



PNG Citizen Media Engagement Report 2023

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Glossary and Definitions

Term	Definition
ABCID	ABC International Development
CATI	Computer Assisted Telephone Interviewing
Density	A population variable that refers to urban or rural
DG	Discussion Guide
EOPO 3 I.O. 4	<p>End of Program Outcome #3, Intermediate Outcome #4, which includes 2 outcomes directly related to this survey:</p> <ul style="list-style-type: none"> • Include GEDSI-related questions in PNG Citizen Media Engagement Survey, including citizen perceptions of GEDSI in media content and use. • Conduct baseline survey of BCEP partners' media capacity, including capacity to engage media on GEDSI issues.
FGD	Focus Group Discussion
FH	<p>Financial Hardship</p> <p>Respondents were classified into low, moderate, or high financial hardship categories based on responses to Q32 about their current financial situation. The definitions are:</p> <ul style="list-style-type: none"> • High FH – often have a lack of money for buying food and clothes • Moderate FH – usually have enough money for food and clothes but not enough to buy much else • Low FH – able to buy anything without restriction, or able to afford most things, with some limits
GEDSI	Gender Equality, Disability, and Social Inclusion
GBV	Gender-Based Violence
MDI	Media Development Initiative
PWD	<p>Person with Disability</p> <p>People with disability were determined using the Washington Group Short Set on Functioning; participants that answered 'cannot do at all' or 'a lot of difficulty' to at least one of six questions assessing visual, auditory, mobility, recollection, self-care, or communication difficulties qualified as people with disability.</p>
P7D	Past 7 Days
ppts	Percentage points
RDD	Random Digit Dialling
Youth	Defined as 18- to 30-year-olds



Executive Summary

Overview of Study

The Media Development Initiative (MDI) values information in its program planning, particularly insights into citizen access to information, and has now undertaken a media audience survey in 2023. The PNG Citizen Media Engagement Survey measures the information needs of audiences and how they are, or are not, being met through media. This study aims to serve as a follow-up to the PNG Citizen Perceptions of Governance and Media Engagement Study commissioned in 2019 by providing updated information on citizen media engagement and information access within the current public and commercial media landscape. Ultimately, the research findings are intended to inform future MDI activities which will stimulate improved professionalism, tailoring of public service content, and consideration of development issues including policy, attitudes, and practices of both citizens themselves and public authorities, by supporting media practitioners.

The study was designed as a mixed method project consisting of a qualitative and quantitative phase. The qualitative component involved eight 90-minute Focus Group Discussion (FGD) FGDs with youth, aged 18 to 30 years, to explore media usage behaviour and perceptions around development issues impacting GEDSI. Concurrently, a quantitative survey of 2,000 adults aged 18 years or older in Papua New Guinea was conducted using Computer Assisted Telephone Interviewing (CATI) technology and a Random Digit Dialing (RDD) technique; to ensure national representation in line with age and gender distribution across provinces, based on population data.¹

1. UN-WPP 2020 estimates

Media Engagement Landscape

Traditional media, specifically, radio, newspaper, and television, are the key sources of information, followed by social media. Social media is a source of information for significantly more youths (aged 18 to 30 years), citizens living in urban areas, or in the Southern region, trending towards further growth in the future. Even so, radio and newspapers remain the top two information sources across all segments surveyed regardless of gender, age group, region, and density (urban/rural).

Trust in information sources has generally declined since 2019, however citizens trust the sources of information they are using and while traditional and social media feature as key information sources, a range of other trustworthy sources of information were identified. In fact, the Church was rated the most trustworthy source of information amongst all demographics surveyed, reinforcing the role of religion in Papua New Guinean communities today, with traditional media following as the next most trusted sources of information. In the FGDs, youth shared stories about misleading information on social media and the internet, and perceived influence and bribery impacting the quality of some stories in traditional media. With 91% of internet users having seen misinformation or disinformation at least occasionally across online platforms, online sources are considered some of the least trustworthy sources of information.

Media Access and Consumption

Media is evolving and fundamentally changing because of its digital trajectory; not only has the media itself changed through digital advancement, but the experience of using media has changed for citizens. For some, media is now available at their fingertips, at any time or place, and the landscape has fragmented as more media players have entered the market; choices have grown. The world now seems closer, more accessible, with wider coverage than ever before. While the less trustworthy nature of some digital products poses challenges for some citizens, obtaining information and news in real time has proven beneficial and citizens generally appreciate how media is modernising. Unfortunately, the move to digital has exacerbated pre-existing issues including marginalisation of rural and remote peoples' access to information, the high cost associated with media access, and digital devices acting as a distraction.

Radio Consumption

Radio broadcasting has a widespread reach across Papua New Guinea with 81% of citizens listening to the radio at least occasionally. Frequency of radio listenership is moderate with 45% of citizens listening weekly or more often; males and individuals living in urban locations are the most frequent users. Listening to the radio is becoming increasingly convenient as smartphone access continues to improve with mobile phones remaining the most popular device for listening to the radio, however some are listening through radio sets and stereo systems in vehicles. News programming generates the highest interest on radio, followed by music which is of particular interest to youths. Religion, sport, and talkback programs also feature as popular mentions. There is fragmentation in the market concerning individual radio stations, however Yumi FM has the highest weekly reach, followed by NBC National Radio, and then provincial level stations more generally.

Television Consumption

Television is the least accessible of the traditional media types with 45% of citizens of the overall sample reporting that they have watched television at least once. Frequency of viewing is also lower with 31% of citizens watching at least weekly; those living in urban locations, in the Southern region, and aged 31-44 years watch television more frequently. Programs covering news and current affairs are the most popular on television, followed by sports events (especially for males). Movies, dramas (especially for females), and music programs are also of interest to a considerable portion of television viewers. Weekly television viewership is less fragmented than radio listenership with TVWan, especially for youths and urban dwellers, and EMTV being particularly dominant channels.

Newspaper Consumption

Newspapers have the widest reach of any media format available in Papua New Guinea with 89% of citizens ever reading them, this is even higher in urban locations. Readership is frequent with 54% indicating they read newspaper at least weekly, with frequency highest amongst males, those living in urban locations, and the Momase region. Weekly readership patterns demonstrate The National is the most commonly read publication, with Post Courier a close second. Both outlets are more popular with males and individuals in urban locations, and 38% of citizens are reading both publications weekly.

Mobile and Digital Media

Mobile phones are the most accessible digital devices in Papua New Guinea, with 79% of citizens using them daily and a further 12% using them a few times a week. Frequency of mobile phone usage increases with educational attainment and is higher amongst those living in urban locations. Rising accessibility of smartphones is also widening the reach of internet and social media services, which continue to be accessed primarily through smartphones.

Importantly, 60% of Papua New Guineans use the internet or social media even if only occasionally; usage is higher in urban locations, and the Southern and Momase regions, but declines with age. Half of all citizens use the internet or social media weekly and usage is more frequent with higher educational attainment, but lower for PWD. Using social media is the most popular internet activity, however obtaining information, accessing news, and for entertainment purposes are also popular. Engagement with social media declines with age, while use of internet banking or transferring money increases with age. Facebook is the most popular social media platform with 94% using it weekly, followed closely by WhatsApp at 84%. TikTok, Instagram, and Viber are relatively more popular amongst youths. PWD have the highest variety of social media platforms used weekly of any group and are more likely to use TikTok. Overall, quality of internet services is considered just OK considering affordability, speed, and reliability.

Snapshot of Vulnerable Groups

This study examined media coverage, inclusivity, and issue-related measures for four (4) particular groups in society: youth, people with disability (PWD), women, and people living in rural and remote areas. Youth, women and rural citizen issues are being covered, but even so, people would like to see more coverage. There is a lot of room for improvement on PWD coverage.

There is a general theme that the media is encouraged to tell stories about these groups, and that these stories should come from these people directly. There is a sense that discussions and stories around youth, PWD, women, and those in rural and remote areas are often sourced from those who are not in these categories. 'Talk to them, not about them' would be a good mantra to drive media inclusivity. To guide media content development of stories in the GEDSI landscape, we have summarised key findings into the following snapshots.

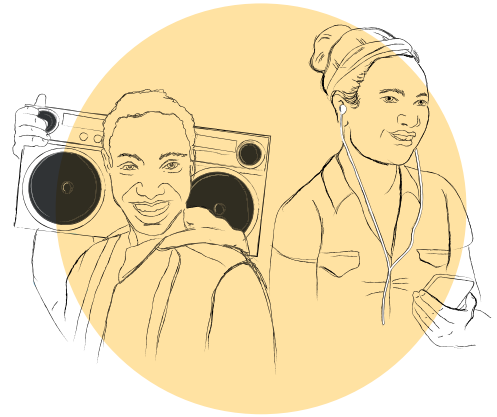
Snapshot – Youth

Coverage in the Media:

- 87% see coverage of youth issues in the media (37% see a lot of coverage, 50% see a little bit of coverage)
- 73% would like to see more coverage of youth issues in the media
- Of those that see coverage in the media, 90% say the media is inclusive in its coverage of youth issues (37% very inclusive, 53% a little inclusive).

Key Issues:

1. Lack of employment prospects leading to rising unemployment;
2. Fewer schooling opportunities and poor-quality education;
3. Higher incidence of crime, particularly stealing and robbery;
4. Substance abuse or dependence on drugs and alcohol;
5. Sex work, sexual health issues (i.e. spread of sexually-transmitted infections), and unwanted pregnancy;
6. Engagement in violence (gender-based, communal, or in school) influenced by social media and participation in cult activities;
7. Gambling, typically in the form of card games or Ludo;
8. Lack of recreational activities; and
9. Development of poor attitudes or demonstrating a general lack of respect.



Snapshot – People with Disability

Coverage in the Media:

- 79% see coverage of issues facing PWD in the media (21% see a lot of coverage, 58% see a little bit of coverage)
- 64% would like to see more coverage of issues facing PWD in the media
- Of those that see coverage in the media, 85% say the media is inclusive in its coverage of issues facing PWD (29% very inclusive, 55% a little inclusive).

Key Issues:

1. Lack of basic services such as care centres, healthcare, and education facilities;
2. Fewer employment opportunities;
3. Being mistreated and discriminated against;
4. Having to beg on the streets for livelihood; and
5. Insufficient initiatives and support from the government.



Snapshot – Rural and Remote

Coverage in the Media:

- 85% see coverage of issues faced by people living in rural and remote areas in the media (31% see a lot of coverage, 55% see a little bit of coverage)
- 70% would like to see more coverage of youth issues in the media
- 86% say the media is inclusive in its coverage of issues faced by people living in rural and remote areas (30% very inclusive, 56% a little inclusive).



Key Issues:

1. Lack of basic government services including provision of water, electricity, and healthcare;
2. Increasing incidence of food shortages;
3. Inadequate access to social and economic services;
4. Fewer opportunities for education and schooling;
5. Difficulty with transportation due to insufficient public transport, and deteriorating roads and bridges; and
6. Poor telecommunication and internet network coverage.

Snapshot – Women

Coverage in the Media:

Issues impacting women

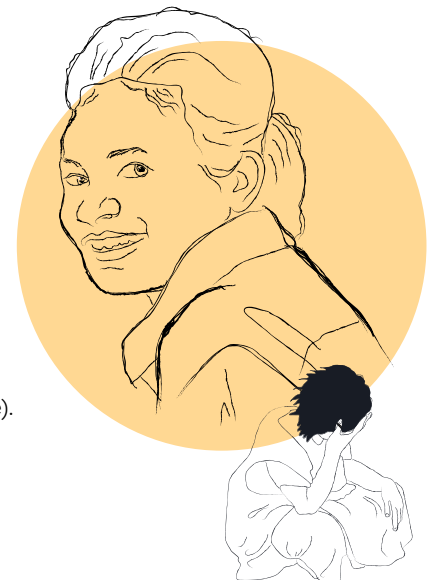
- 89% see media coverage of issues impacting women in the media (46% a lot, 44% a little bit of coverage)
- 67% would like to see more media coverage on issues impacting women
- Of those that see coverage in the media, 90% say the media is inclusive in its coverage of issues impacting women (41% very inclusive, 49% a little inclusive).

Women's participation and leadership in government

- 88% see media coverage of women's participation and leadership in government (29% a lot, 59% a little bit)
- 66% would like to see more media coverage on women's participation and leadership in government
- Of those that see coverage in the media, 89% say the media is inclusive in its coverage of women's participation and leadership in government (35% very, 54% a little).

Gender-based violence

- Of those that see coverage in the media, 91% see media coverage of gender-based violence (50% a lot, 41% a little bit)
- 63% would like to see more media coverage on gender-based violence
- Of those that see coverage in the media, 91% say the media is inclusive in its coverage of gender-based violence (43% very, 48% a little).



Key Issues:

1. Sexual abuse, rape, and harassment;
2. Violence against women including gender-based, domestic, and sorcery and witchcraft accusation-related violence;
3. Sex work, abortion, and unwanted pregnancy;
4. Lack of safety and security in daily life;
5. Gender equality;
6. Women's rights; and
7. Feeling threatened or being fearful of speaking up.

Survey Details

Objectives

The study objectives include:

- To serve as a follow-up survey for the PNG Citizen Perceptions of Governance and Media Engagement Study commissioned in 2019, which looked at media access and consumption patterns including citizen perceptions of public authority;
- To provide unprecedented and updated information on citizen media engagement and information access within the current public and commercial media landscape;
- To understand citizen perceptions of gender equality, disability, and social inclusion (GEDSI) in media content.

The following areas, and sub-areas, of interest were also explored in this study:

- Patterns of media access and usage: Key evaluation questions around media access and consumption habits, general access to information, audience perceptions of media and citizen participation and awareness.
- Citizen knowledge and engagement with key development issues: Citizen knowledge, attitudes and behaviour on key development issues relevant to PNG.

Methodology

The survey was a mixed method two-phased project, with both qualitative and quantitative phases. The project design included both quantitative and qualitative measures. The qualitative component focussed on youth (those aged 18 to 30 years) who are of special interest in this study. Throughout this report the qualitative and quantitative results have been presented concurrently by topic area, and the findings have been generally complimentary.

Qualitative component

Eight focus group discussions (FGDs) were conducted with youth (18 to 30 year olds) across four locations – Kokopo, Lae, Mount Hagen, and Port Moresby – each being a main urban location in a different region of the country. All FGDs were conducted between July 20 and July 27, 2023. Two groups were conducted in each location – differing by gender and age group. Between six and eight Papua New Guinean adults participated in each discussion, which ranged in length up to ninety minutes.

FGD	Location	Specifications	Date
1	Port Moresby	Male, aged 25 to 30 years	Thursday 20 July
2	Port Moresby	Female, aged 18 to 24 years	Thursday 20 July
3	Lae	Male, aged 18 to 24 years	Thursday 27 July
4	Lae	Female, aged 25 to 30 years	Thursday 27 July
5	Mount Hagen	Male, aged 18 to 24 years	Tuesday 25 July
6	Mount Hagen	Female, aged 25 to 30 years	Tuesday 25 July
7	Kokopo	Male, aged 25 to 30 years	Friday 21 July
8	Kokopo	Female, aged 18 to 24 years	Friday 21 July

Breakdown of FGD locations, specifications, and date.

The recruitment process followed a protocol that included a recruitment screener, an invitation to attend a focus group, and then follow-up support for attendees.

Potential FGD participants were screened for age (18 to 30 years), gender, location, industry (those involved in a knowledgeable field were screened out), and level of comfort discussing social and political issues affecting Papua New Guinea (only those who were very or somewhat comfortable qualified). Anyone who had participated in a focus group study in the previous 6 months was excluded. For informational purposes the screener included occupation, education, and economic situation measures. For those who met the basic qualification criteria, we then confirmed their eligibility for the target communities.

Qualifying potential participants were invited to attend a FGD at a specific time and date. All confirmed participants were regularly contacted and supported with travel to and from the FGD venues. Each participant was provided with a cash incentive for their active participation throughout the discussion.

All FGDs were moderated by an experienced Papua New Guinean moderator using both vernacular and English as appropriate. FGDs were audio recorded to aid analysis.

The discussion guide (DG) for the FGDs was developed by Tebbutt Research and reviewed by the MDI team to verify it aligned with the research objectives. No amendments were made prior to commencing fieldwork. Overall, the DG worked well in the FGDs, and the discussion flow was productive and enabled the research objectives to be met.

Quantitative component

A quantitative survey was conducted amongst n=2,000 adults aged 18 years and older in Papua New Guinea. All interviews were conducted by the fieldwork team between June 12 and August 14, 2023, and these dates are inclusive of quality control call backs, an important part of data collection.

Interviews were completed by telephone utilising a computer-assisted telephone interviewing (CATI) methodology. All phone numbers were generated randomly using a random digit dialling (RDD) method to improve representation of the target sample. The sampling universe for this study consisted of all adults in Papua New Guinea aged 18 years and older. To ensure national representation, gendered age distribution quotas based on population data² were utilised, with data weighted to correct any discrepancies.

Where possible, measures from the 2019 PNG Citizen Media Engagement Survey were included with amendments to accommodate cultural sensitivities and to align with the evolved research objectives.

Pilot interviews were completed by senior experienced fieldwork staff to test the comprehension and length of the questionnaire. Following the pilot, questionnaire edits were undertaken to improve interview length before full fieldwork commenced.

As part of our standard quality control procedures, all interviewers were supervised for the duration of fieldwork. Additionally, a minimum of 10% of interviews completed by each interviewer were subject to validation by telephone recontact. Where available, audio recordings were captured and assessed to verify that interviewers were asking questions correctly and without bias and recording answers correctly.

No incentive was offered to survey respondents for participation.

Verbatim Quotations

Please note that the verbatim quotes in this document have been included with only minor edits for sense; it is our intention to provide local language nuance.

Limitations of the Survey

The quantitative component of this survey was conducted using CATI methodology. CATI is a suitable method in Papua New Guinea as it offers a national picture because it allows access and reach to participants across all 4 regions, all 22 provinces, and rural and urban residents because mobile phone coverage and access generally high. However, the use of CATI may have also influenced certain findings due to that fact that all respondents interviewed had mobile phone access. This is not necessarily representative of the broader population. This has been signposted where relevant.

The previous wave of the survey was completed using a different method, being personal interviewing on location in 6 provinces using paper questionnaires. The variation in methods between survey waves may explain some differences in results found, although these differences are negligible.

The qualitative component of this study relies on detailed feedback from a small number of specifically recruited individuals, and as such it is not designed to be representative of their wider population universe. We have drawn our qualitative feedback from youth (those aged 18-30 years), who are of special interest in this study. Their views will not be inclusive of older people.

2. UN-WPP 2020 estimates

Detailed Findings

General Perceptions of the Media

Purpose and Use of Media

Media is generally understood to be a channel for disseminating and sharing information about various topics and aspects of life to the masses. It has a plethora of uses including, but not limited to, sharing information on happenings around the country, facilitating advertisement for products and services, promoting communication and debate, encouraging people to conduct business, and connecting a wide network of people, including those in rural and remote areas, with fast and reliable information.

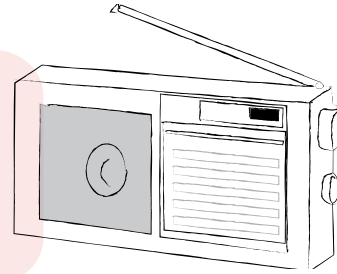
Evolving Media Landscape

Evolution of the media landscape was clearly identified within all focus group discussions, especially regarding the ways in which information is disseminated and received. Increasing digitalisation of media channels from mainstream newspaper, radio, and television in decades past, to the use of online technology nowadays, has fundamentally changed the user experience.

It was widely acknowledged that the changing media landscape has been beneficial by promoting transparency and real-time access to information, anytime and anywhere, through new digital platforms.

“It’s good because it provides real time news like safety or security news. For example, if there was an accident in Hohola, someone posts the news and advises us to avoid passing or driving that way.”

Female, 18-24 years, Port Moresby



“In the 90s the main media service was EMTV and NBC. They are fading away and it’s Digicel now. It’s good because we can access this, and bad because rural can’t access, [they can] only listen to radio.”

Male, 18-24 years, Lae

However, this change has also exacerbated pre-existing issues including marginalisation of rural and remote peoples’ access to information, the high cost associated with media access, and digital devices acting as a distraction.

Strengths of the Media and Opportunities for Improvement

The media positively contributes to society and daily life in Papua New Guinea through consistent and regular distribution of a variety of information. It is commonly perceived that the media is generally performing well in terms of keeping citizens informed through the information that they publish or share, and also with the timeliness of broadcasting on current happenings.

“We have come a long way but we [are] still not there. Information [has] gone from six out of ten to a seven, or eight, out of 10 for speed and timeliness. Facebook [is] a lot better and journalism [has] improved.”

Male, 25-30 years, Port Moresby



Other strengths of the media sector in Papua New Guinea include penetration of information into rural and remote communities, broadcasting of music and gospel songs, and development of programs that encourage healthy living. However, there is sentiment that the media sector has ample opportunity for improvement, particularly concerning the quality of journalism, comprehensive and accurate reporting of information, and reach of the investigative supply chain (informants).

