

Edutainment, Parental Involvement, and Child Development: Evidence from a Home-Based Intervention

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Children in Japan face significant challenges in school, including bullying, that can adversely affect their cognitive and non-cognitive skill development. Because a strong parent-child interaction may help mitigate these negative effects, this paper analyses a randomised controlled trial designed to increase parental involvement through the provision of moral education. Our six-week home-based intervention combines weekly emails to parents describing common challenges faced by children with videos illustrating moral dilemmas that children watch and discuss with their parents. The videos are narrated either by a teacher or a celebrity, allowing us to test whether narrator choice enhances intervention effectiveness. We evaluate this low-cost and highly scalable intervention using behavioural outcomes measured immediately after program completion and a broad set of cognitive and non-cognitive outcomes assessed approximately six months later.