

# Mapping How Media Makes a Difference... not a Simple Equation!

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AudienceScapes

The logo for InterMedia, featuring the lowercase letters 'i', 'i', and 'i' in blue, with a small orange dot above the middle 'i'. A green swoosh underline is positioned below the letters.  
**InterMedia**

# Focus on AudienceScapes surveys in Tanzania and Zambia

## Tanzania



- Sample of 2000 Tanzanian adults aged 15 and above in all 22 regions of Tanzania
- July 2010

## Zambia



- Sample of 2000 Zambian adults aged 15 and above in all 9 regions of Zambia
- May 2010

# Mobile phones and radio are the predominant media platforms

## Mobile phones are the most important new media platform

- Mobile phone usage is growing substantially from year to year

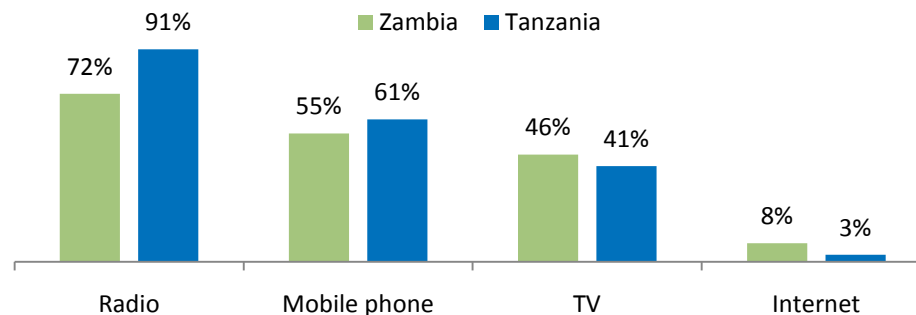
## Use of Internet is still small, but growing

- Users predominantly urban, younger, better educated and richer than non-users
- Internet penetration and use increasing (in the past 5 years, according to Internet World Stats, average annual growth rates in sub-Saharan Africa reached 34%). If this growth rate continues, we could see internet penetration rates in Sub-Saharan Africa similar to those in the Middle East in the next 5 to 10 years, depending on the country

## Radio is the most widely used media platform

### TV trails radio

### Weekly Use of Media Platforms in Zambia and Tanzania (2010)



AudienceScapes Surveys of Zambia (May 2010, N=2000 adults 15+) and Tanzania (July 2010, N=2000 adults 15+).

# Access to digital media does not guarantee transfer of information...

Whether information is transferred or not depends on many factors:

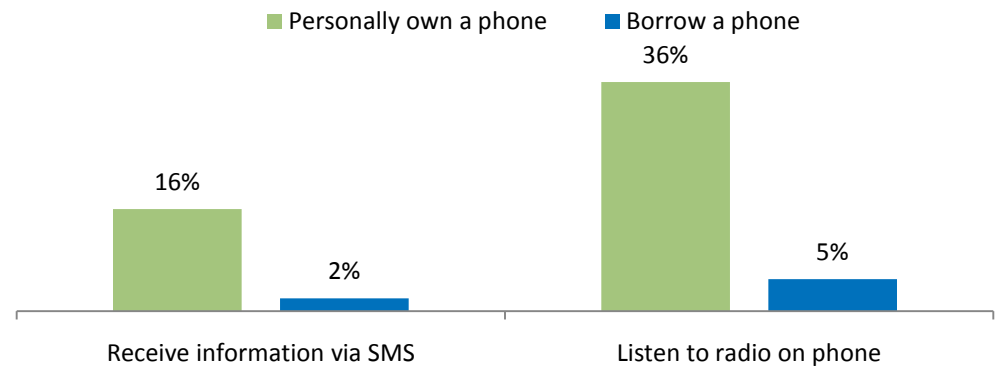
## Nature of access

- For example, whether you personally own a mobile phone or not
- In Zambia, a greater percentage of those who personally own a mobile phone report receiving information than those who borrow a phone
- There are disparities in mobile phone ownership by demographic group. In Zambia:
  - 51% of men and 44% of women own a mobile phone
  - 81% of city dwellers and 53% of those living in rural areas own a mobile phone

## Where information is accessed

- Sensitive information may not be easily consumed in public spaces
- In Tanzania, among respondents who access Internet at home, 27% said Internet provided them with useful information about HIV/AIDS or tuberculosis. This percentage drops to 19% among those who go online at Internet cafes.