“Better to provide more information and complete stories by getting firsthand information from reliable sources instead of getting from a third party. Report accurate and factual information. Provide more complete stories instead of telling half the story or half the truth. Most times they publish news from third parties or second-hand news, for example recently the fight in Koki was reported as three people killed. The truth is one person died and six others [were] injured.”

Female, 18-24 years, Port Moresby

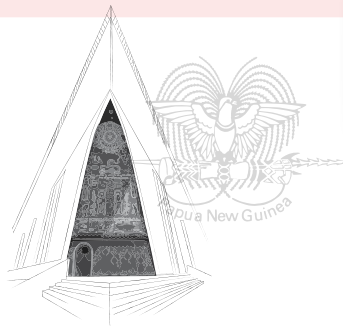
Concerns about the quality of information are also developing, primarily due to the rise of social media and other online sources of information, as the media landscape transitions towards one comprising of more online technology. Some citizens believe that tight regulations and controls encompassing social media use are necessary to limit the spread of misinformation and disinformation, while also protecting users.

Life in Papua New Guinea

FGD respondents described many great aspects about living in Papua New Guinea. In particular, they mentioned the culture, freedom of movement and choice, traditional land ownership, the prevalence of Christianity, natural beauty of the landscape, and the abundance of natural resources.

“It’s a democratic country, our culture – it’s our identity, freedom of choice, PNG is a resourceful country, we own our own land, geographic features of PNG is made up of plenty natural beauty. Abundant resources, places in PNG are untouched.”

Male, 18-24 years, Lae



“Living in a fully diverse culture and community, we accept different religions, we own our land, and we have a good wantok system (a lifestyle of giving and helping each other. good thing about PNG is we are not fully monitored, and we live in an abundance of blessing. It’s good that our country is fully independent, and we are also law-abiding citizens.”

Male, 25-30 years, Port Moresby

However, society in every country is facing its own unique challenges and Papua New Guinea, nicknamed ‘the land of the unexpected’, is no exception as focus group participants readily identified a variety of political, economic, and social issues as prominent problems the country is experiencing:

1. Corruption is perceived to be rampant across the nation involving bribery, nepotism, fraud, and even the wantok system, which is exacerbated by a lack of accountability, especially from within the government;
2. Many citizens are struggling financially due to the high cost of living, rising inflation rates, and reductions in take-home pay;
3. Gender-based violence against women and child abuse are highlighted as the biggest social issues;
4. Infrastructure is generally lacking nation-wide, with deficits particularly evident within rural and remote communities;
5. Harm to wildlife, through use of chemicals, and destruction of the environment caused by activities like mining and deforestation which are threatening the environment; and
6. Inaction, and abuse of power, from authority figures when concerns are voiced by the public.

“High crime and domestic violence. Lack of health infrastructure and employment. [There is] nepotism, economic difficulty, poverty, starvation in cities and towns, [and] high inaction. Unwanted pregnancy. Corruption; misuse of government funds.”

Female, 18-24 years, Kokopo

Taking Action

When there are issues that people care about, they are more likely to discuss them within their community – with more than half indicating they have discussed issues with elders, church leaders, or by attending community meetings within the past year. Two-fifths (39%) also report taking action by contacting local government officials or LLG members. Social media is also a point of interaction,

with one-third (32%) of Papua New Guineans engaging with social media posts regarding political or social issues. Of actions included in the study, individuals are least likely to have called into a talk back show to debate issues they feel strongly about (15%).

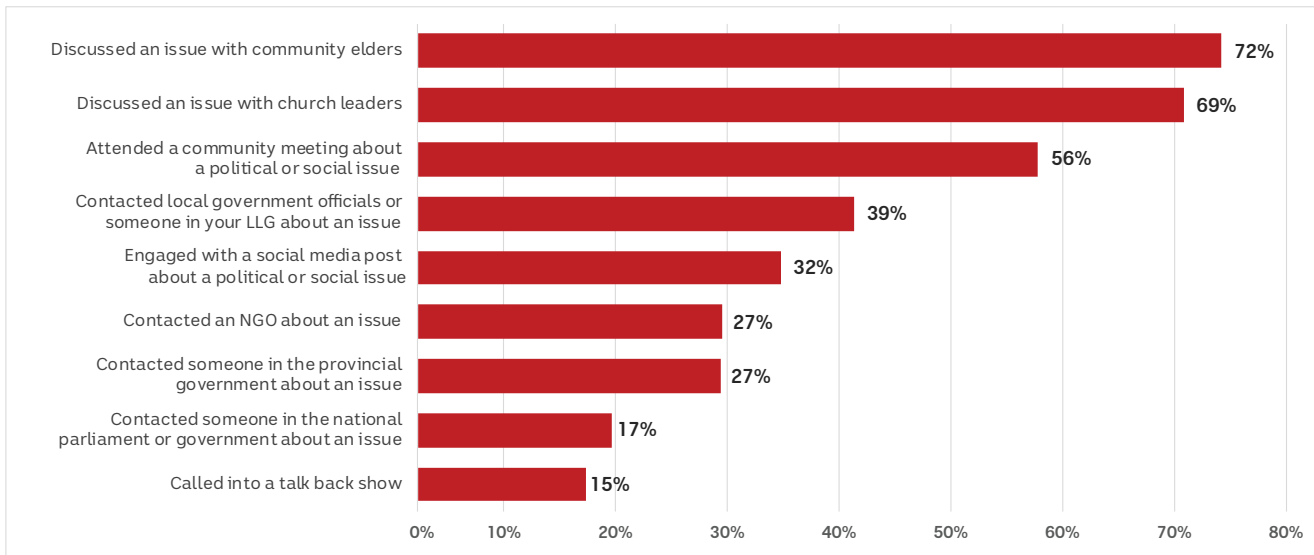


Figure 1. Actions Taken for Important Issues

Total base: 2000

There are significant gaps between genders with men being significantly more likely to have taken an action within the past year and most likely to have discussed an issue with community elders. Women are significantly less likely to have taken an action, though nearly two-thirds had still participated in a discussion with community elders (64%) or church leaders (63%).

Across generational lines, younger respondents are significantly more likely to engage in social media posts and are less likely to contact local government officials or LLG members, NGOs, someone in the provincial government, or someone in the national parliament or government. Older respondents are significantly less likely to have engaged in social media posts regarding political or social issues, however, are significantly more likely to have taken action through most other methods measured.

Discussing important issues with community elders or church leaders is less common amongst individuals living in urban areas, who are more likely to have engaged with social media posts, whereas the opposite is true for rural respondents.

Additionally, more than four-fifths of people with disability discussed issues with community leaders within the past year. They are also significantly more likely to have contacted local government officials or LLG members, contacted someone in the provincial government, or called into a talk back show.

Vulnerable Groups in the Media

Overall, Papua New Guineans believe that vulnerable groups have a say in what happens within their local communities at least some of the time. Youth appears to have the most say in their local communities, with 18% of respondents agreeing that they always have a say, and approximately 63% believe they have a say some of the time. Women are also believed to have a say within local communities, however, less believe that they have a say all of the time, and Papua New Guineans believe that people with Disability have the least amount of say of vulnerable groups.

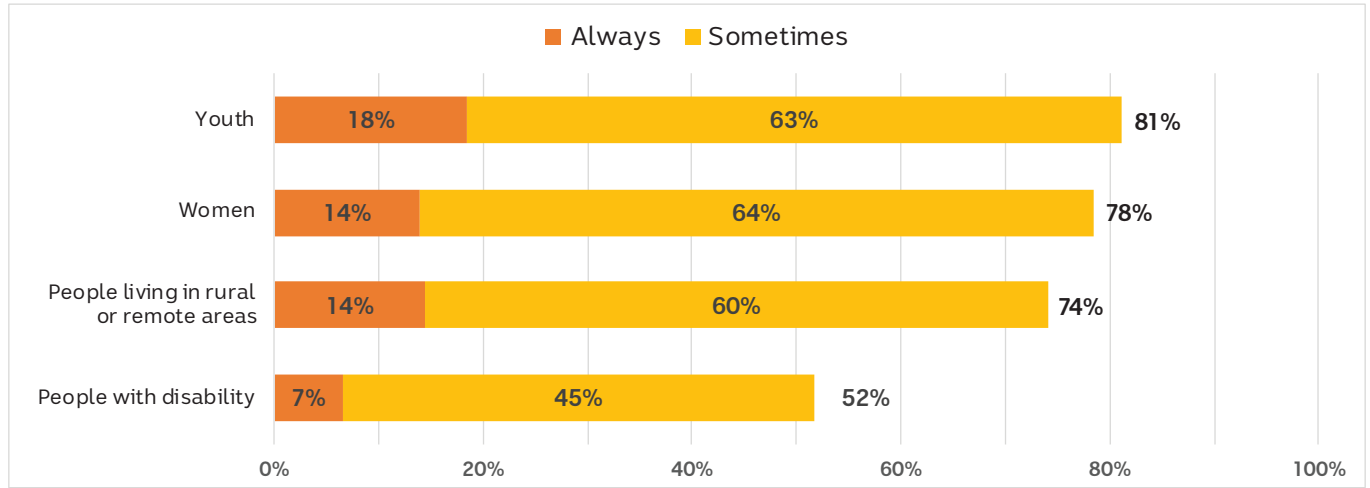


Figure 2. Vulnerable Group Input in Local Community
Total base: 2000

Call to Action as a Result of Media Coverage

Figure 3 shows that media coverage resulting in call to action across all six topics canvassed in the survey is high, with the majority of respondents claiming to have taken action in the area, whether it be speaking to someone about it, seeking support, trying to help others, or any other action.

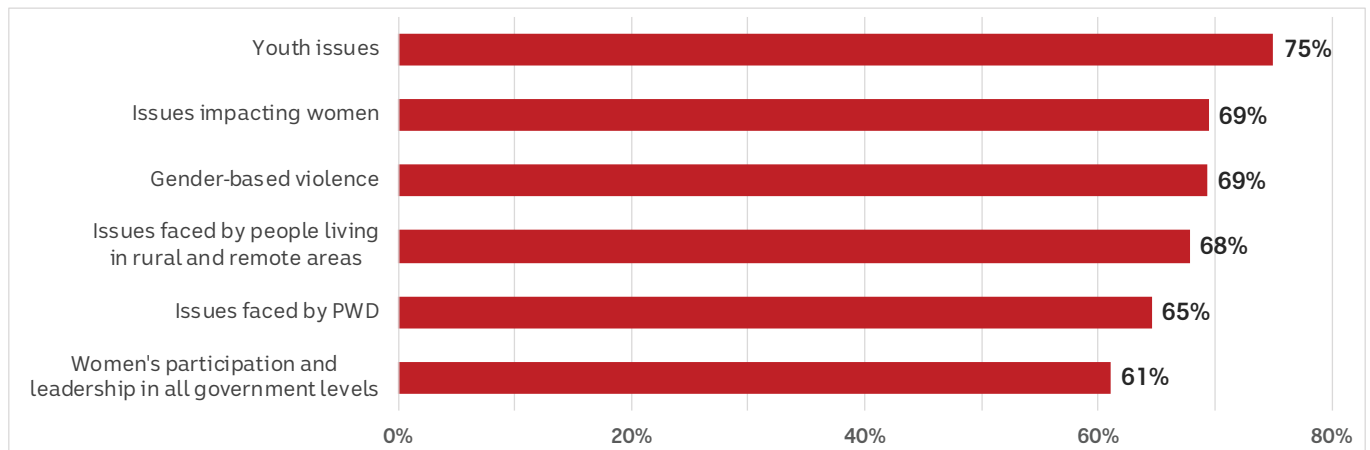


Figure 3. Influence of Media Coverage in Actions Taken
Total base: youth issues - 1792, issues impacting women – 1845, GBV – 1860, rural/remote – 1745, PWD – 1658, women’s participation and leadership – 1813

Men are significantly more likely to have taken action as a result of seeing media coverage for youth issues and issues faced by people living in rural and remote areas. They are also significantly less likely to have taken action as a result of seeing issues impacting women. On the contrary, women are more likely to act upon coverage of issues impacting women and are less likely to take action regarding youth and rural or remote issues.

Those that are formally employed are significantly more likely to take action across all issues, except those faced by people with disability. Eighty percent (80%) of formally employed individuals claim to have taken action again regarding youth issues. Papua New Guineans who are not employed are significantly less likely to have taken action upon coverage of youth issues, women’s issues, gender-based violence, and women’s participation and leadership. However, those who are not employed generally have lower access to media and devices than those who are employed, which would explain why there is less action taken by this group.

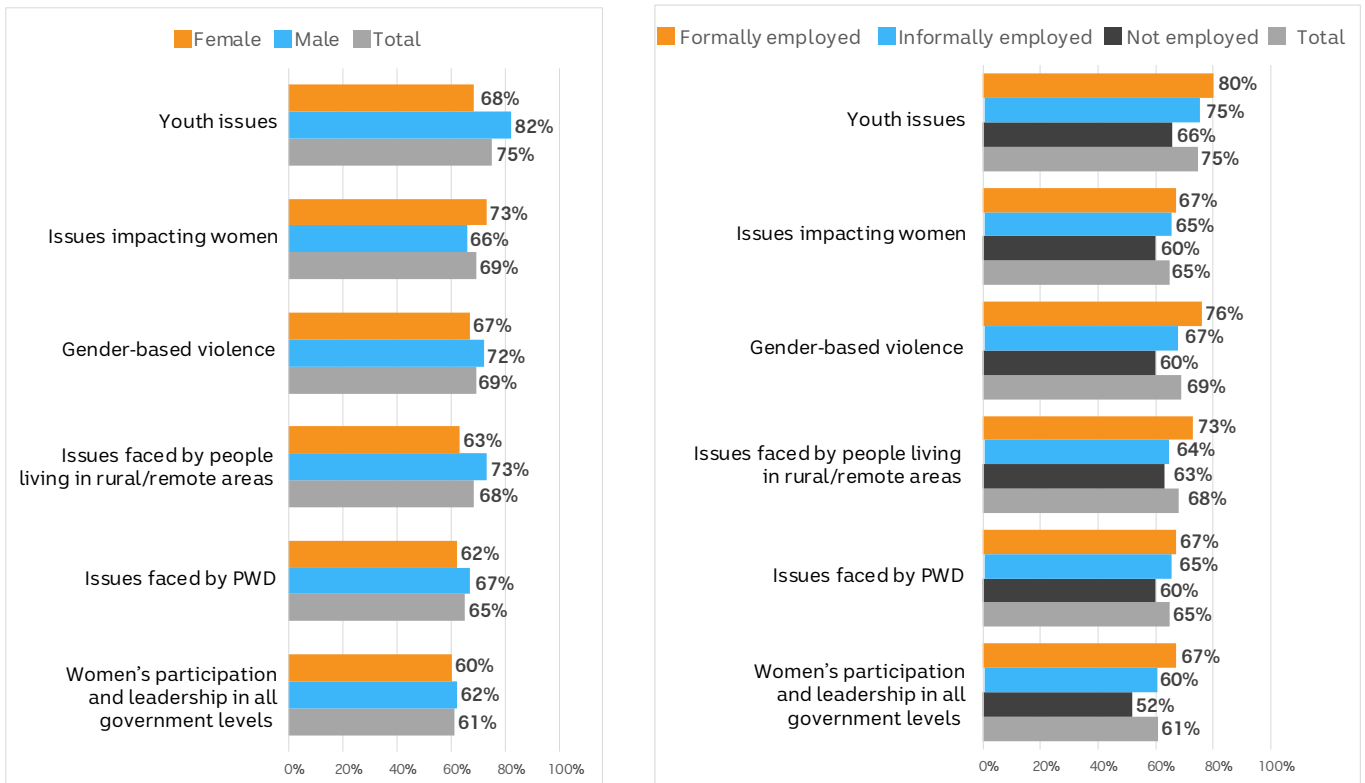


Figure 4. Percentage of respondents who have been inspired to take action as a result of media coverage
 Total base: youth issues – 1792, issues impacting women – 1845, GBV – 1860, rural/remote – 1745, PWD – 1658, women’s participation and leadership – 1813

Youth

Youth was a group of interest in this survey, and the findings show that there are significant opportunities to improve representation of youth in the media and to ensure that development issues are covered in such a way that youth are more involved.



Current Youth Issues

Youth issues is a familiar topic for many people living in Papua New Guinea which specifically refers to the challenges faced by youths and the accompanying consequences. The main youth issues identified by focus group participants included:

1. Lack of employment prospects leading to rising unemployment;
2. Fewer schooling opportunities and poor-quality education;
3. Higher incidence of crime, particularly stealing and robbery;
4. Substance abuse or dependence on drugs and alcohol;
5. Sex work, sexual health issues (i.e., spread of sexually-transmitted infections), and unwanted pregnancy;
6. Engagement in violence (gender-based, communal, or in school) influenced by social media;
7. Gambling, typically in the form of card games or Ludo.

“In PNG if you fail year 8, you discontinue, if you fail year 10, you also discontinue. This adds to the low literacy in PNG. Financial issues are causing this, and most people can’t send their kids to attain quality education. [There are] no jobs for school leavers. Organisations look down on unskilled inexperienced young men and women. This is very common nowadays, organisations don’t regard youths highly because of their lack of experience.”

Female, 18-24 years, Port Moresby

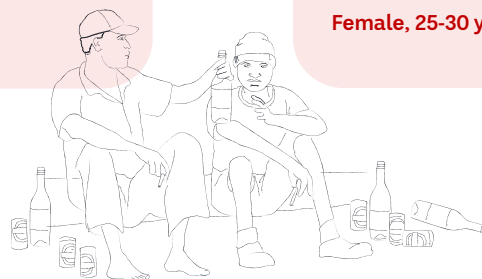
Youth issues are widespread throughout the country and are important to many, however there was no consensus about a singular most important youth issue, rather the general sentiment is that they are all important to address. At a fundamental level, these issues are considered important because they impact everyone in one way or another, whether individuals can relate to the hardship youths are currently facing, have relatives or friends living with these challenges, or have directly witnessed or been impacted by these issues.

“Yes, they are important because young boys get intoxicated and verbally harass and abuse women and girls walking on the streets. It affects all of us.”

Female, 25-30 years, Mount Hagen

“All of them are important to address. Drug is important [to address] because I have youths who are my brothers and I want the best for them. It’s not good seeing them like that.”

Female, 25-30 years, Mount Hagen



Level of Opportunities for Youth Compared to Previous Years

Overall, Papua New Guineans rate the level of opportunities for young people as getting worse. Half of respondents (50%) believe it is getting worse, while 18% believe it is getting better, and 30% believe there has been no change. There are no significant differences between age groups. However, those under 44 years of age are slightly more positive (less likely than their older counterparts to believe levels of youth opportunities are decreasing).

Current Media Coverage of Youth Issues

Figure 5 demonstrates that citizens see the media covering youth issues, with 87% seeing coverage (37% seeing a lot of coverage, and 50% seeing a little bit of coverage).

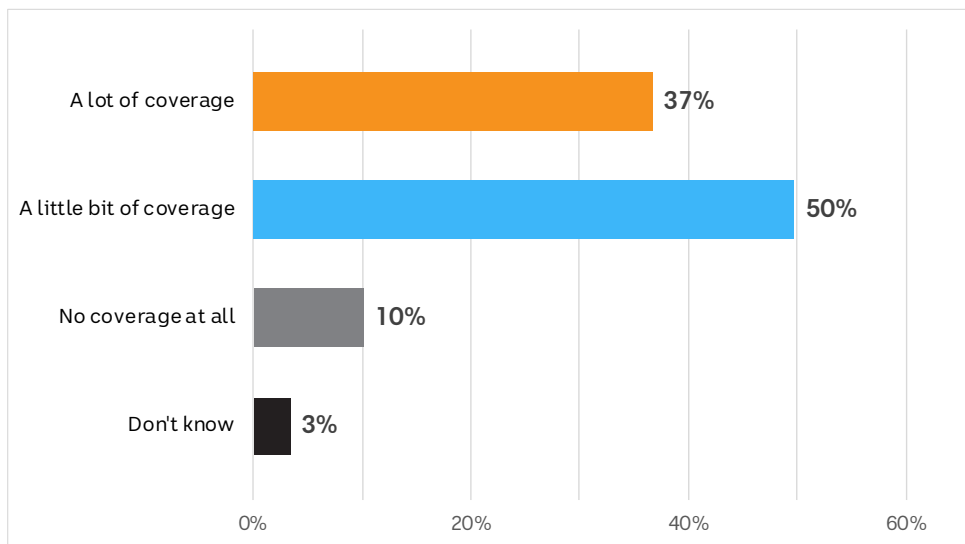


Figure 5. Media Coverage of Youth Issues

Total base: total – 2000, aged 18-30 years – 886, aged 31-44 years – 670, aged 45+ years – 444

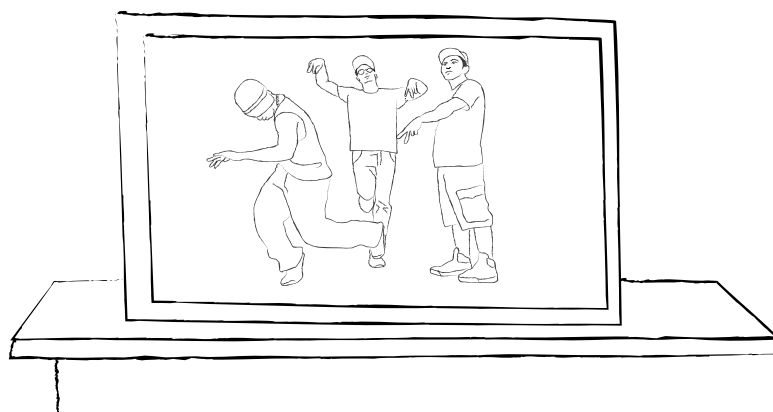
A high level of media coverage on youth issues was reinforced within the FGDs, however information obtained through observation and personal experience was perceived as the most plentiful source, followed by social media, and lastly mainstream media. As a result, Papua New Guineans feel they know a lot about youth issues, particularly as it is a part of their everyday lives.

