info@opendormedia.org

v. Appendix

Appendix A: Survey

Media Outcomes Survey

1. In what context have you just watched a video about Israel? Please select all that apply.

- A. I've watched a video as part of a class in my school
- B. I've watched it on my own, not as part of a class in school

2. [If b is selected in Q1] How much of the video have you watched?

- A. Less than half
- B. About half
- C. Most of the video
- D. All of the video

3. What was the topic of the Unpacked video you just watched?
[Open-ended]

4. Over the past 12 months, how many Unpacked YouTube videos have you watched?

- A. One
- B. Two
- C. Three
- D. Four
- E. Five or more

5. As a result of watching this video [if Q5>1 "these videos"], to what extent do you:

	Not at all	Slightly	Somewhat	A lot	Very Much
A. Know more about Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Understand the complexity of Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Feel more confident to explain Israel to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Have new questions about Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. As a result of watching [if Q1=a. "After watching"] this video [if Q3>1 "these videos"], how likely are you to do the following over the coming months?

	Not at all	Slightly	Somewhat	A lot	Very Much
A. Feel that the history of Israel is more complicated than you had previously thought	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Feel more strongly that it's important to get all the info you can about Israel before forming an opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Feel greater connection to the story of Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Feel more confident to discuss the topic of the video with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Feel more curious about Israel and Israeli history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. [Only ask if YouTube respondent; Q1≠a.] After watching this video [if Q5>1 "these videos"], which of the following have you done? Select all that apply.

- A. Liked this video on the YouTube page
- B. Commented on this video
- C. Shared this video with others
- D. Subscribed to this YouTube channel
- E. Continued to watch another video on a similar topic
- F. N/A, I did not have an opportunity to do any of these things.

Appendix A: Survey, Continued

8. As a result of watching this video [if Q5>1 “these videos”], how likely are you to do the following over the coming months?

	Not at all	Slightly	Somewhat	A lot	Very Much
A. Talk with others about the content of the video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Read or watch the news about Israel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Look for other YouTube videos on Israel or related topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Seek out more information about Israel outside of YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Which of the following do you use for...

[Can select multiple options in each row]

	Entertainment	Seeking information in general	Seeking information about Israel
A. YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Wikipedia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Print Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. My family & friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. My teachers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. What other sources do you have for information about Israel?

[Open-ended]

11. In terms of political orientation, would you say that the video you watched is right leaning or left leaning?

- A. Very left leaning
- B. Slightly left leaning
- C. Neither left nor right leaning
- D. Slightly right leaning
- E. Very right leaning
- F. Not sure/I don't know

12. In what year were you born? [Drop down menu of years]

13. What is your gender?

- A. Female
- B. Male
- C. Other:
- D. Prefer not to answer

14. Do you identify as Jewish?

- A. Yes
- B. No

15. [If identifies as Jewish] Which of the following best describes your Jewish denominational identity?

- A. Conservative
- B. Renewal
- C. Orthodox or Modern Orthodox
- D. Just Jewish
- E. Reform
- F. Secular
- G. Reconstructionist
- H. Something else (please specify):

16. [If identifies as Jewish] Growing up, for how many years did you participate in (i.e., work or attend) each of the following? (For seasonal activities, such as summer camp, please count each season as one year.)
[DROP DOWN MENU FROM 0 TO 10+]

- A. An overnight camp that had Shabbat services and/or a Jewish education program
- B. A Jewish day school (Grades K-8)
- C. A Jewish high school (Grades 9-12)
- D. A supplementary Jewish school, like Hebrew or Sunday school
- E. A Jewish youth group

Appendix A: Survey, Continued

17. In the past year, which of any of the following have you done? Please select all that apply.

- A. Took a course or a class on Israel or Israeli history
- B. Watched a film about Israel or Israeli history
- C. Read or listened to the news about Israel
- D. Participated in a rally related to Israel the Israeli-Palestinian conflict (whatever the "side" you take on this issue)
- E. Other (please specify):
- F. None of the above

18. Have you ever visited Israel?

- A. Never
- B. Once
- C. Twice
- D. Three times
- E. 4 times
- F. 5 or more times

19. Will you be interested in helping us improve our videos by participating in future research opportunities, such as completing another survey or participating in a focus group?

- A. Yes
(please provide a valid email address where we could reach you):
- B. No

Appendix B: Videos and Resources

Unpacked

Unpacked, our young-adult focused brand, unpacks and clarifies the complex issues surrounding Jewish identity, heritage and Zionism on a variety of platforms.



youtube.com/unpacked

Unpacked for Educators

Unpacked for Educators combines our films and videos with lesson materials and experiential activities to help educators engage and inspire students inside and outside the classroom.



unpacked.education/videos/

Appendix C: Logic Model

Impact

OpenDor Media educates, entertains and engages a global audience of millions by producing and distributing Jewish and Israel content. We drive outsized impact by using today's most popular and far-reaching digital platforms and we strengthen local communities around the world by providing educational resources and programming.

External Factors

Opportunity: Digital media is a powerful force in the education and identity formation of adolescents and young adults. It is a mode of engagement that could make a large-scale generational impact in the Jewish world. The target audience is already fluent in this medium; they are digital natives.

Challenge: The Jewish philanthropic community does not yet appreciate digital media's power and educational potential, is skeptical about its impact, and has not invested sufficiently in it.

Challenge: Recruiting great talent is a challenge for non-profits.

Challenge: Making decisions about which content will make impact AND be interesting and engaging with the audience.

Input

Financial Resources

3% of costs covered by revenue; 97% of costs covered by philanthropy. Diversified donor base (demographically, politically, and religiously).

Human Resources

(Jerusalem- and U.S.-based staff)

25 FTEs

6 PTEs

15 Freelance

Infrastructure

Israel office
Fully remote company with staff both in Israel and America.

Activities and Outputs

UNPACKED:

YouTube channel (60-100 annual videos): Weekly engagement with short content (Israel History series currently in release; will be followed by videos related to Jewish History and Judaism) **4.49 million** views in 20 months **15.7 million** minutes watched in 20 months

UNPACKED FOR EDUCATORS:

Educator Website: Israel education resources for teachers, used to reach target audience of students. **4,388** monthly users (as of 9/9/2020); reaching **25,000+** students annually

IMAGINATION PRODUCTIONS:

Feature length films (1-3 films in production and up to 6 films in distribution annually); 60-90 minute productions available on mass-reaching digital channels

Intended Outcomes

Knowledge

Jewish young adults will know more about Israel's history, culture, society, demography, and politics — through a mature, nuanced lens. They will understand the important role that Israel plays for the Jewish People and broader world civilization. Jewish young adults will know about the core tenets of Judaism — Jewish values, beliefs, philosophies, and practices. They will understand that these core tenets are relevant to leading a fulfilling life.

Attitudes

Jewish young adults will have a deeper connection with and care more about Israel and their Jewish identity. They will become more interested and curious about Jewish and Israel matters. They will feel committed to their Jewish identity; they will feel comfortable and confident being counted as a Jew. They will feel that Judaism is relevant to their lives, and they will "own" their Judaism.

Behaviors

Jewish young adults will actively participate in Jewish life — its social, religious, and communal aspects. They will habitually explore opportunities to learn more about Israel and Judaism. They will personally and publicly express their Jewish identity. They will make life decisions that are intentionally informed by their sense of Jewishness. Jewish young adults will subscribe to OpenDor Media's content and become brand loyalists — sharing content with others and coming back for more, maintaining and growing engagement with OpenDor Media.

Thank you.