## Weekly Activities According to Means of Mobile Phone Access in Zambia (2010)



AudienceScapes Survey of Zambia (April 2010, N=2000 adults 15+). Base is N=1010 who own a mobile phone and N=398 who borrow a mobile phone

# Access to digital media does not guarantee transfer of information...

Whether information is transferred or not depends on many factors:

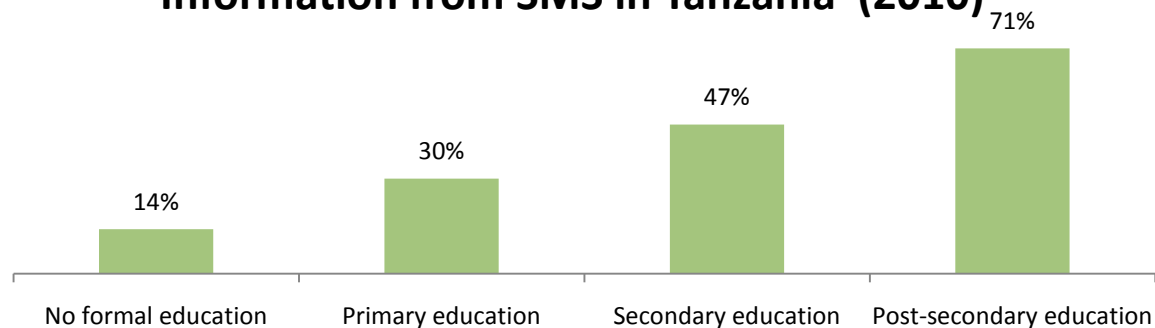
## Educational levels

- In Tanzania, for example, the likelihood of getting information from SMS increases with educational level

## Language barriers

- In Tanzania, 52% of those who speak and understand English get information from SMS on a weekly basis. This figure drops to 30% among those who do not speak and understand English

**Percentage of Regular Mobile Phone Users, by Educational Level, Who Regularly Get Information from SMS in Tanzania (2010)**



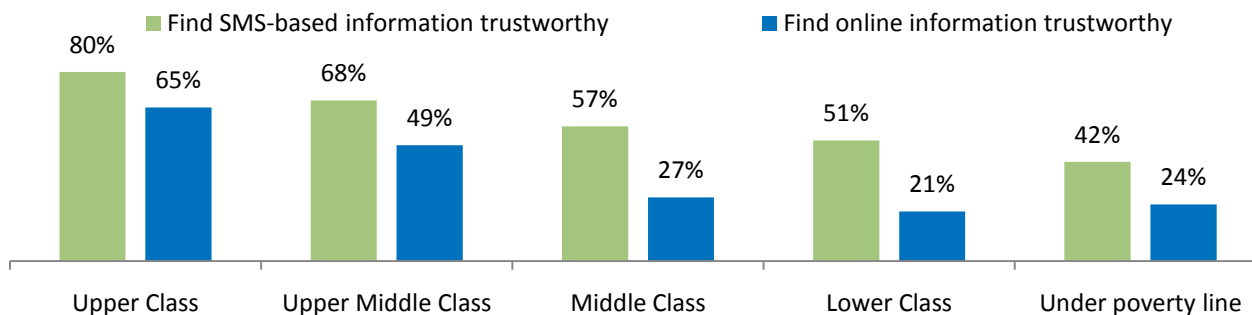
AudienceScapes Surveys of Tanzania (July 2010, N=2000 adults 15+). Base is N= 42 mobile phone users with no formal education, N=746 mobile phone users with primary education, N= 419 mobile phone users with secondary education, N= 84 mobile phone users with post-secondary education

# ... Nor does access to information mean it will be consumed

## Even if you receive the information, you might not TRUST it enough to use it

- Trust builds partly as a result of familiarity – if you are not using the tool enough, you might not trust the information you receive on it
- Those who would benefit most from the information are those who trust it the least:
  - In Zambia, a smaller percentage of those with primary education trust SMS-based information (32%) versus those with post-secondary education (63%)
  - In Tanzania, the picture is similar for information received via SMS or via Internet

### Trustworthiness of SMS-based and Online Information by Financial Situation in Tanzania (2010)



AudienceScapes Surveys of Tanzania (July 2010, N=2000 adults 15+). Base is N= 92 in upper class (can afford whatever they want), N=140 in upper middle class (can afford to buy certain expensive goods such as TV), N=869 in middle class (have enough money for food and clothes and can save a bit), N=527 in lower class (have enough money for food but buying clothes is difficult) , N=270 under poverty line (don't have enough money even for food)

# There are information disparities even among regular users of new media

These disparities are clear among regular users of either SMS or Internet in Tanzania:

	Regular users of	
	SMS	Internet
HIV/AIDS	88%	84%
Malaria	84%	84%
Maternal & infant health	58%	60%
Diarrhea	25%	37%

- When looking at the Millennium Development Goals, Tanzania is lagging behind when it comes to maternal mortality rate or the proportion of children that are underweight
- It would make sense to increase the kind of information that is disseminated about these issues via new media



# Implications for the media and the development sectors

## Know who you're speaking with

- Address your audience's challenges in terms of access to information (offer literacy classes; send SMS in different languages; etc...)

## Maintain presence on Internet and be ready to respond once use becomes important

- The fact that internet usage is currently relatively low should not deter news and development organizations from using Internet to disseminate information:
  - use of Internet is growing rapidly and will attain similar levels to those in the Middle East within the next 5-10 years depending on the country
  - those who are currently using Internet regularly (mostly those in higher social classes and with better education) need this kind of information. They tend to be more actively involved in their communities and they can shape the development discourse

## Don't ignore traditional media

- The most effective way of reaching different populations is through a combination of old and new media. Disseminating similar information across different platforms increases the chances that your target audience will receive the information and eventually act upon it

# Questions ?

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