“Yes, [I know a lot] through self-experiences, and seeing them on the media like social media, TV, et cetera.”

Female, 25-30 years, Mount Hagen

“We see or hear from others because we live with these issues, and social media, newspapers, TV, and radio report stuff like this.”

Female, 25-30 years, Mount Hagen



Future Media Coverage of Youth Issues

Overall, the majority of those in Papua New Guinea (73%) are interested in having more media coverage of youth issues. With only 11%, expressing the desire to see less coverage. Those aged 18-30 years are significantly more likely to want to see less coverage of youth issues (13%).

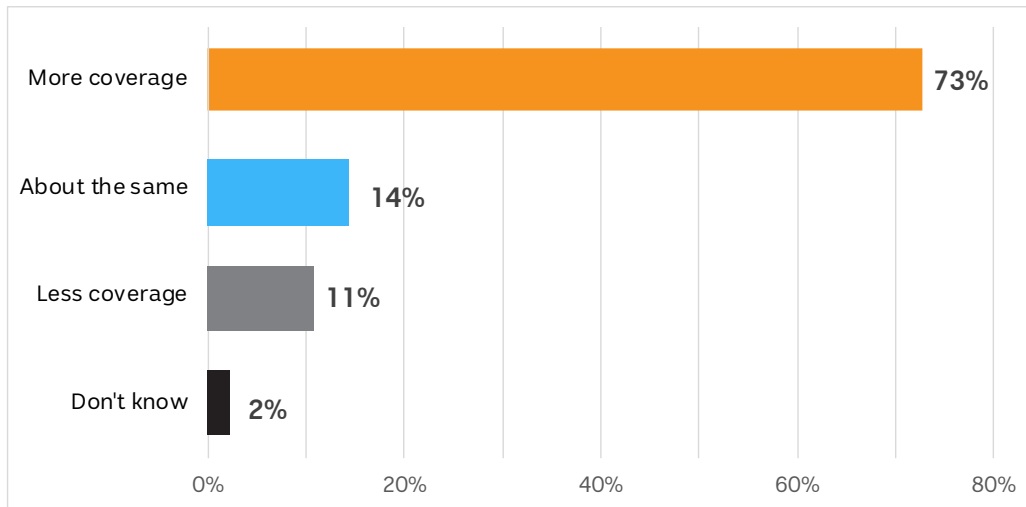


Figure 6. Interest in More Media Coverage of Youth Issues

Total base: total – 2000, aged 18-30 years – 886, aged 31-44 years – 670, aged 45+ years – 444

“Yes [the media should tell more stories about youth issues], especially when they are the next generation of people in line to take the country forward into the future. They are the future leaders of this nation, and these stories are very important to be broadcasted on a daily basis.”

Male, 18-24 years, Mount Hagen

Inclusivity of Media Coverage on Youth Issues

Out of those who see any media coverage on youth issues, 90% believe the coverage to be inclusive, with 37% reporting that it is very inclusive. This is the same across all demographic subgroups except for in the Islands, where significantly more individuals believe it is very inclusive.

Individuals with a primary school education or less believe the media coverage of youth issues to be less inclusive, while those with a secondary school education are significantly more likely to believe the media coverage is very inclusive.

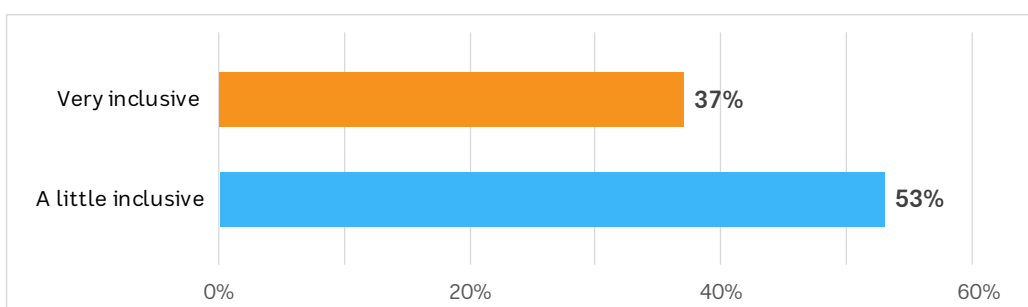


Figure 7. Media Inclusivity of Youth Issues

Total base – 1792, aged 18-30 years – 786, aged 31-44 years – 608, aged 45+ years – 398

There is conflicting opinion amongst FGD participants regarding how good a job the media is doing in spreading information about youth issues into the public domain. Six of the eight groups generally agreed that the media is not doing enough to disseminate information about youth issues, meanwhile males in Port Moresby and Lae expressed that the media is doing a wonderful job of publishing issues, saying rather, it is the insufficient action from authorities that is the underlying issue. There is merit in exploring why this might be the case. The majority of groups believe that the media typically publishes negative stories about youth but needs to publish more positive articles and provide more opportunities for youth to voice their concerns and participate in the provision and delivery of youth-related stories.

“Spread the word. NGOs can do more to help. Do more awareness around youth issues with government support. Youth empowerment strategies. [The] youth stage is very vital so more needs to be done. Life all starts at the youth level, if we can’t address this, life after that will be in a mess.”

Male, 25-30 years, Port Moresby

People with Disability

Current Issues Faced by People with Disability

Papua New Guineans recognise that people with disability are people who need to be accommodated and cared for within society. FGD participants acknowledged various social challenges specifically impacting people with disability including but not limited to:

1. Lack of basic services such as care centres, healthcare, and education facilities;
2. Fewer employment opportunities;
3. Being mistreated and discriminated against;
4. Having to beg on the streets for livelihood; and
5. Insufficient initiatives and support from the government.



“They are humans and have a right as normal human being, they don’t have equal opportunities, accessibility for mobility is a huge problem for people living with disabilities. No proper ramps around the city for them to have access to. Only NGOs are concerned with these issues.”

Male, 25-30 years, Port Moresby

The general consensus is that issues surrounding people with disability are important, with themes of equality and compassion being emphasised. Government support and services, and more general support regarding equal rights and opportunities within society are considered some of the key ways of addressing concerns around people with disability.

“[It is] personally important to us. It’s not a good sight walking past someone with disability every [time] begging without helping. We would like to help them but there’s nothing we can do to address this. We are limited by the amount of money we earn.”

Female 18-24 years, Port Moresby

Level of Opportunities and Treatment of People with Disability Compared to Previous Years

People in PNG generally perceive that the level of opportunities and treatment of people with disability has worsened in recent years. More than one-third (36%) believe it is getting worse, while 18% believe it is getting better, and 41% believe there has been no change. There are no significant differences between people with disability and people without disability, however people with disability are slightly more optimistic about the situation.

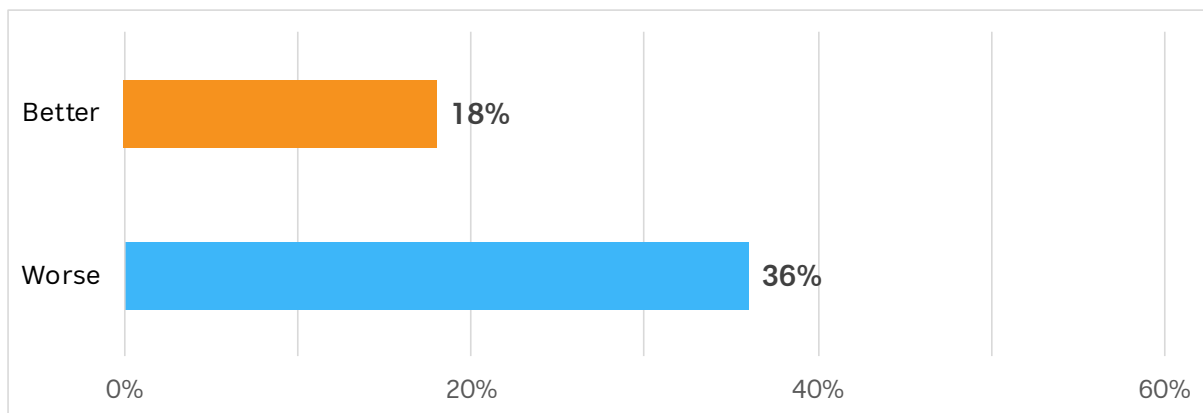


Figure 8. Improvements in Level of Opportunities and Treatment of People with Disability
Total base: total – 2000, people with disability – 209, people without disability – 1791

There were contrasting opinions regarding whether issues for people with disability were getting better or worse these days across the FGDs. The majority (five out of eight) expressed that these issues are getting worse these days, while females in Lae expressed it remains the same, and males in both Kokopo and Mount Hagen mentioned it is getting better.

Current Media Coverage of Issues Faced by People with Disability

As portrayed in Figure 9, there are news and stories about issues faced by people with disability in the media with 79% of individuals indicating they see coverage (21% see a lot of coverage, and 58% see a little bit of coverage). People with disability report seeing more coverage on these issues than people without disability, though this difference is not significant and the proportion who see any coverage is consistent between the groups. Similarly, individuals living in urban areas see more coverage than those living in rural areas.

Individuals aged 45 years or older, living in the Highlands, and primary school or less educated are the demographic subgroups least likely to see coverage on issues faced by people with disability. Meanwhile people with a secondary school or TVET/Diploma level education are significantly more likely to see coverage, although this demographic is likely to see more coverage on any issue because of their higher access to media.

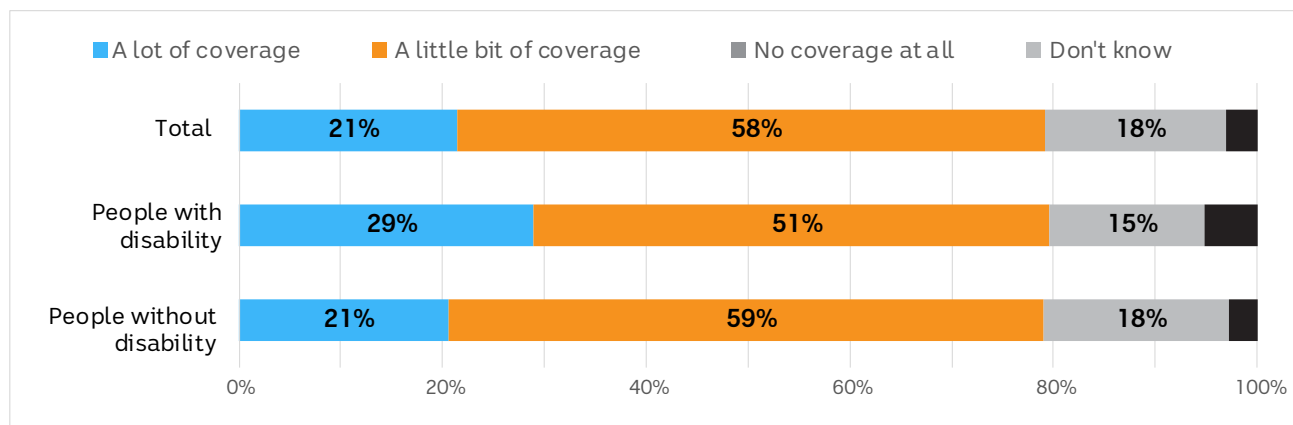


Figure 9. Media Coverage of Issues Faced by People with Disability
Total base: total – 2000, people with disability – 209, people without disability – 1791

Varying levels of knowledge about issues faced by people with disability were reported by FGD participants, with three of the four female groups expressing they do not know much because there is a lack of advocacy to raise public awareness of these issues. All of the male focus groups, and females in Port Moresby, mentioned they were aware of these issues and obtained this awareness from consumption of mainstream media, social media (Facebook, WhatsApp, and TikTok), internet websites, daily observations, and personal experience.

Future Media Coverage of Issues Faced by People with Disability

The majority of Papua New Guineans (64%) would like to see more coverage of the issues faced by people with disability, which was also reinforced by FGD participants who also wanted to see more of these stories. Only 15% indicated they would like to see less coverage. Interestingly, people with disability are slightly more likely to want to see less coverage than people without disability but they are also slightly more likely to be seeing a lot of coverage on average.

Those living in the Southern region are most likely to desire more coverage. Youths and people who are unemployed are significantly more likely to want to see less media coverage on issues faced by people with disability.

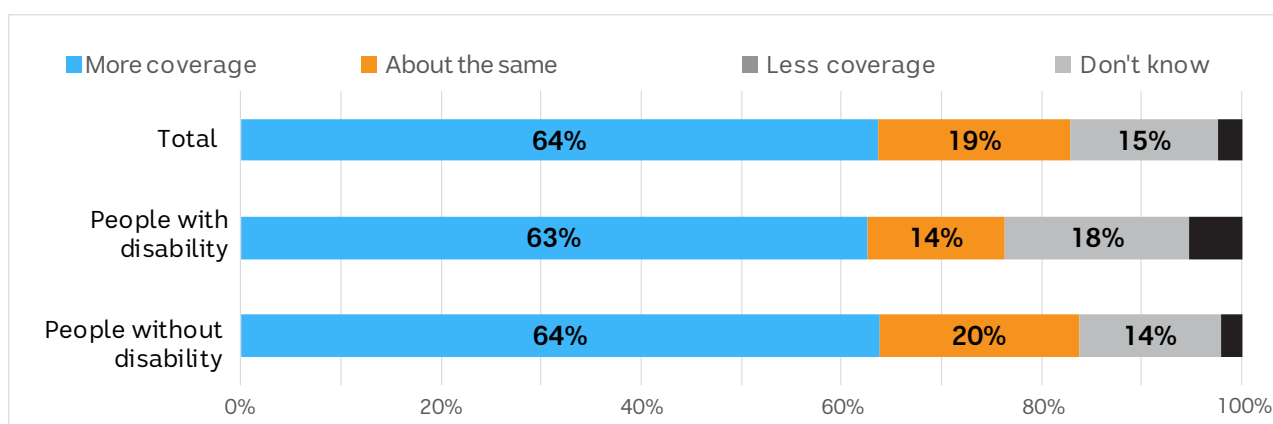


Figure 10. Interest in More Media Coverage of Issues Faced by People with Disability
Total base: total – 2000, people with disability – 209, people without disability – 1791

Inclusivity of Media Coverage on Issues Faced by People with Disability

Of those who see any media coverage on the issues faced by people with disability, 85% believe the stories portrayed in media are inclusive but individuals who are living with disability are slightly less likely to believe media coverage is inclusive.

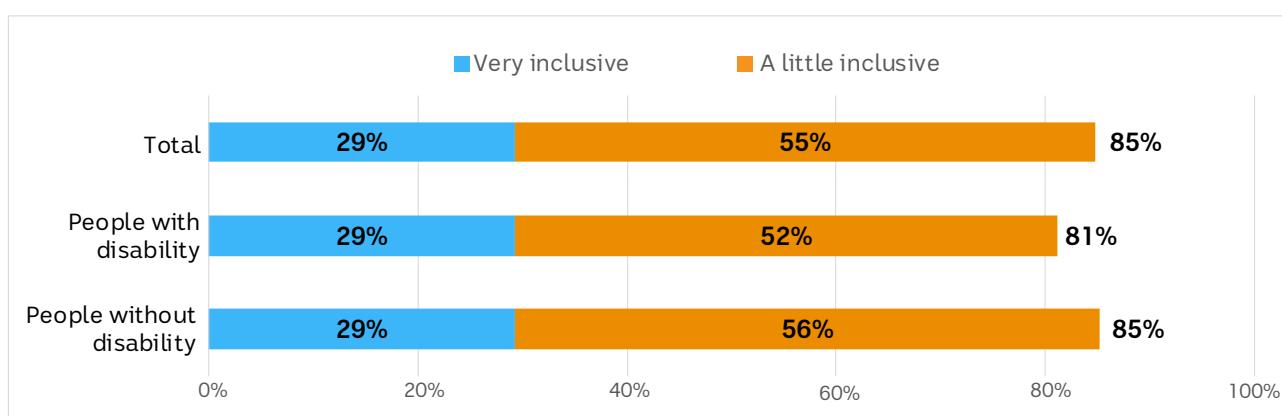


Figure 11. Media Inclusivity of Issues Faced by People with Disability
Total base: total – 1658, people with disability – 177, people without disability – 1481

One strength of the media acknowledged by FGD participants was the incorporation of sign language, specifically on NBC TV, to improve broadcast accessibility for people with auditory disability. It was expressed that other TV channels should incorporate sign language into their presentation.



“[They should be] doing sign languages on TV Wan while the broadcaster is presenting. In NBC TV, there is a person communicating in sign language during the daily news coverage.

Female, 25-30 years, Mount Hagen

However, there is considerable opportunity for improvement regarding media coverage of issues faced by people with disability. The general sentiment is that stories are only published when people with disability accomplish achievements, but increased coverage of general issues impacting people with disability is required as there is very little at present.

“They are doing fine as far as reports for only those that do good for the country, otherwise not much [is published]. For example, in sport if a disabled person participates and does well, they report this. Not much else on general issues requiring attention.

Female, 25-30 years, Lae

Overall, Papua New Guineans believe the media needs to do more of what it is already doing (sharing success stories of people with disability to motivate others) but should also raise awareness of prevalent issues by conducting surveys and awareness campaigns to encourage the public, organisations, and government to act.

Women

Current Issues Faced by Women

Issues that principally affect women, especially concerning their safety, health, and rights, are widely recognised in Papua New Guinea. A multitude of significant problems commonly faced by women in Papua New Guinea were top of mind among FGD participants:

1. Sexual abuse, rape, and harassment;
2. Violence against women including gender-based, domestic and sorcery and witchcraft accusation-related violence;
3. Sex work, abortion, and unwanted pregnancy;
4. Lack of safety and security in daily life;
5. Gender equality;
6. Women’s rights; and
7. Feeling threatened or being fearful of speaking up.



A variety of less common issues that impact women were also spontaneously and inconsistently identified in some focus groups, including polygamy, men minding how women dress, patriarchal family systems where traditional land ownership typically belongs to male family members, and gossiping. In addition, issues concerning women’s health, participation in leadership positions, and gender inequality – both culturally and within workplaces – were also highlighted when probed.

“We need more [women in leadership]. They need to speak their mind. If they can manage their family properly, they can also manage government issues. They have to be very strong and influential to bring most needed change, we need strong women leaders.”

Male, 25-30 years, Port Moresby



Issues encompassing women’s safety, health, and rights are deemed the most important issues to address. Papua New Guineans want women to be able to feel safe enough to go about their daily lives, to be adequately looked after through healthcare, and be able to express their human rights.

“Violence against women and poor health service for women, we women don’t feel safe anymore. [For] example, not feeling safe within our homes too. Rape and safety are important to address.”

Female, 18-24 years, Port Moresby

Equal Opportunities and Treatment of Women and Women’s Participation Compared to Previous Years

Generally, participation of women in leadership and decision making in all aspects of life and government is considered to be getting better, with 33% agreeing it is better, and 23% believing it is getting worse. 41% believe it is the same.

Papua New Guineans are less sure that equality in opportunities and treatment of women is getting better, with 36% believing it is getting worse, 40% saying it is the same, and only 22% believing it is getting better. Comparatively, equality in opportunities and treatment of women is considered to be more of an issue than women’s participation within leadership and decision making.

Across both measures, men are slightly more likely to believe these issues are getting better, especially for women’s equality. Only 20% of women believe that equal opportunities and treatment of women is getting better.

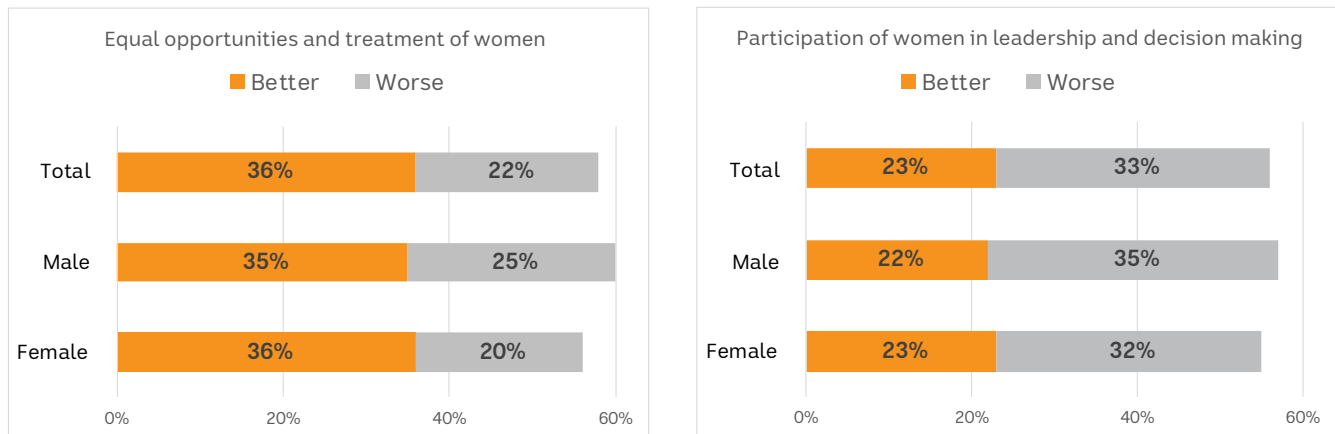


Figure 12. Improvements in Equal Opportunities and Treatment of Women and Participation of Women in Leadership and Decision Making Total base: total – 2000, male – 1187, female – 813

Consistent with the quantitative findings, FGD participants expressed that there is increasing evidence of women in leadership roles within organisations, communities, and government, and they believe that having more in women in leadership positions is helping improve the issue of gender equality, however more action is needed to address safety concerns.

Current Media Coverage of Women’s Issues

The media appears to be doing a good job covering women’s issues, with approximately 90% of Papua New Guineans seeing coverage across each of issues impacting women, women’s participation and leadership in government, and gender-based violence.

Gender-based violence is the most covered, with half of those surveyed having seen a lot of coverage surrounding the issue, an additional 41% reported seeing a little bit of coverage. Issues impacting women are also seen frequently in the media, with 46% seeing a lot of coverage. Women’s participation and leadership in government is the least covered of the aforementioned issues in the media, with 29% reporting seeing a lot of coverage.

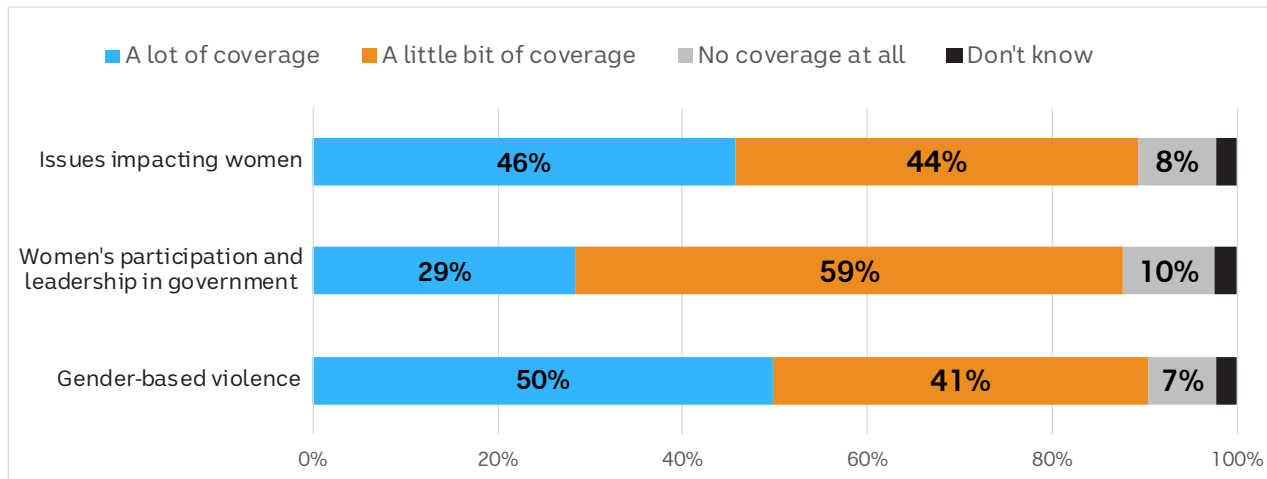


Figure 13. Media Coverage of Women’s Issues – General, Participation and Leadership, and Gender-Based Violence
Total base: 2000

Women report seeing more coverage than men, however the differences are insignificant. Across all measures, those in urban areas are seeing significantly more coverage than their rural counterparts. Additionally, those in the Highlands region, and who are lower educated, are seeing significantly less coverage.

Formally employed individuals are seeing significantly more coverage on issues impacting women (50% a lot of coverage). University educated individuals are seeing significantly more media coverage on gender-based violence (59% a lot of coverage, 95% any coverage).

According to individuals in the FGDs, information about women’s issues is most frequently obtained through personal experience or observation, followed by posts shared on social media, and stories on mainstream media; Papua New Guineans feel they know a lot about women’s issues as a result.

“In the communities, seeing it happening on a daily basis, it has become a norm which people live with it. Last week a Chimbu man beat his wife. The community watching like a movie...”
Male, 25-30 years, Port Moresby

In some locations, important sources of information about women’s issues include word of mouth, church sermons, and hospital records due to a lack of media presence and network coverage.

“[Information comes from] friends, family, school mates, mostly we see it happen before our eyes. For example, we see man abuse their partners and vice versa but it’s their business so we don’t get involved... It’s happening in real life, as in public places.”
Male, 25-30 years, Kokopo

Future Media Coverage of Women’s Issues

The majority of Papua New Guineans are interested to receive more media coverage of women’s issues, especially stories on issues impacting women.

Women are significantly more interested in hearing stories in the media on issues impacting women and women’s participation and leadership in government, while men are significantly less likely to want more. Media coverage of gender-based violence is the highest of the issues measured, and interest in more media coverage is comparatively lower.

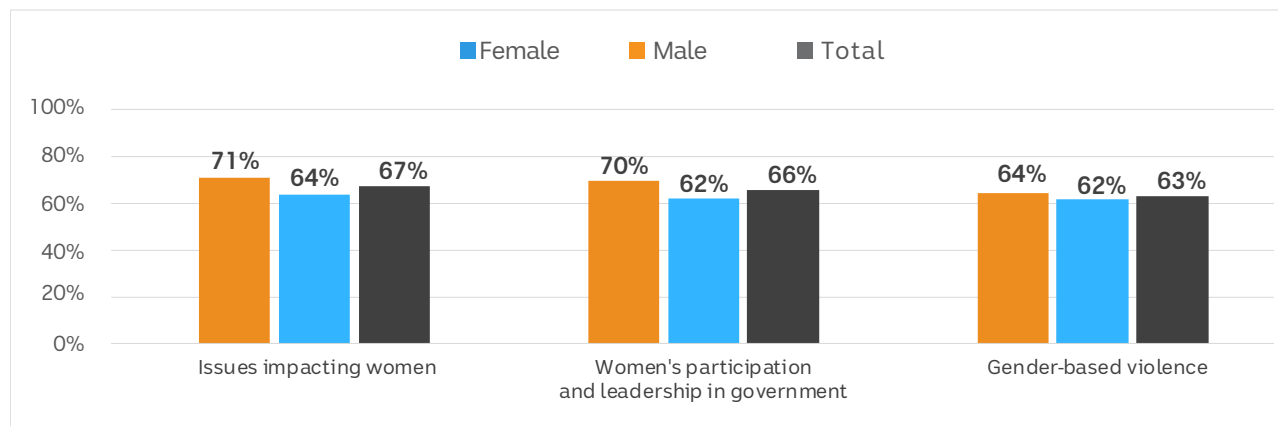


Figure 14. Interest in More Media Coverage of Women’s Issues – General, Participation and Leadership, and Gender-Based Violence (% More)
Total base: total – 2000, male – 1187, female – 813

Younger individuals (aged 18-30 years), especially young men, those living in rural areas, and those who are not employed are significantly less interested in receiving more media coverage for each women’s issue measured. On the contrary, those living in urban areas, in Southern region, who are university level educated, and who are formally employed are significantly more interested in receiving additional media coverage on women’s issues.

Almost all focus groups want media to tell more stories about women’s issues to generate public awareness and encourage action. Another important reason for increasing coverage is to help women build confidence and courage to voice their issues; the media is perceived as an effective channel for pushing stories into the public domain.

Inclusivity of Media Coverage on Women’s Issues

Inclusivity of media coverage on women’s issues is high across all measured issues, and coverage surrounding gender-based violence is perceived as the most inclusive; 43% report the coverage they see as very inclusive, 48% a little inclusive, and 91% inclusive overall. While overall inclusivity is high for women’s participation and leadership in government, only 35% report the coverage as being very inclusive.

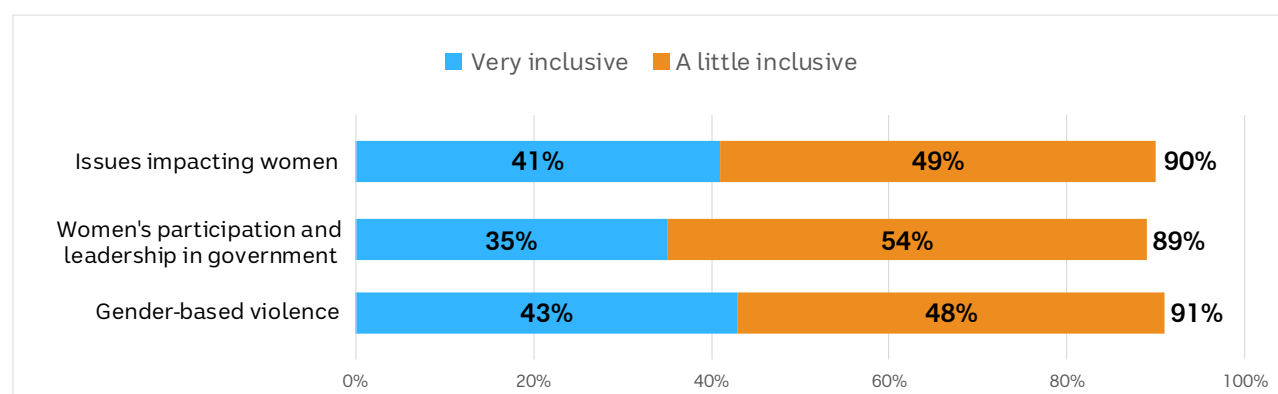


Figure 15. Media Inclusivity of Women’s Issues – General, Participation and Leadership, and Gender-Based Violence
Total base: issues impacting women – 1845, women’s participation and leadership –1813, gender-based violence – 1860

Media coverage of women’s participation in leadership and government is perceived as more inclusive overall by those in urban areas, while those in the Islands are significantly more likely to report the coverage as very inclusive (45%).

Those who are formally employed say that the media coverage they see on issues impacting women are very inclusive (47%), while those who are in informal work are significantly less likely to believe coverage is very inclusive (35%). Lower educated individuals report the media coverage they are seeing across all measured women’s issues are significantly less inclusive, however the majority are still seeing this coverage as inclusive.

A variety of views, differing predominantly based on geography, were expressed in the FGDs regarding how good a job the media is doing in getting information about women’s issues out into the public domain. Individuals in Lae and Kokopo agreed that the media is performing well – but action is lacking as it is difficult for citizens to action change by themselves due to fear, corruption, and other factors – while Individuals in Mount Hagen believe the media could be doing more to address women’s issues.

“I experienced a guy beating his wife and I told his wife to report it. Report the matter to the nearest police station. When we see things like this, we can’t do anything, in fear of being assaulted or bringing trouble onto ourselves.”

Male, 18-24 years, Lae

There were contrasting opinions between males and females in Port Moresby. Men were content with the performance of media while covering women’s issues, specifically highlighting gender-based violence as a topic that is very well covered. Whilst females mentioned there is considerable room for improvement regarding media coverage on women’s safety as there is currently very little.

People Living in Rural or Remote Areas

Current Issues Faced by People Living in Rural and Remote Areas

There is a near universal understanding of the challenges experienced by people living in rural and remote areas of Papua New Guinea. A variety of social and economic problems that are exacerbated within rural and remote communities were highlighted by FGD participants:

1. Lack of basic government services including provision of water, electricity, and healthcare;
2. Increasing incidence of food shortages;
3. Inadequate access to social and economic services;
4. Fewer opportunities for education and schooling;
5. Difficulty with transportation due to insufficient public transport, and deteriorating roads and bridges; and
6. Poor telecommunication and internet network coverage.

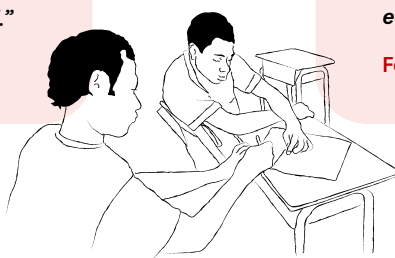


“Education is still an issue, there are no proper classrooms [and] teachers have bad attitude towards their work. Health is also an issue that is getting worse, there are no medicines and people have to walk long distances to get treated.”

(Female, 18-24 years, Port Moresby)

“Poor infrastructure in terms of roads [and] bridges. [People] walking long distances to get to the markets to sell their fresh produce. [There is] communication breakdown, lack of education, no electricity, poor water supply.”

Female, 25-30 years, Mount Hagen



A multitude of the main issues impacting people living in rural and remote areas in Papua New Guinea are caused by a fundamental lack, or deteriorating quality, of basic services for local surrounding communities which requires urgent attention. Other important issues impacting this vulnerable group relate to rising financial hardship due to rising cost of living, resulting from continually increasing price of goods and services.

These issues are of particular importance as traditional land ownership and familial ties are pivotal aspects of Papua New Guinean society and culture. Participants expressed that these issues affect all citizens in one way or another, either being directly impacted themselves, or having family or friends who are living with these challenges on daily basis.

While many of these issues are interrelated and considered important to address, ensuring access to basic government services like healthcare, power, education, and transportation was specifically highlighted as the most important issue requiring urgent attention.

“Health and education, [there are] no proper hospitals and classrooms. They are all important to address because villagers should remain in villages (they should not need to move for access to basic services).”

Female, 18-24 years, Port Moresby

Level of Opportunities and Treatment of People Living in Rural and Remote Areas Compared to Previous Years

On average, Papua New Guineans believe the level of opportunities and treatment of people living in rural and remote areas has worsened over recent years. Roughly one-fifth (18%) believe that these issues have gotten better, while 40% believe it has gotten worse, and 40% believe it has remained consistent over the last few years. Individuals living in rural locations are significantly more likely to indicate that it has improved, whereas those living in urban locations are significantly less likely to indicate it has improved. There are no significant differences in results across regions.

People living with high financial hardship are significantly more likely to report these issues have gotten worse, while people with disability are significantly more likely to indicate that issues impacting rural and remote communities have gotten better.

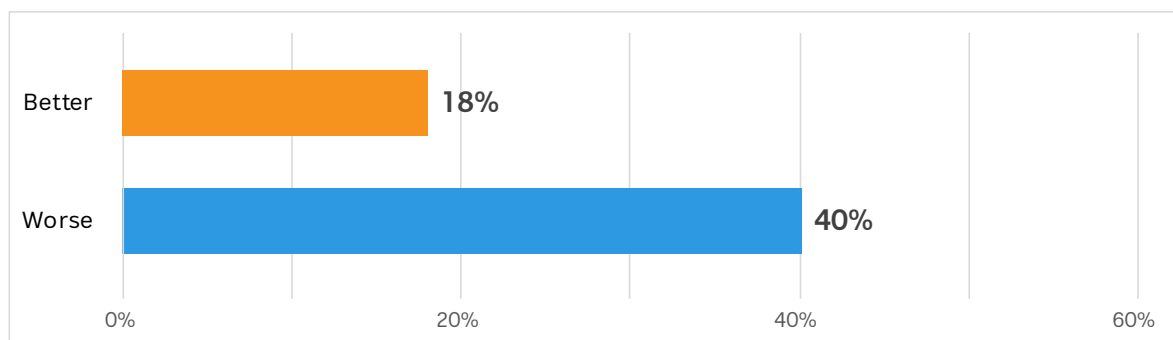


Figure 16. Improvements in Level of Opportunities and Treatment of People Living in Rural and Remote Areas
Total base: total – 2000, urban – 1141, rural – 859, Southern – 54, Highlands – 668, Momase – 48, Islands – 303

When probed in the FGDs, participants expressed mixed opinions about whether issues for people in rural and remote areas were getting better or worse these days. The general conclusion is that these prominent issues are widespread throughout communities in Papua New Guinea and are worsening in some parts of the country while improving in others; it is perceived as a complex issue that is dependent on the quality of leadership within each area. Good leaders make improvements while bad leaders do nothing, suggesting corruption and inaction by authorities has dire implications for these vulnerable communities.

“[It is getting] worse, but some parts [of PNG] are getting better and other areas getting worse. It depends on their Member of Parliament (implying good leaders make improvements; bad ones do nothing).”

Male, 18-24 years, Lae

Current Media Coverage of Issues Faced by People Living in Rural and Remote Areas

News and stories about issues faced by people living in rural and remote areas have a very wide reach as 85% of Papua New Guineans indicate they see coverage in the media (31% see a lot of coverage, and 55% see a little bit of coverage). Those living in rural areas typically see slightly less coverage of these issues than their urban counterparts, meanwhile there is little difference by region.

Informal workers and individuals with low financial hardship are significantly less likely, while those with a secondary school education are significantly more likely, to see a lot of coverage on these issues.

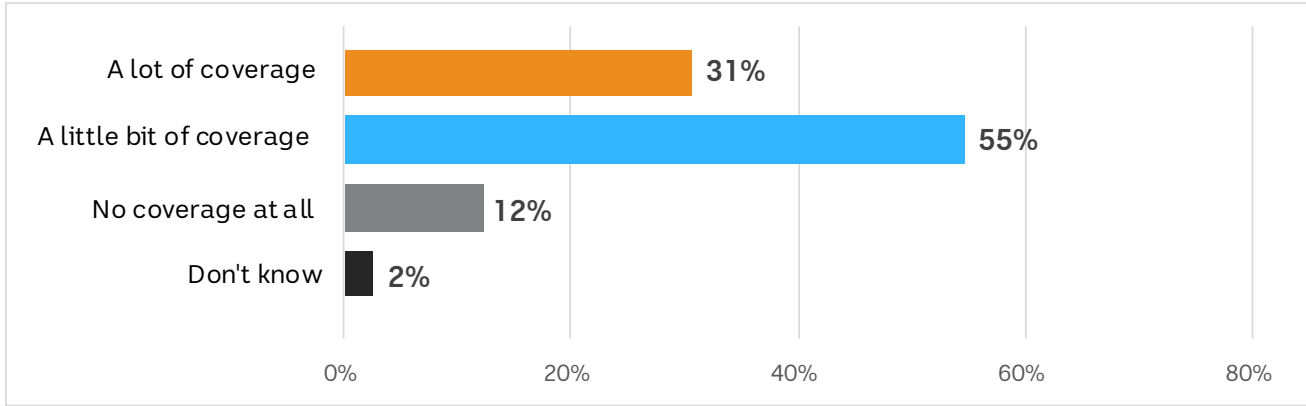


Figure 17. Media Coverage of Issues Faced by People Living in Rural and Remote Areas
 Total base: total – 2000, urban – 1141, rural – 859, Southern – 548, Highlands – 668, Momase – 481, Islands – 303

A high level of knowledge, consistent with at least moderate media coverage, was expressed by participants across the FGDs as these issues are simply considered a part of daily life in PNG.

“We know about these issues through our own experiences. Suffering is real in rural areas. In rural areas there is no medicine, education, and health services. [Have to] find some ways of transportation.”
Female, 25-30 years, Lae

Future Media Coverage of Issues Faced by People Living in Rural and Remote Areas

Almost three-quarters (70%) of Papua New Guineans express an interest in wanting to see more coverage of the issues affecting people living in rural and remote areas, with only 12% mentioning they would like to see less coverage. There are no significant differences in results across density or region, however individuals living in rural areas and the Highlands are slightly less likely to want to see more coverage. College or university educated people are significantly more likely to want to see more coverage on these issues in the media.

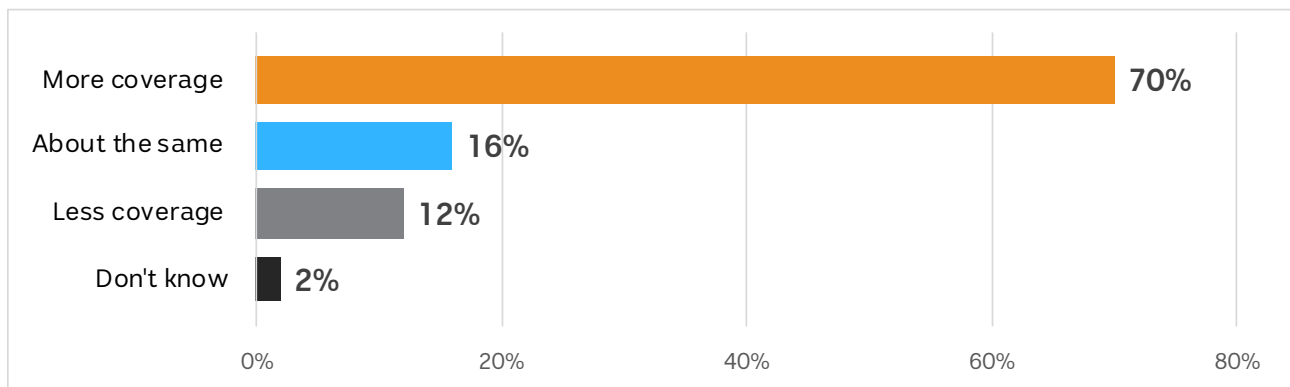


Figure 18. Interest in More Media Coverage of Issues Faced by People Living in Rural and Remote Areas
 Total base: total – 2000, urban – 114, rural – 859, Southern – 548, Highlands – 668, Momase – 48, Islands – 303

Within the FGDs the majority wanted the media to tell more stories to encourage action to improve the challenges that people in rural and remote areas are facing. Furthermore, participants emphasised that journalists should obtain their stories firsthand instead of restating information obtained from secondary sources.

A minority suggested that publishing more stories could promote laziness and build dependence on aid within these communities, but this was not the mainstream view.

Inclusivity of Media Coverage on Issues Faced by People Living in Rural and Remote Areas

Of Papua New Guineans who see any media coverage on the issues faced by people living in rural and remote areas, 86% would rate it as inclusive (30% believe it is very inclusive, and 56% believe it is a little inclusive).

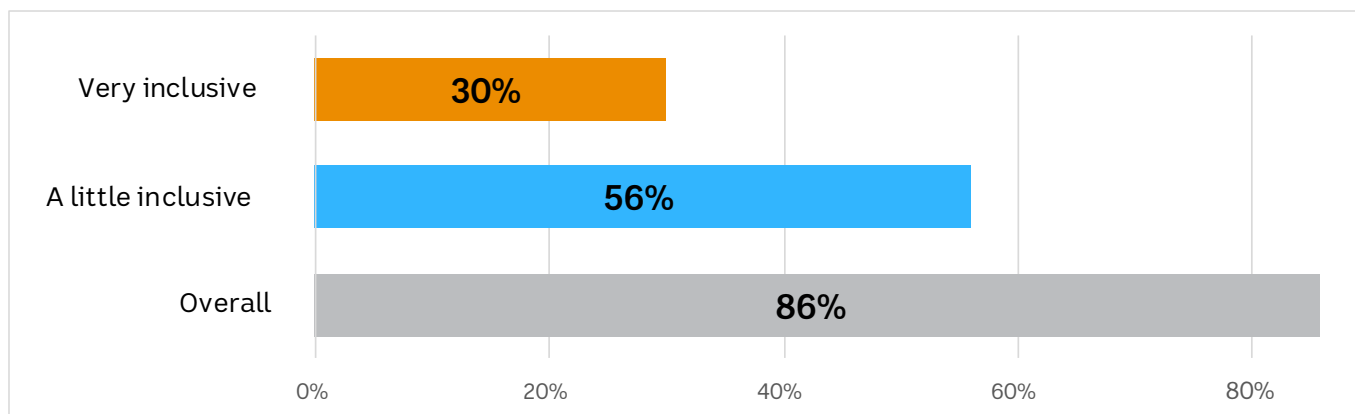


Figure 19. Media Inclusivity of Issues Faced by People Living in Rural and Remote Areas
 Total base: total – 1792, urban – 1005, rural – 740, Southern – 470, Highlands – 587, Momase – 422, Islands – 266

Most FGD participants said they would like to see an increase in media coverage of the issues faced by those in rural and remote locations. Some felt the media was currently doing enough to disseminate information into the public domain, while others felt they were not. All agreed that there was room for improvement.

A little bit OK, lacking in gathering realistic information. Our media gets second-hand information, not firsthand, they just cut and paste information and report them. It would be good if they visit the rural areas to get firsthand news. They do not visit rural areas for stories.”

Female, 18-24 years, Port Moresby

Other suggestions that participants had to improve the inclusiveness of media coverage on rural and remote communities included conducting public opinion research or hosting the equivalent of a talkback show on social media to obtain information from impacted individuals firsthand.

“Do more stories on daily livelihood of people in remote and rural areas, research team to work around with government and get the feedback about daily [life] because they are suffering and needed services.”

Female, 25-30 years, Lae

“Someone should use social media to do the talk back show or similar.”

Male, 25-30 years, Port Moresby

Information Sources, Trust, and Mis-and Dis-information

Top sources for news and information

Papua New Guineans get their news and information about important topics from a wide variety of sources, with traditional media the most often mentioned in the 'top 3' sources. Radio is the highest spontaneously mentioned source of information, followed closely by newspaper, then television, and social media. Radio stands out as the favoured information source for Papua New Guineans, with the highest percentage mentions. Newspaper follows, then television, and social media.

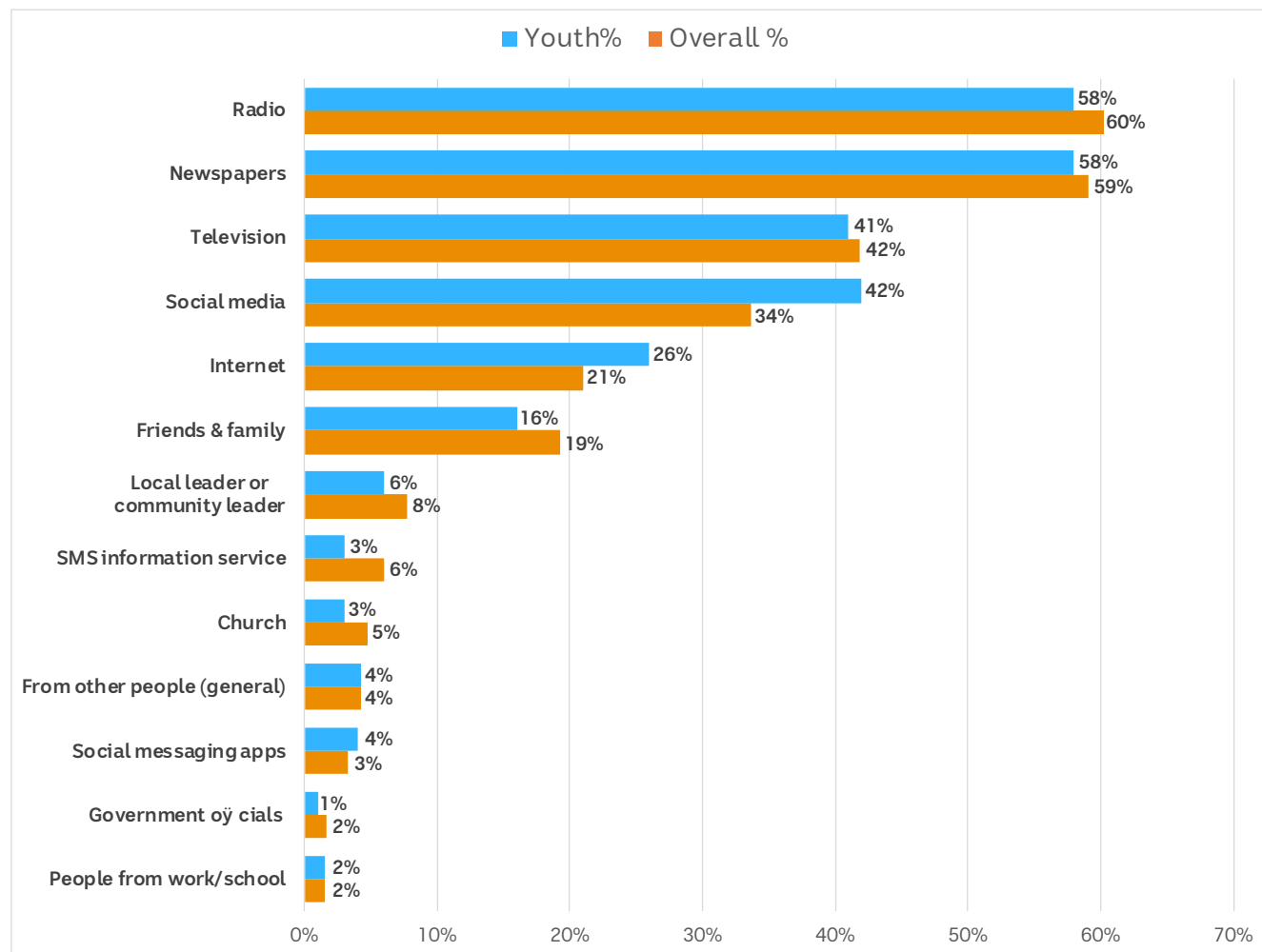


Figure 20. Top 3 Information sources mentioned by youth and overall
Total base: 2000

Younger citizens are more likely to get news and information from social media, with 42% of youth mentioning social media in their top 3 and 18% mentioning it first. Those located in urban areas (16%) are also significantly more likely to first mention social media as a source of information.

The findings for the church as a source of information are interesting. While only 5% spontaneously mention the church as one of their top 3 sources of information, we will see in the next section that it is the most trusted source of information. Thus, while most citizens get their information from traditional media and social media, when they do get information from the church they trust it highly.

While those in urban areas are significantly more likely to name newspapers, television, social media, and the internet as information sources, those in rural areas are significantly more likely to name friends and family, local leaders or community leaders, church, other people generally, and government officials as sources of information. These results reinforce the role that second-hand information, obtained through word of mouth, community meetings, and church sermons, may play a role in bridging gaps in information within rural and remote communities.

Sources of information vary across the regions, although newspapers and radio are the top two mentioned sources of information in all four regions. Radio is significantly higher in the Islands, and as commented earlier, social media is significantly higher in Southern region. Comparatively, local leaders and community leaders, and the church are significantly greater sources of information in the Highlands.

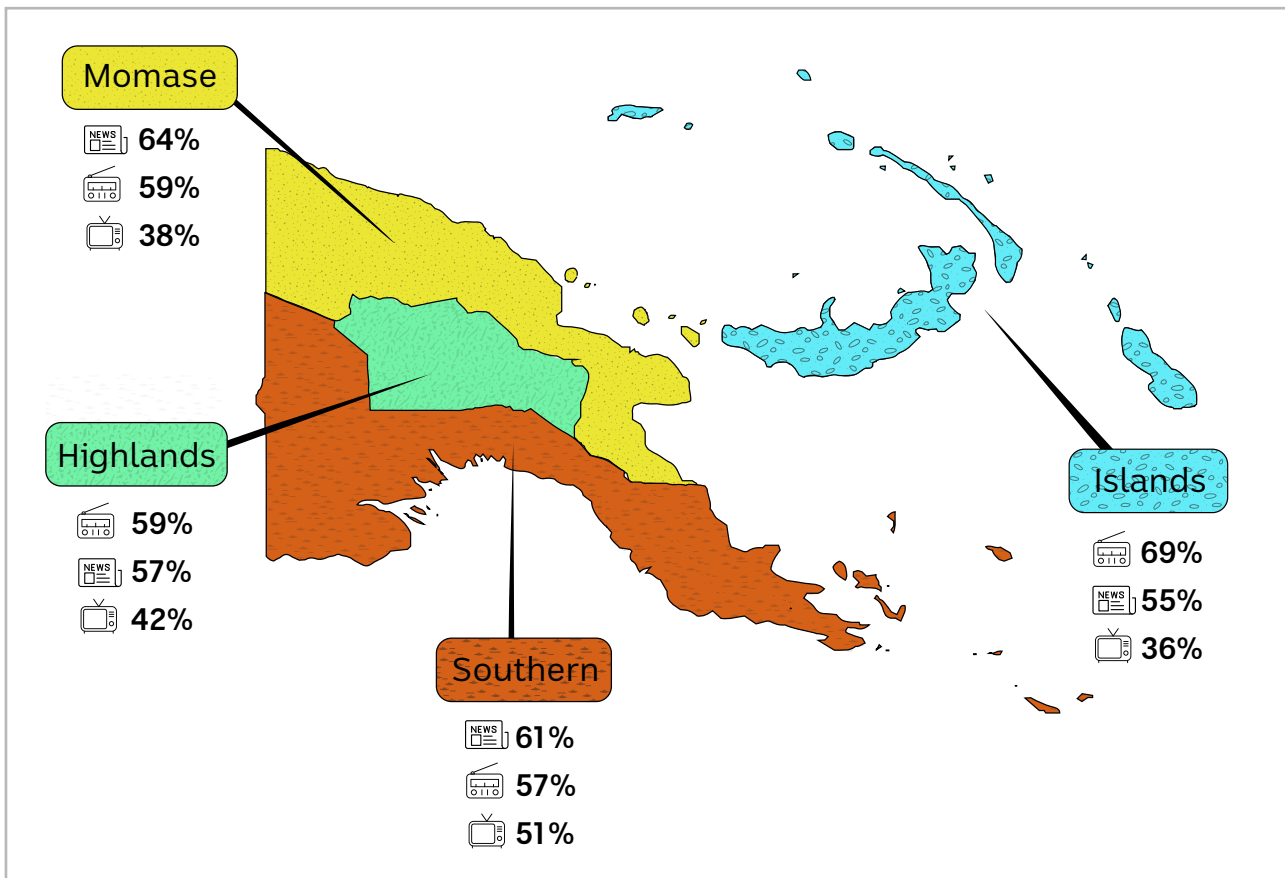
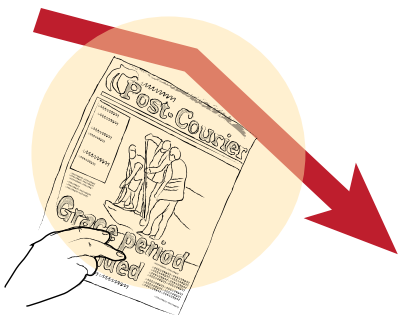


Figure 21. Top 3 sources of information by region



Looking back to the 2019 survey, the 2023 data reveals that newspaper as an information source has declined from 69% to 59% since 2019, whereas radio and television mentions have remained consistent. Presumably, this is due to the growth in social media as a source of information.

Widespread use of a variety of information sources was also reinforced within the FGDs, specifically mentioning mainstream media (television, radio, and newspapers), word of mouth (through family, friends, and colleagues), and personal experience as typical sources of information.

“[Most] people are using mobile phones to get information [through] Facebook, Google, YouTube, and PNG Loop.”
Male, 18-24 years, Mount Hagen

Trust in Information Sources

Despite the church not being the most *favoured* information source, it is the most *trusted* source of information with 75% believing that the information it disseminates is trustworthy. This is consistent across all demographic subgroups which further emphasises the importance of Christianity across society in Papua New Guinea.

While the church is considered the most trustworthy source, traditional media outlets are considered the next most trustworthy, preceded by radio (the second most trustworthy source of information), and followed by newspaper and television.

Online sources (19% untrustworthy, 26% trustworthy) and Government officials (24% untrustworthy, 30% trustworthy) are the least trustworthy sources of information.

The trustworthiness of all information sources appears to have decreased somewhat since the 2019 Citizen survey. Even so, the church, newspapers, radio, and television remain the top four most trustworthy sources of information in both surveys, and trust in the church as a source of information is still universal despite experiencing a decline in mentions that it is trustworthy. Radio has now surpassed newspapers as the most trustworthy mainstream media format.

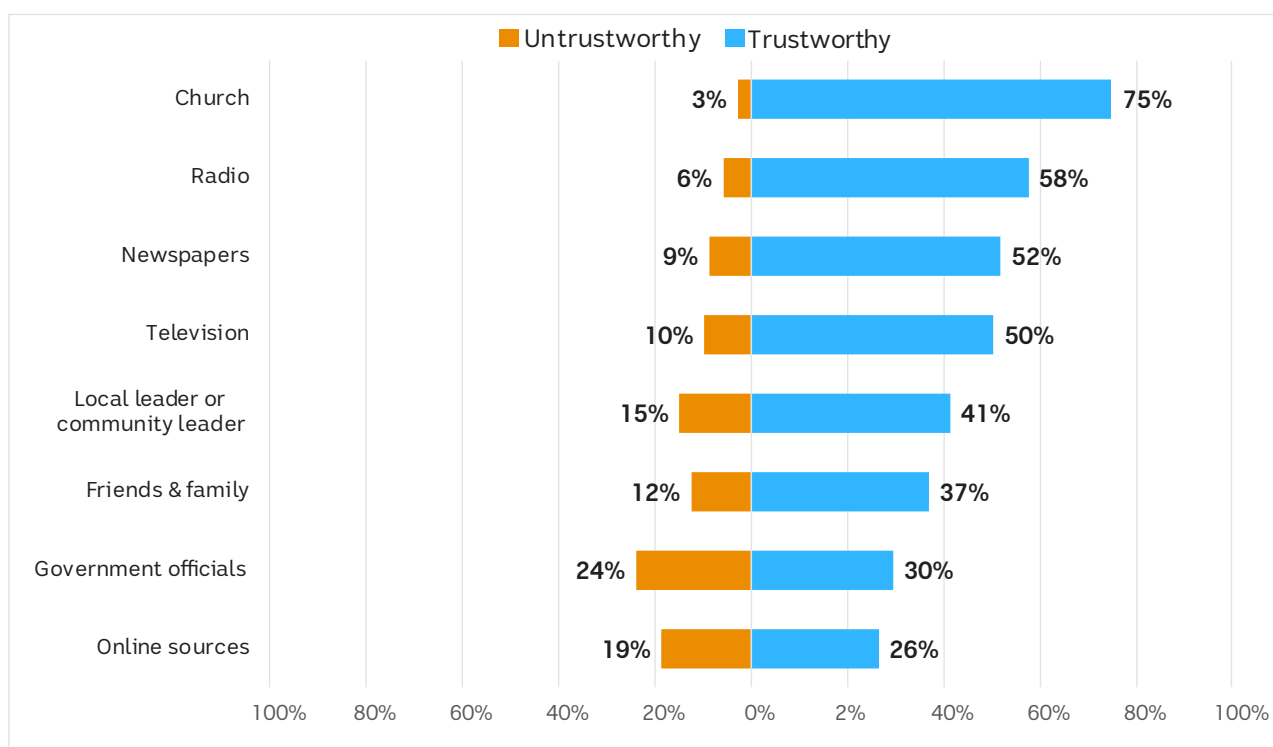


Figure 22. Trust in Information Sources
Total base: 2000

There are some variations by density and by region in the trustworthiness results. Urban residents (62%, 54%) are significantly more likely than rural residents (52%, 47%) to trust radio and television for information.

People living in the Highlands region (48%) are significantly more likely, while those living in the Southern region (32%) are significantly less likely, to trust local or community leaders for information, ([Appendix G](#)).

Those experiencing high category financial hardship are significant less likely to trust television for information (probably because they are also significantly less likely to be using television). Those experiencing moderate financial hardship are significantly less likely to trust family & friends for information, ([Appendix H](#)).

Further data analysis shows that university or college educated individuals are significantly less likely to trust government officials.

When asked generally about the information sources that they trust, focus group discussion participants spontaneously expressed their distrust in social media as they believe a lot of information is fake news – this was consistent across gender, generational, and geographic divides.

“No trust in social media because there is a lot of fake news. [For] example, last month it was reported that the son of Sam Basil (a deceased member of parliament) was robbed and shot dead, but he is alive. This was a false report on social media, on Facebook.”

Female, 25-30 years, Lae

“TV [and] newspapers are rigged – media is told only what to say. They give false information. Police bash journalists for writing the truth (about politicians and bureaucrats).”
Male, 25-30 years, Port Moresby

Newspapers, more specifically the National and Post-Courier, were considered moderately trustworthy sources of information with some claims that some reports are (sometimes) misleading.

Trusted sources of information include family, friends, colleagues, and local radio stations. Non-governmental organisations (NGOs) are also trusted because they are perceived as independent organisations that do not take sides.

Talk back shows and EMTV, specifically, are trusted because their news is broadcasted live and can be proven as real. Other trustworthy information is obtained firsthand through personal experience and observation.

Focus group participants were also asked to sort a list of common sources of information based on their trustworthiness. This exercise provided insight about what underpins trustworthiness as participants sorted, then explained their sort.

The sources of information prompted on were church, radio, newspapers, local or community leaders, television, friends & family, government officials, people from work/school, internet, social media, social messaging apps, and SMS information services.

Participants in most focus groups collaboratively separated the information sources into three distinct piles: those that can be trusted, those that cannot be trusted, and those that are indeterminate in trustworthiness due to variability of a range of factors. Overarching this was a continuum that effectively ranked the various sources in order of their trustworthiness.

The FGD participants' rankings were as follows:

1. The most trusted sources include the church because of the cementation of Christianity within Papua New Guinean society.
2. Family and friends because they care about us on a personal level.
3. Radio as they openly discuss problems and issues that affect our country and have current debates through discussion and talk back.
4. Television as it can be viewed on phones to learn about what is happening in the world around us.
5. Internet because of the breadth of information available.
6. Sources that are indeterminate include newspapers, people from work/school, internet, social messaging apps, and SMS information services.
7. The least trustworthy sources include social media as it carries fake and misleading information.
8. Government officials due to the extent of corruption and inaction concerning the biggest issues and problems Papua New Guinea is currently facing including economic crises, violence, and lack of infrastructure and accountability.

Trustworthiness of Information Sources when Personally Used

As expected, citizens consider the sources of information they use as more trustworthy, this is consistent across all information sources including government officials and online sources.

Citizens who engage with at least one form of mainstream media are more likely to trust all mainstream media outlets in general, potentially treating them as a collective.

Papua New Guineans that mention receiving information from an online source (internet, social media, or social messaging apps) – generally younger, living in urban locations, and college or university educated – find the church, local or community leaders, friends & family, and government officials significantly less trustworthy, though they remain trusted overall. This may suggest that increased transparency of information, gathered from online sources, results in individuals having lower trust in these particular sources of information.

Misinformation and Disinformation on Online Platforms

Online sources are considered some of the least trustworthy sources of information, and with reasonable justification as approximately nine-in-ten internet users state that they see misinformation or disinformation at least occasionally across these platforms. Only 8% of internet users indicate they never see misinformation, and 10% report never seeing disinformation from online sources. The slightly higher prevalence of misinformation across online media may be explained by inadequate verification of information, rather than an intent to deceive users.

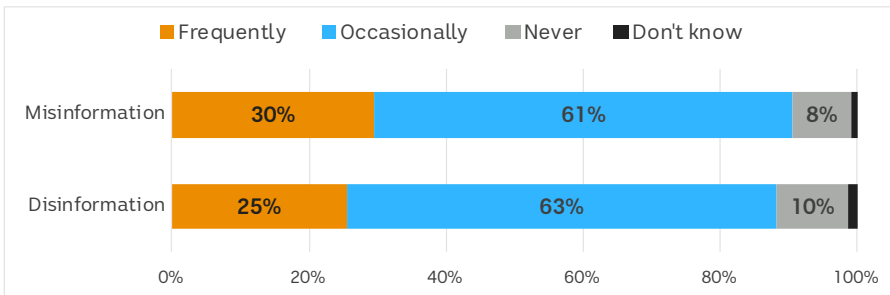


Figure 23. Frequency of Misinformation and Disinformation from Online Sources
Total base: 1244

Urban residents (94%) are more likely to mention seeing misinformation, while rural residents (85%) are significantly less likely to mention seeing misinformation. Primary school-educated individuals are less likely to mention seeing misinformation (73%) and are also less likely to mention seeing misinformation frequently (19%). This is the opposite for university- or college-educated individuals who are more likely to mention they see misinformation (97%) and also more likely to mention seeing misinformation frequently (37%).

There were only education level differences in the disinformation measure. Primary school-educated individuals are less likely to mention seeing disinformation (77%). This is the opposite for university- or college-educated individuals who are more likely to mention they see disinformation (94%) and also more likely to mention seeing it frequently (35%).

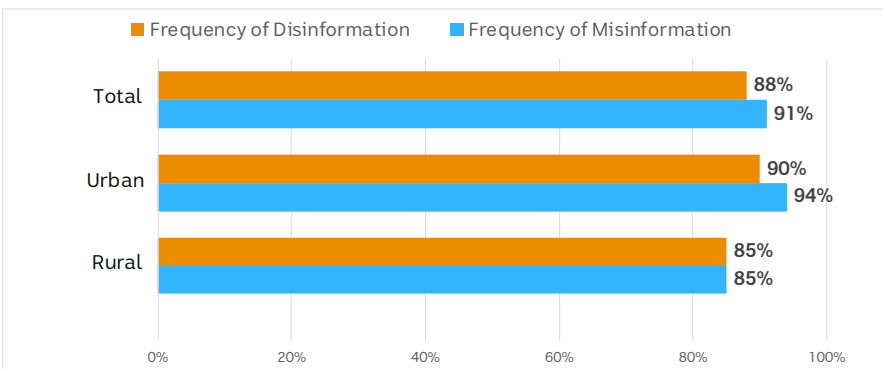


Figure 24. Overall percentage of population who see misinformation and disinformation
Total base: 1244

Media Access

Device Ownership and/or Access

Internet access is increasing, with 62% now having some form of access through personal ownership, household ownership, or access another way. This has increased by 22 percentage points since 2019. Approximately half of adults in Papua New Guinea have access to a television set (up 8 percentage points since 2019), 46% to a radio set, and 41% to a computer (up 19 percentage points). Tablets have seen considerable rise in access but are still the least accessible devices of those included, with 27% having access (up 16 percentage points).

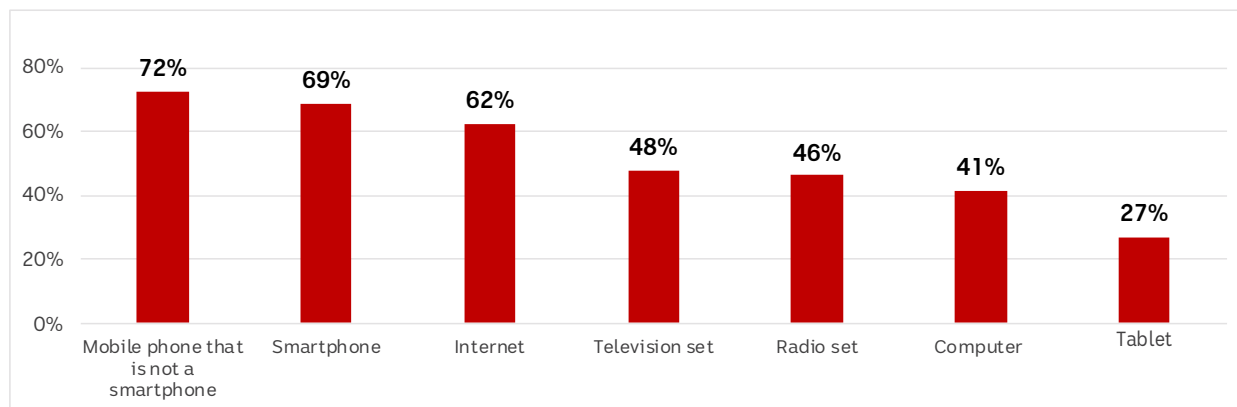


Figure 25. Overall Device Access
Total base: 2000

Youth (aged 18-30 years) are significantly more likely to have internet access in general, and to personally own their method of access. They are also more likely to have access to smartphones (76%). In contrast, those aged 45 years or over have significantly less access to the internet and have significantly less access to smartphones (59%) but are significantly more likely to have access to a mobile phone that is not a smartphone (78%).

Individuals aged 31-44 years are significantly more likely to have access to a television set (54%), radio set (52%), computer (48%), and tablet (34%).

There are no significant differences in overall access to devices between genders. However, men are significantly more likely to personally own a radio set, a television set, and a computer than women are. Despite more men personally owning these devices, overall access does not differ between genders as more women report having access to these devices within their household.

Overall access to devices is greatest in Southern region and lowest in the Highlands region. Those in urban areas have significantly more access to devices than those in rural areas, especially regarding the internet, television sets, and computers. Education level and employment status track similarly to one another, with those who are more educated and formally employed having greater access to devices than their less educated and informally or unemployed counterparts.

People with disability are significantly less likely to have access to a smartphone (57%).

Mobile phones

Mobile phone usage shows some interesting patterns. Weekly use of mobile phones is almost universal (92%), and 79% use a mobile phone every day. Only 7% of the sample use a mobile phone only a few times a month or less often. It is important to acknowledge that the near universality of mobile phone usage may be attributed to the use of the CATI method, which requires participant access to a mobile phone.

Those living in urban locations are significantly more likely to use a mobile phone at least weekly, or every day, while those in rural areas are significantly less likely; rural respondents are more likely to use a mobile phone less often³ than a few times a month than the average.

Usage frequency is related to education and employment. Individuals with a primary school education or less are less likely to use a mobile phone daily or weekly, whereas the opposite is true amongst those who are college or university educated. Daily use of mobile phones is higher amongst formal employees and those not showing financial hardship, but lower amongst informal workers and those with financial hardship.

Media Consumption and Usage

Media Reach (from frequency)

Media reach was calculated from the frequency measure (Q10), with reach (ever) determined by combining all read/listen/use/watch frequencies for each media type [excluding those who said never or don't know]. Weekly reach was determined by combining the daily and weekly frequencies only for each media type.

(Reach – Ever) shows that Newspaper has the highest reach overall (89% ever), followed by radio (81% ever), internet or social media (60%), and television (45%).

Those in urban areas have significantly greater media reach across all types. Youth (up to 30 years of age) are significantly more likely to have ever used the internet or social media.

60% of people use the internet or social media.



62% Male



57% Female



69% Youth



69% Urban



48 %Rural

3. As this survey was conducted by telephone, access to a phone was required to participate in the survey. However, this access can include access within the household and does not require personal ownership of a device

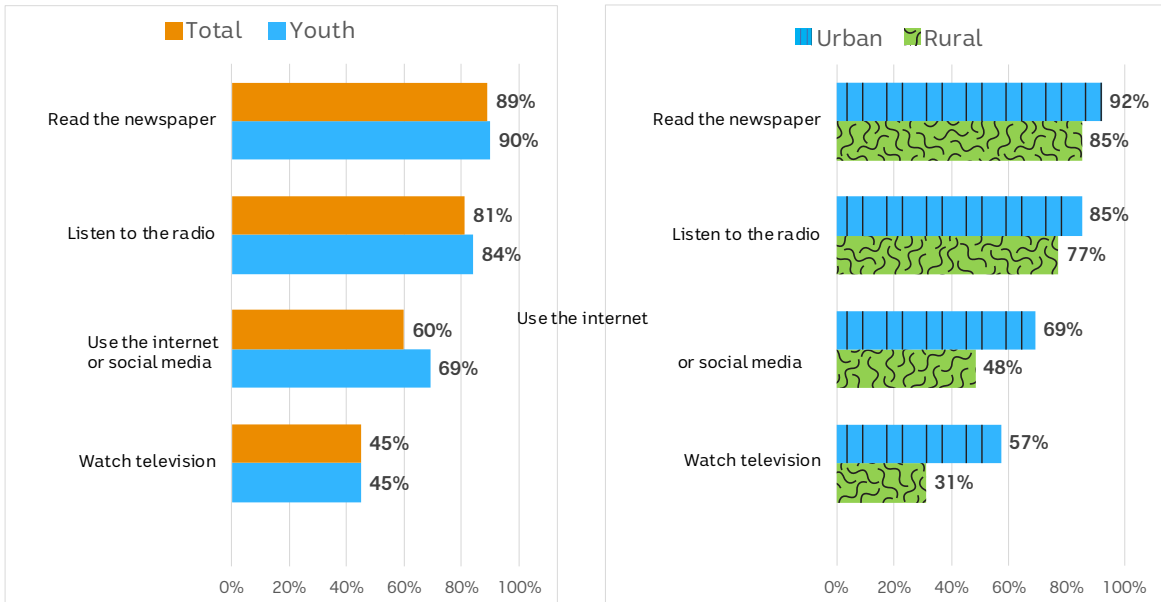


Figure 26. Media reach: Total vs Youth & Urban vs Rural

Weekly Reach by Gender, Age, Density, and Region

Figure 27 shows Newspaper leading (54%), followed by internet or social media (50%), radio (45%), and television (31%). The data follows a similar pattern to overall reach, with urban respondents having significantly higher weekly reach across all measures, and weekly reach of the internet or social media being inversely related to age group.

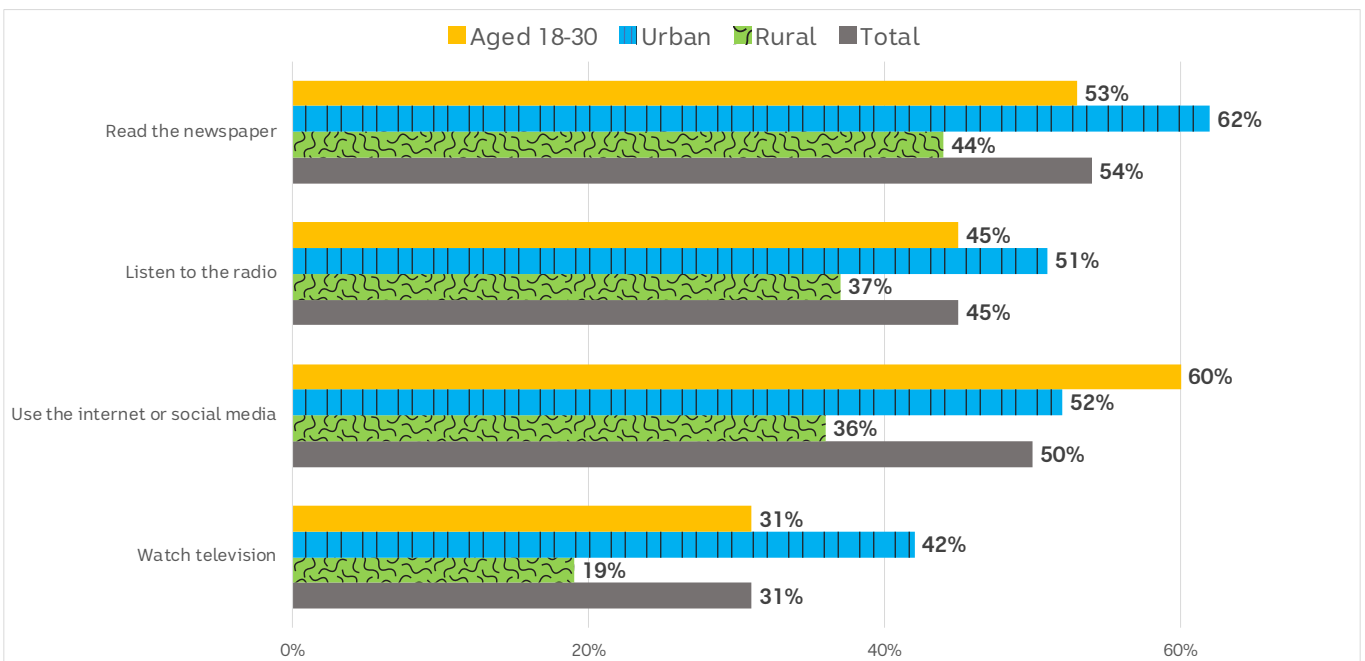


Figure 27 Weekly Reach by Gender, Age, Density, and Region
Total base: 2000

The majority, 81%, of Papua New Guineans are listening to the radio – an increase of 12 percentage points since the 2019 survey.



Radio Listener Summary Snapshot (based on total sample)	Total (%)
Listen to the radio – ever	81%
Listen to the radio – weekly or more often	45%
Listen to the radio – every day	14%

Radio listenership frequency is moderate, with just under half listening to the radio at least a few times a week, down from 50% in the 2019 survey. Fourteen percent of Papua New Guineans are listening every day, a further 31% are weekly listeners, 10% are occasional listeners who listen a few times a month, 26% listen less often than this, and 18% report never listening to the radio.

Men are significantly more likely to be using the radio than women, with 18% of men using it every day (10% of women), and half using it weekly (40% of women). One fifth of women never use the radio. Respondents over the age of 45 are using the radio more frequently, with 18% using it every day, however they are less likely to ever use the radio, and 22% report having never used the radio. Younger respondents aged 18-30 years are the most likely to have ever used the radio, with only 15% having never used it. However, they are not using it as frequently, with only 13% reporting everyday usage.

Papua New Guineans in the Highlands are significantly less likely to be listening every day, however have similar overall listenership figures to those in other regions.

Individuals in urban areas are significantly more likely to be listening to the radio, with just over half listening every day. For those in rural areas, radio listenership is less frequent, with 37% listening weekly, and 47% listening monthly. Frequent listenership (weekly, monthly) tracks with financial stability, with those facing less financial hardship listening to the radio more frequently. Similarly, those who are formally employed are also significantly more likely to be listening to the radio.

Listenership is becoming increasingly convenient for most, as mobile phone penetration and smartphone accessibility continue to improve. Mobile phones remain the most popular device for listening to the radio, utilised by 71% of all radio listeners. These findings are consistent across all demographic subgroups. Only 36% use a radio set or receiver (down from 54% in 2019) to listen to the radio. Alternatively, a small portion (8%) of Papua New Guineans report listening to the radio while in a vehicle; including while using public transport (24% in 2019), although the wider coverage of rural dwellers in our 2023 survey might also explain the lower public transport figure. Those living in the Southern region are significantly more likely to listen while in a vehicle (14%), probably because access to vehicles is better there. Less than 2% of respondents mentioned using a computer or tablet to listen to the radio.

Those aged 45 years or older are less likely to be listening to the radio on a mobile phone than their younger counterparts, however mobile phone listenership is still dominant. Whereas individuals in the Islands are significantly more likely than those in other regions to be utilising a radio set or receiver to listen to the radio (46%). Papua New Guineans who are not employed are less likely to use a radio set or receiver to listen to the radio (27%), while those who are formally employed report more radio set or receiver usage (42%).

4. Radio listenership information was collected on the total sample as it was not classified as device dependent.

Interest in Radio Programs

Radio listeners were asked what types of radio programs they liked to listen to, and the results are summarised in Figure 28. News is the most popular radio program of interest, with 82% of respondents spontaneously naming it. Just over half (52%) of individuals are interested in music radio programs. Religious programs (22%), sporting events (18%) and talk back radio (12%) are also popular. Documentaries, panel discussions, emergency response or disaster alerts, comedy and humour, dramas, and quiz shows were named as topics of interest by less than 3% of the sample and have not been included as topics of interest in the below analysis.

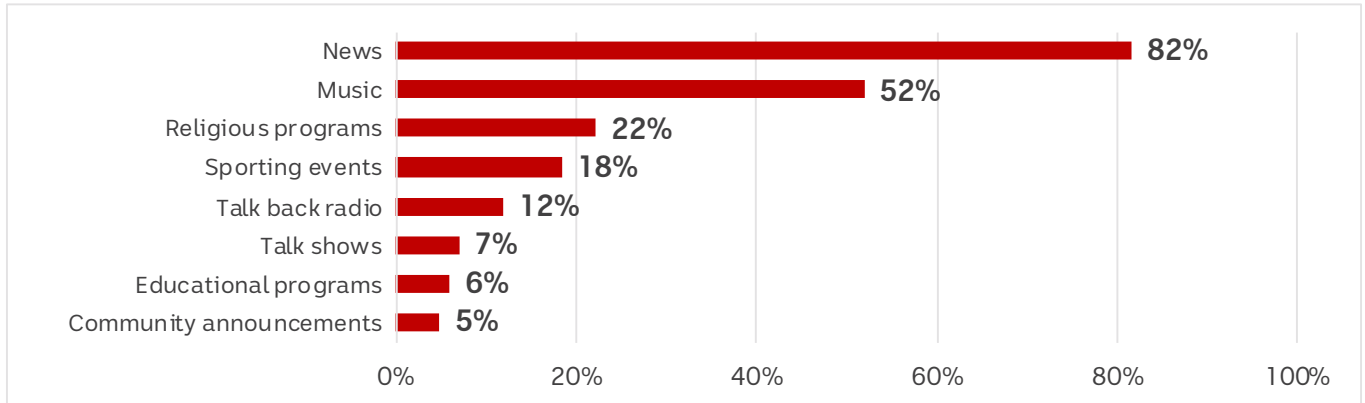


Figure 28. Radio Programs of Interest

Total base: 1638

Those aged 18-30 years are significantly more interested in music programs, whereas older individuals show less interest in radio music programs and significantly more interest in talk back radio programs (18%), especially compared to younger respondents (8%).

Program interest is consistent between genders, excepting religious programs and sporting events. Men are more likely to be interested in sporting events (21%) and less interested in religious programs (19%), while women are significantly less interested in sporting events (15%) and show more interest in religious radio programs (26%). While news programs are the top radio programs of interest across all demographic subgroups, respondents in the Islands region show relatively greater interest, with 89% spontaneously naming news as a topic of interest.

Those facing high financial hardship are less interested in news programs, however the majority of this group still expresses interest (76%). Individuals with a primary school education or less are not as interested in sporting events and talk shows but are significantly more interested in religious programs (29%). Additionally, people with disability show greater interest in religious programs, with 32% reporting interest.

Radio programs of interest mentions are considerably lower than those captured in 2019 when response options were shown to respondents to prompt mentions. However, the pattern of response is similar, with news, followed by music, religious programs, and sporting events remaining the most popular topics across both studies.

Radio Stations

This section is based only on radio listeners, defined as ever listened. Weekly listenership of radio stations was fragmented with 18 stations mentioned by radio listeners. Figure 29 shows that 5 stations reached at least half of radio listeners.

Yumi FM is the most popular radio station (64% listenership amongst radio listeners in the past week), followed by NBC National Radio (59%), and provincial stations in general (57%). Yumi FM is the most popular station across most demographic subgroups except in the Southern region, and amongst individuals who are college or university-educated where NBC National Radio leads by 1 ppt.

Just under one third of radio listeners claimed they had listened to international stations within the last week with men, especially young men, significantly more likely to be listening. Women and individuals in the Islands show less interest in listening to international stations.

On average, men listen to more stations weekly than women (6.0 and 5.4, respectively), and are significantly more likely to be listening to NBC National Radio, FM 100, Nau FM, alongside international stations.

Across the regions, listenership is greatest in Southern, with respondents significantly more likely to be listening to NBC National Radio, FM 100, Wantok Radio Light, Legend FM, Radio Maria, Lalokau FM, Hot FM, and Tribe FM; these individuals listen to significantly more stations weekly than the average. Those in the Highlands are significantly more like to be listening to Kristen Radio and Trinit FM. Legend FM is more popular amongst young people, with just over a third of individuals aged 18-30 years listening to it weekly.

Amongst those who are facing high financial hardship, listenership of Catholic Christian Radio (31%) and Trinit FM (21%) is significantly higher. Additionally, for individuals living with disability, weekly listenership of Kristen Radio (42%), Catholic Christian Radio (35%), and 2 Witnesses Radio (20%) is significantly higher, which aligns with their increased interest in religious programs on the radio.

Weekly listenership has improved considerably across all radio stations assessed in both 2023 and 2019; this could be a result of differences in the way the question was asked [it was simplified in 2023] or the broader national footprint of the 2023 survey [as some stations have regional variations], but even so Yumi FM and NBC National Radio still have the highest weekly reach, followed by FM 100 and Nau FM.

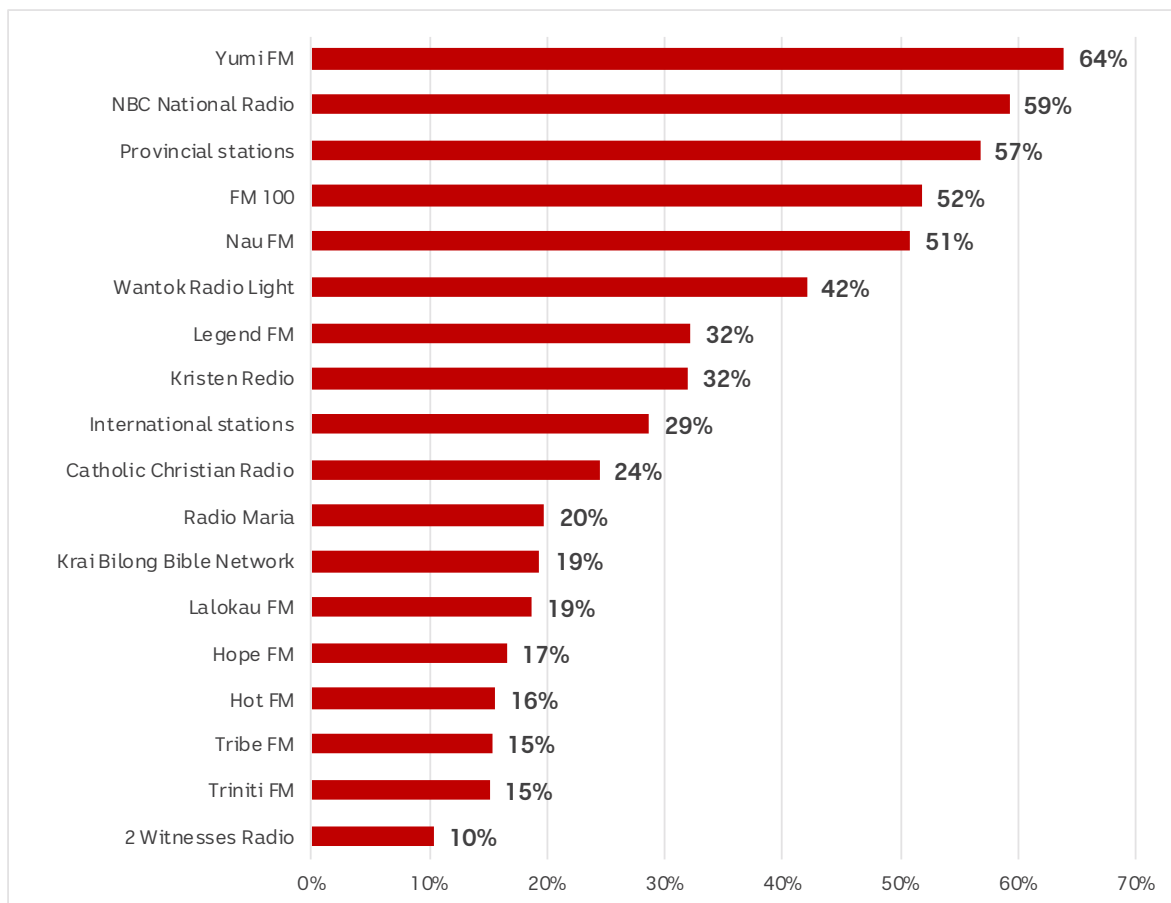
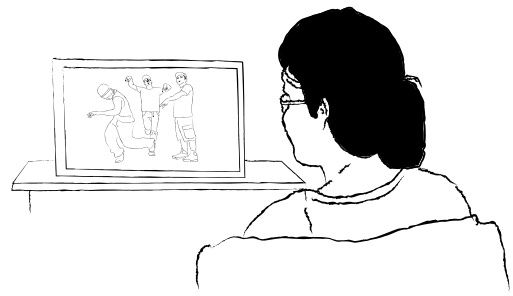


Figure 29. Weekly Radio Station Listenership
Total base: 1620

Television Viewership

Almost half (45%) of the total sample have ever watched television and 31% watch at least weekly.

Television Viewer Summary Snapshot (based on total sample)	Total (%)
Watch television – ever	45
Watch television – weekly or more often	31
Watch television – every day	16



Television Viewership Among Those with Access to Television

Not all people have access to television. For those who have access to a television set⁵, television usage is high with 94% ever watching, 76% watching at least monthly, and 66% watching at least weekly. Citizens in urban areas with access to television are significantly more likely to be watching television than those in rural areas with access to television, with 37% watching daily and 73% watching at least weekly (25% daily and 53% weekly in rural areas). A total of 12% in rural areas with access to television claim they have never watched it.

Individuals who are formally employed are watching television more frequently (72% weekly or more often) than those who are informally employed (52% weekly or more often).

Interest in Television Programs

Television viewers were asked what types of television programs they liked to watch, and the results are summarised in Figure 30. News and current affairs are the most popular types of television programs with 77% of respondents spontaneously expressing an interest in these; this is also consistent across demographic subgroups. Sporting events are also popular, with 60% expressing an interest. Movies, dramas, music, and documentaries are also mentioned by at least 10% of people. Community announcements, comedy and humour, emergency response or disaster alerts, foreign language programs, panel discussions, and quiz shows were also named as topics of interest by less than 3%.

The biggest gender differences are shown in interest in sporting events and dramas. Men are more interested in sporting events (69% men, 48% women), and women are more interested in dramas (30% women, 11% men). Younger citizens show significantly less interest in documentaries, with only 6% sharing an interest. Older respondents show significantly less interest in dramas (11%). People in the Islands also show greater interest in music programs (29%).

Individuals who are formally employed are significantly more interested in news and current affairs (82%), as are those who are not facing financial hardship (86%). In contrast, those who are not employed are significantly less interested (67%), as are individuals who are facing high category financial hardship (58%).

People with disability display significantly less interest in sporting programs (42%), however show greater interest in religious programs (20%) and talk shows (12%). News and current affairs still top their interests.

⁵ Television viewership information was collected on the sample of survey respondents who had access to a television set.

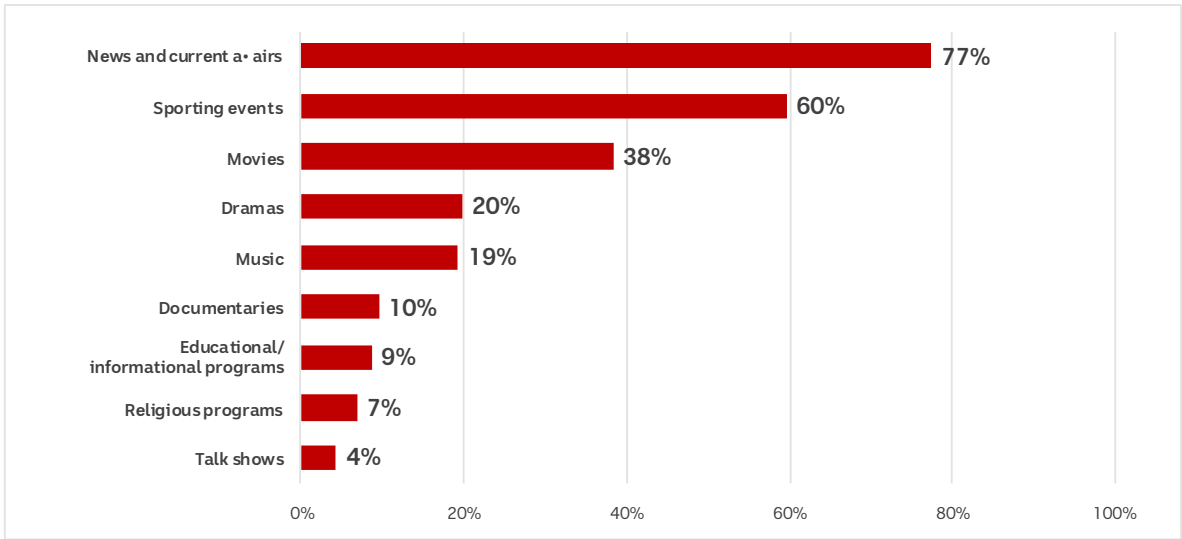


Figure 30. Television Programs of Interest
Total base: 938

Mentions are considerably lower than captured in 2019 when response options were shown to respondents, however news and current affairs, followed by sporting events, and movies are still the most popular types of programs.

Television Channels

This section is based only on television viewers, defined as ever watched. Claimed weekly viewership of television channels was less fragmented than radio. The most viewed TV channel is TVWan, with 77% total weekly viewership amongst TV viewers. EMTV is the next most watched, with 71% weekly viewership.

Kundu/NBC TV, ABC Australia, and international television channels in general all have between 40-50% weekly viewership (amongst viewers, not all people). Hitron/Cable TV is the least watched of those asked, with 15% weekly viewership among TV viewers.

Younger TV viewers and those in urban areas are significantly more likely to be watching TVWan, with 82% reported weekly viewership. TV viewers in rural areas are equally likely to be watching EMTV (66% weekly viewership) or TVWan (64% watching it weekly).

TV viewers who are formally employed are significantly more likely to be watching all channels.

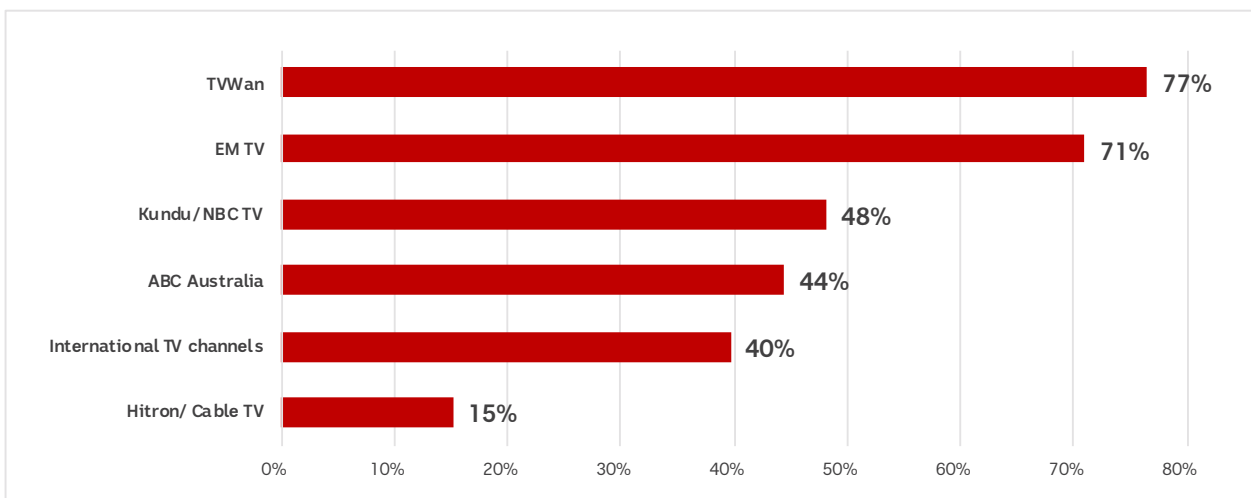


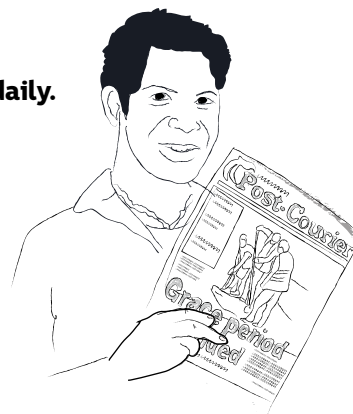
Figure 31. Weekly Television Channel Viewership
Total base: 938

Newspaper Readership⁶

More than half (54%) are reading a newspaper weekly, with 15% reading daily.

Newspaper Reader Summary Snapshot (based on total sample) Total (%)

Read the newspaper – ever	89
Read the newspaper – weekly or more often	54
Read the newspaper – every day	15



Men are significantly more likely to be reading the newspaper every day and weekly (18% and 58%) than women (12% and 50%).

Urban residents are more likely than their rural counterparts to read a newspaper weekly or more often (62% and 44% respectively), probably an indication of distribution differences. One in seven (14%) of rural respondents claim they never read newspapers. Those in the Highlands are also significantly less likely to have ever read a newspaper, or to read them frequently. On the contrary, those in Momase are significantly more likely to have ever read a newspaper and be reading it weekly or more often.

Those who are formally employed are reading the newspaper more frequently than their informally employed or not employed counterparts. Individuals with a primary school or lower education are significantly less likely to read the newspaper, with 20% reporting they never read the newspaper.

Results remain consistent with the 2019 findings where 53% of Papua New Guineans read a newspaper weekly (now 54%) and a further 29% read them at least occasionally (now 35%).

Newspaper Brands

This section is based only on newspaper readers, defined as ever read.

Weekly readership of newspapers reveals The National and Post-Courier titles having higher readership than other newspapers. The National (60% of newspaper readers read it in the past week) and the Post-Courier (57% read it in the past week) are approximately level, and well ahead of other titles.

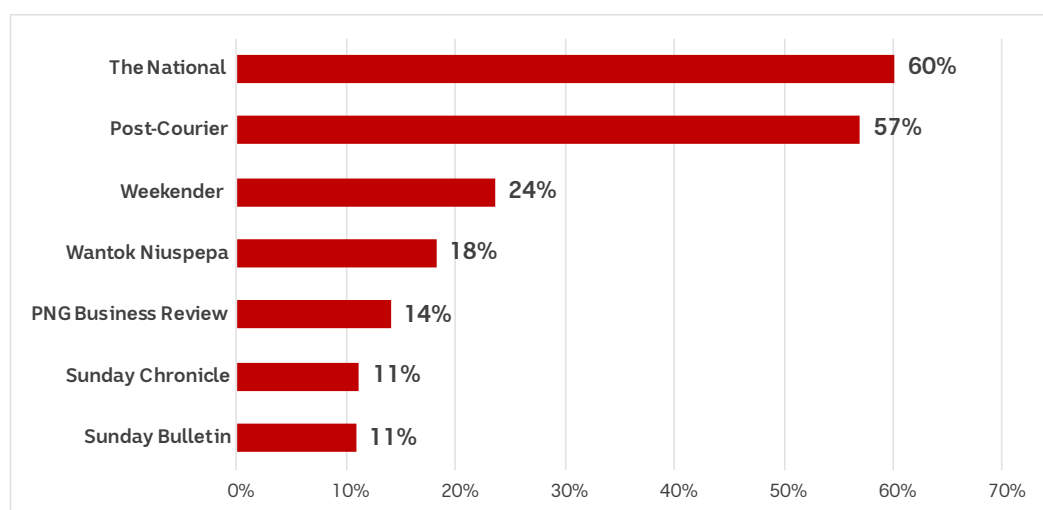


Figure 32. Weekly Newspaper Readership
Total base: 1782

6. Newspaper readership information was collected on the total sample as it was not classified as device dependent

Male readers are significantly more likely than female readers to be reading The National (65%), Post-Courier (62%), and PNG Business Review (16%). Younger readers are significantly more likely to have read the Weekender in the past week (28%), while older respondents are significantly less likely to have done so (16%).

Urban readers are significantly more likely than rural readers to be reading The National, Post-Courier, and the Sunday Chronicle.

Employed readers are more likely to be reading all newspapers except Wantok Niuspepa. Readers facing high category financial hardship are significantly more likely to be reading Wantok Niuspepa, as are readers with disability.

Dual readership of the two leading titles stands at 43% (newspaper readers claiming to read both The National and Post-Courier weekly), an increase from the 37% captured in 2019. Weekly readership of smaller newspaper titles has also grown considerably since 2019. In the 2019 survey, Post-Courier trailed The National by 15ppts weekly readership in 2019 but has now narrowed this differential to only 3ppts. This is probably due to the sampling differences, with the 2023 sample being national and capturing a wider distribution network.

Internet Usage

A total of 60% of survey participants had used the internet or social media, with 50% using weekly or more often. One in four people (26%) are using the internet or social media daily.

Internet/Social Media Summary Snapshot (based on total sample) Total (%)

Use the internet or social media – ever	60
Use the internet or social media – weekly or more often	50
Use the internet or social media – every day	26



Daily internet or social media usage has increased considerably since the previous study (more than doubling from 10% in 2019 to 26% in 2023).

Of those who have access to the internet or social media⁷, an overwhelming majority (96%) are using it. The majority are using it frequently, with 42% using it every day and 80% using it weekly.

Younger respondents with internet access are significantly more likely than their older counterparts to be using the internet or social media weekly or more often. Every day usage is consistent, with 42% across all age groups using it daily.

Individuals with internet access in urban areas are significantly more likely to be using the internet, with 50% using it every day, and 87% using it weekly, when compared to those in rural areas (32% everyday usage and 70% weekly usage). Additionally, those in Southern region with internet access are significantly more likely to be using the internet or social media, with 53% using it every day, and 87% using it weekly. Survey participants in the Highlands with internet access are significantly less likely to be using internet and social media.

Usage frequency is related to education level. Those with a university or college education who have access to the internet are significantly more likely to be using the internet or social media, with 59% using it every day and 89% using it weekly. In contrast, less educated individuals (primary school education or less) who have access to the internet are significantly less likely to be using the internet or social media, with only 25% using it every day, 64% using it weekly, and 15% never using it. Formally employed individuals with internet access are significantly more likely to be using the internet than similar informal workers. Financial hardship also has an influence on frequency of usage, with one in seven (14%) of those facing high category financial hardship using the internet or social media less often than others.

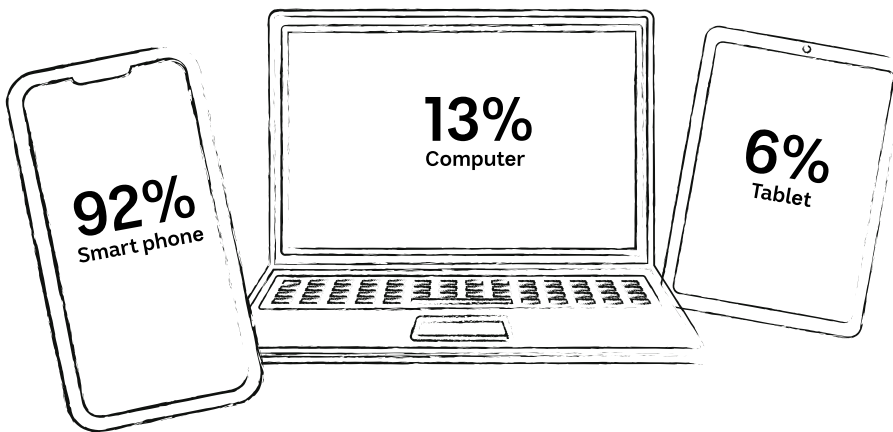
7. Internet and social media user information was collected on the sample of survey respondents who had access to the internet

People with disability who have access to the internet are less likely to be using the internet or social media, with 67% using it weekly compared to the overall average of 80%.

Device for Internet Access

The internet continues to be primarily accessed through smartphones in 2023 (92%), with computers and tablets the distant secondary devices. Use of computers and tablets to access the internet is still limited across all demographic subgroups, though access through computers is significantly more common amongst college or university educated individuals (20%), and those in formal employment (18%)

Devices used to access the internet



Internet Activities

Social media is the most popular internet activity with 91% of Papua New Guineans who use the internet partaking at least a few times a week. The internet is also commonly used to find out specific information (87%), access news (86%), and for entertainment purposes (85%). Banking or transferring money and online shopping are less conducted activities.

Men are significantly more likely to use the internet to consume news (89%) than women (82%). These findings are consistent with results from the 2019 survey.

Younger respondents are more likely to be using the internet for social media and entertainment (93%, 91%), than older respondents (82%, 73%). However, older respondents are relatively more likely to use it for online banking or to transfer money. Urban respondents are more likely to use the internet than those in rural areas; they are also significantly more likely to be using the internet for social media, to follow the news, and for entertainment.

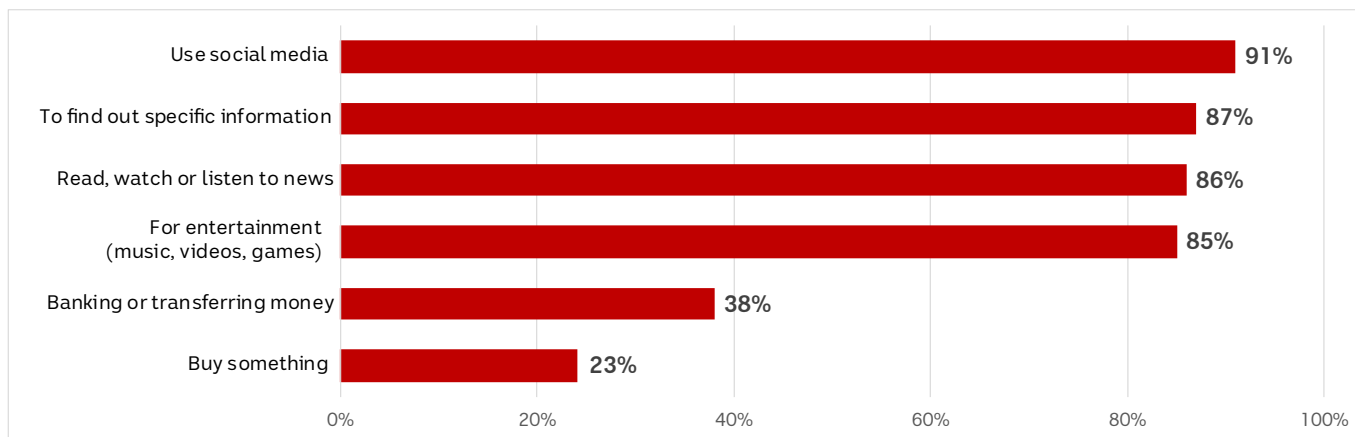


Figure 33. Internet Activities
Total base:1190

Those with a primary school education or less are significantly less likely to be involved in any of the internet activities measured, meanwhile those with a college or university education are significantly more likely to be using the internet to find out specific information and for banking or transferring money. A similar trend is observed between those who are formally employed and those who are informally employed.

People with disability are significantly less likely to be using the internet to find out specific information. Those facing high financial hardship are less likely to be using the internet for both social media and to research specific information.

Internet service ratings

Overall, internet service ratings show room for improvement, with 34% to 37% rating internet affordability, speed, and reliability as ‘good’, and 39% to 44% rating internet affordability, service, and reliability as ‘just OK’. Between 20% and 24% rate internet affordability, service, and reliability as ‘not good’.

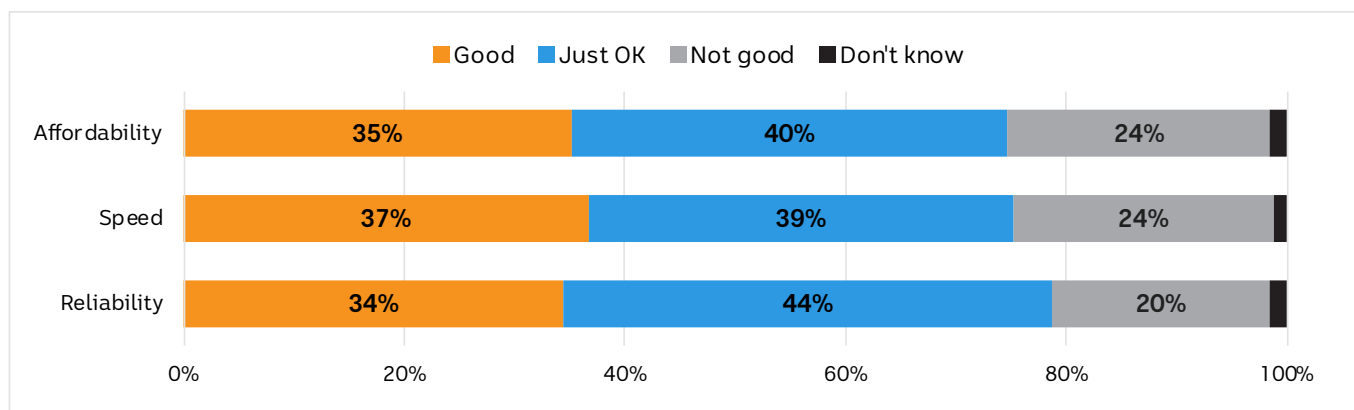


Figure 34. Internet Service Ratings
Total base: 1244

Affordability

Those in urban areas are significantly more likely to think internet affordability is ‘good’ (38%, compared to 29% in rural areas).

Individuals who are formally employed are more likely to believe the internet is affordable (40% good). One in three (34%) of internet users facing high category financial hardship rate internet affordability as ‘not good’.

Speed

While more individuals in rural areas find internet speed ‘not good’, there are no significant differences by density or region, with individuals in all areas predominantly finding internet speed ‘just OK’.

Reliability

Individuals facing higher financial hardship are more likely to experience internet reliability problems, with 34% stating that reliability is ‘not good’.

Use of Facebook and WhatsApp is similar between genders, though men are using YouTube and Facebook Messenger significantly more than women.

TikTok, Instagram, and Viber are significantly more popular among young adults, while Facebook Messenger is significantly more popular among those aged 31-44 years. Respondents over 45 years of age are less likely to be using Facebook, however 86% are still using it weekly.

Social media platform usage is fairly consistent between urban and rural locations, however urban respondents are significantly more likely to be using WhatsApp (87% versus 77%). Viber is significantly less popular in the Southern region, with only 4% using it weekly. TikTok is significantly more popular in the Highlands, with 45% using it weekly.

For reliability of internet services, there are no significant differences by density or region, indicating that those who are likely affected by network connectivity problems are impacted to an extent that they are not able to use the internet. Supporting this, urban residents and those in Southern region are significantly more likely to be using the internet.

Social Media Users

Facebook remains the top social media platform amongst social media users in Papua New Guinea, with 94% indicating they are using it at least a few times a week, followed closely by WhatsApp (84% use weekly). Instagram (25%), X (formally 'Twitter', 12%), and Viber (11%) have the lowest weekly engagement of all social media platforms assessed.

YouTube (64%) and Facebook Messenger (63%) report moderate weekly usage, with more than half of social media users using them, and 39% of social media users are using TikTok at least a few times a week.

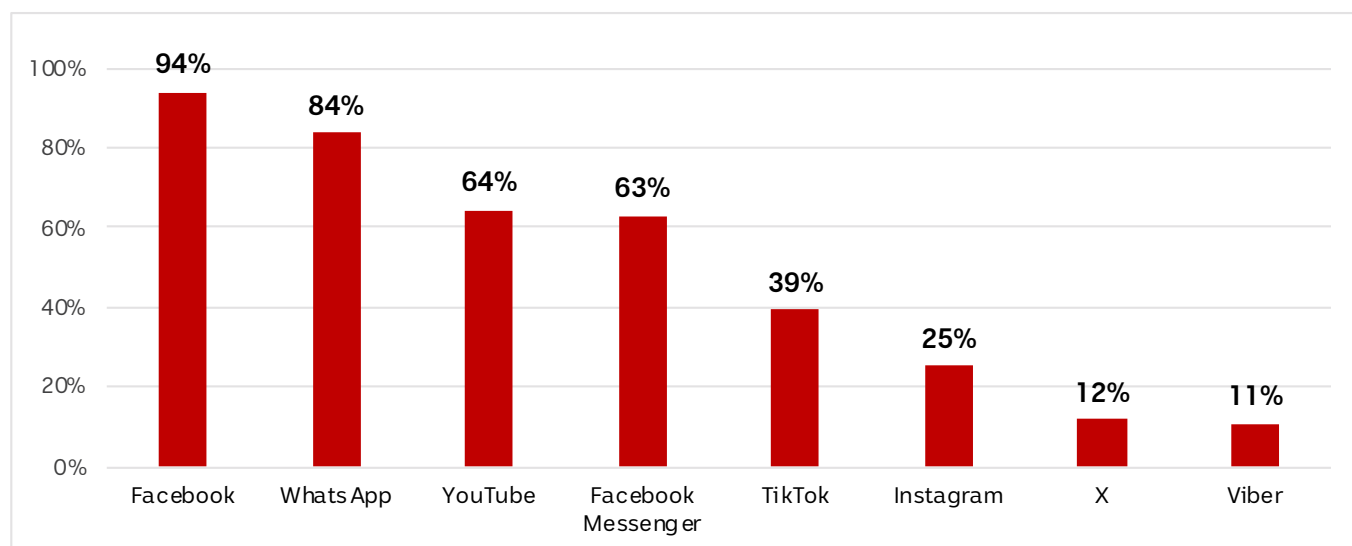


Figure 35. Social Media Platforms Used Weekly
Total base: 1127

Use of Facebook and WhatsApp is similar between genders, though men are using YouTube and Facebook Messenger significantly more than women.

TikTok, Instagram, and Viber are significantly more popular among young adults, while Facebook Messenger is significantly more popular among those aged 31-44 years. Respondents over 45 years of age are less likely to be using Facebook, however 86% are still using it weekly.

Social media platform usage is fairly consistent between urban and rural locations, however urban respondents are significantly more likely to be using WhatsApp (87% versus 77%). Viber is significantly less popular in the Southern region, with only 4% using it weekly. TikTok is significantly more popular in the Highlands, with 45% using it weekly.

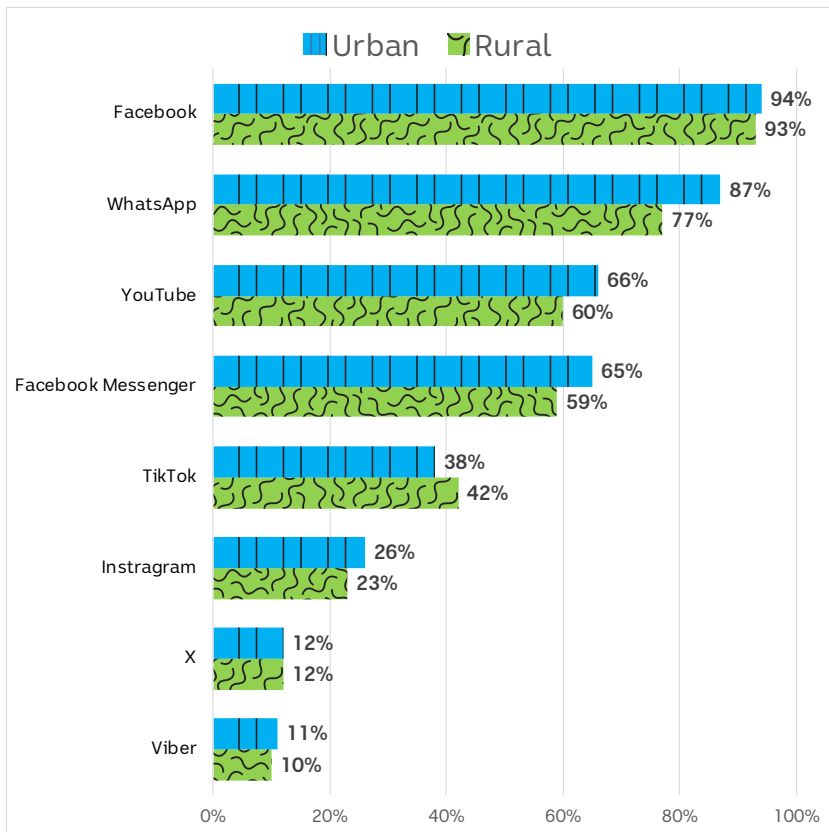


Figure 36. Weekly Social Media Platform Use in Urban and Rural Areas

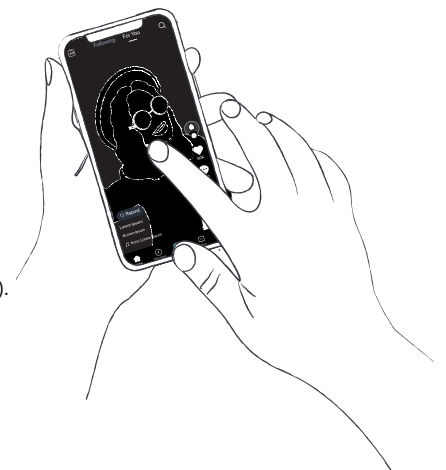
Total base: Urban 693, Rural 385

WhatsApp surpasses Facebook as the most popular social media platform amongst college or university educated individuals, with 93% using it at least a few times a week. Those with a primary school education or less are significantly more likely to be using Facebook (99%) but less likely to be using WhatsApp (70%) and Instagram (14%).

Use of Facebook Messenger trends with level of financial hardship – those with higher financial hardship use it significantly less (50%), while individuals with less financial hardship use it more (71%).

TikTok is significantly more popular amongst people with disability (61%).

Multiple social media platforms are being used, on average 3.9 platforms. Men and those aged 18-30 years are utilising a significantly wider variety of social media platforms, both using an average of 4.1 platforms at least a few times a week. People with disability use the widest variety of social media platforms at least a few times a week (4.5 different platforms).



Appendices

Significance Testing

In the following tables, various data points feature either an arrow pointing up or an arrow pointing down. This is linked to significance testing.

The method used for significance testing in this study was a two-tailed Z-test, with $p \leq 0.5$ to determine that there are statistically significant differences between sub-groups (i.e. female) and the total (the average). In other words, the difference between two groups is statistically significant if it is mathematically unlikely to have happened purely by chance. Or, if there was a 5% chance or lower that it was unlikely to happen purely by chance.

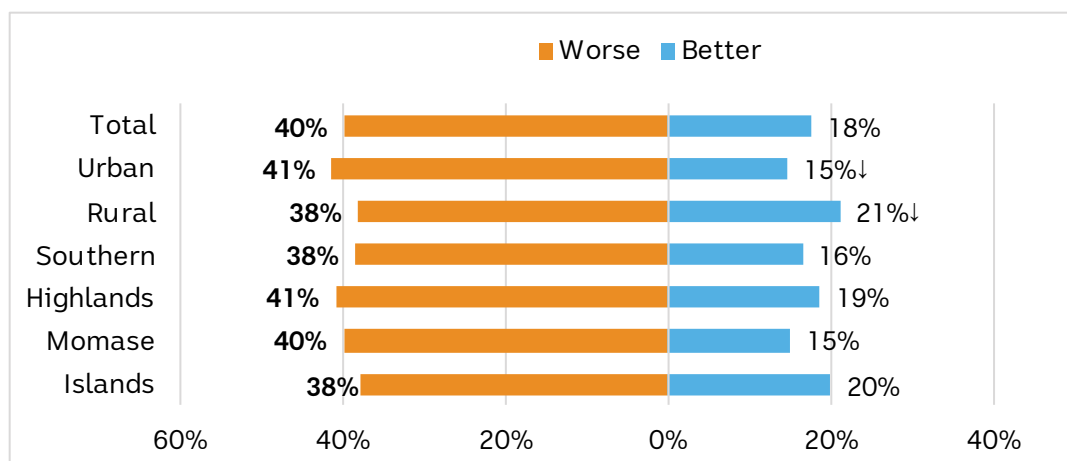
It is important to note that a statistically significant finding is not always considered relevant or important to the overall inquiry of this report.

Appendix A: Percentage of respondents who have been inspired to take action as a result of media coverage

% Yes	Total	Male	Female	Formally employed	Informally employed	Not employed
Youth issues	75	82 ↑	68 ↓	80 ↑	75	66 ↓
Issues impacting women	69	66 ↓	73 ↑	74 ↑	69	61 ↓
Gender-based violence	69	72	67	76 ↑	67	60 ↓
Issues faced by people living in rural/remote areas	68	73 ↑	63 ↓	73 ↑	64	63
Issues faced by PWD	65	67	62	67	65	60
Women's participation and leadership in all government levels	61	62	60	67 ↑	60	52 ↓

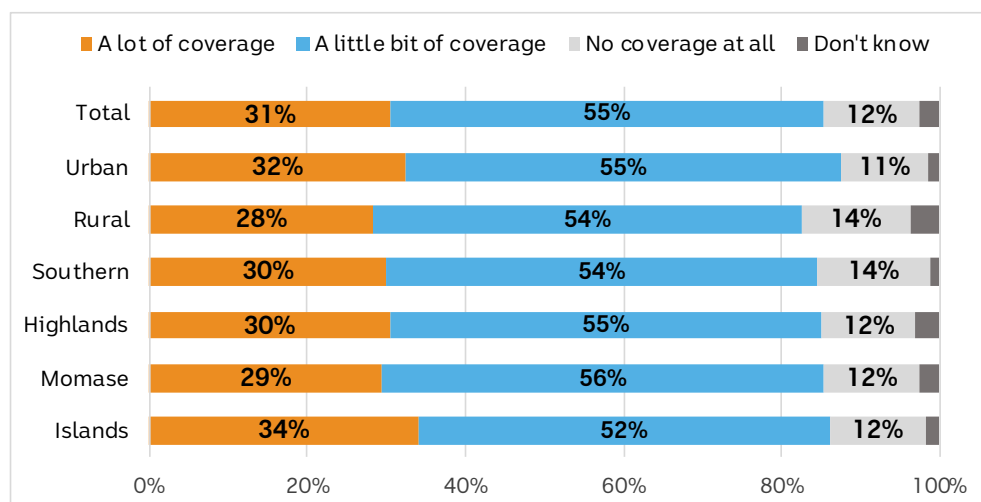
Total base: youth issues – 1792, issues impacting women – 1845, GBV – 1860, rural/remote – 1745, PWD – 1658, women's participation and leadership – 1813

Appendix B: Improvements in Level of Opportunities and Treatment of People Living in Rural and Remote Areas (with full breakdown of urban/rural and regions).



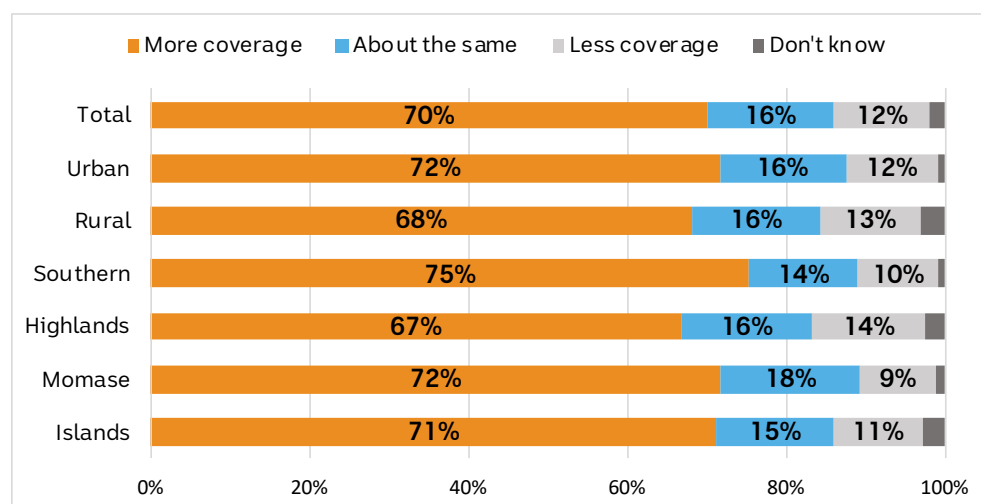
Total base: total – 2000, urban – 1141, rural – 859, Southern – 54, Highlands – 668, Momase – 48, Islands – 303

Appendix C: Media Coverage of Issues Faced by People Living in Rural and Remote Areas (with full breakdown of urban/rural and regions)



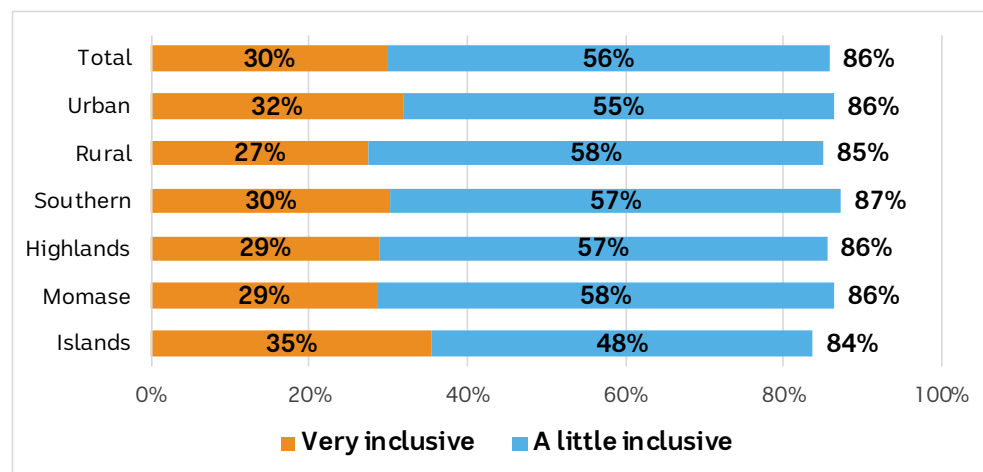
Total base: total – 2000, urban – 1141, rural – 859, Southern – 548, Highlands – 668, Momase – 481, Islands – 303

Appendix D: Interest in More Media Coverage of Issues Faced by People Living in Rural and Remote Areas (with full breakdown of urban/rural and regions)



Total base: total – 2000, urban – 114, rural – 859, Southern – 548, Highlands – 668, Momase – 48, Islands – 303

Appendix E: Media Inclusivity of Issues Faced by People Living in Rural and Remote Areas (with full breakdown of urban/rural and regions)



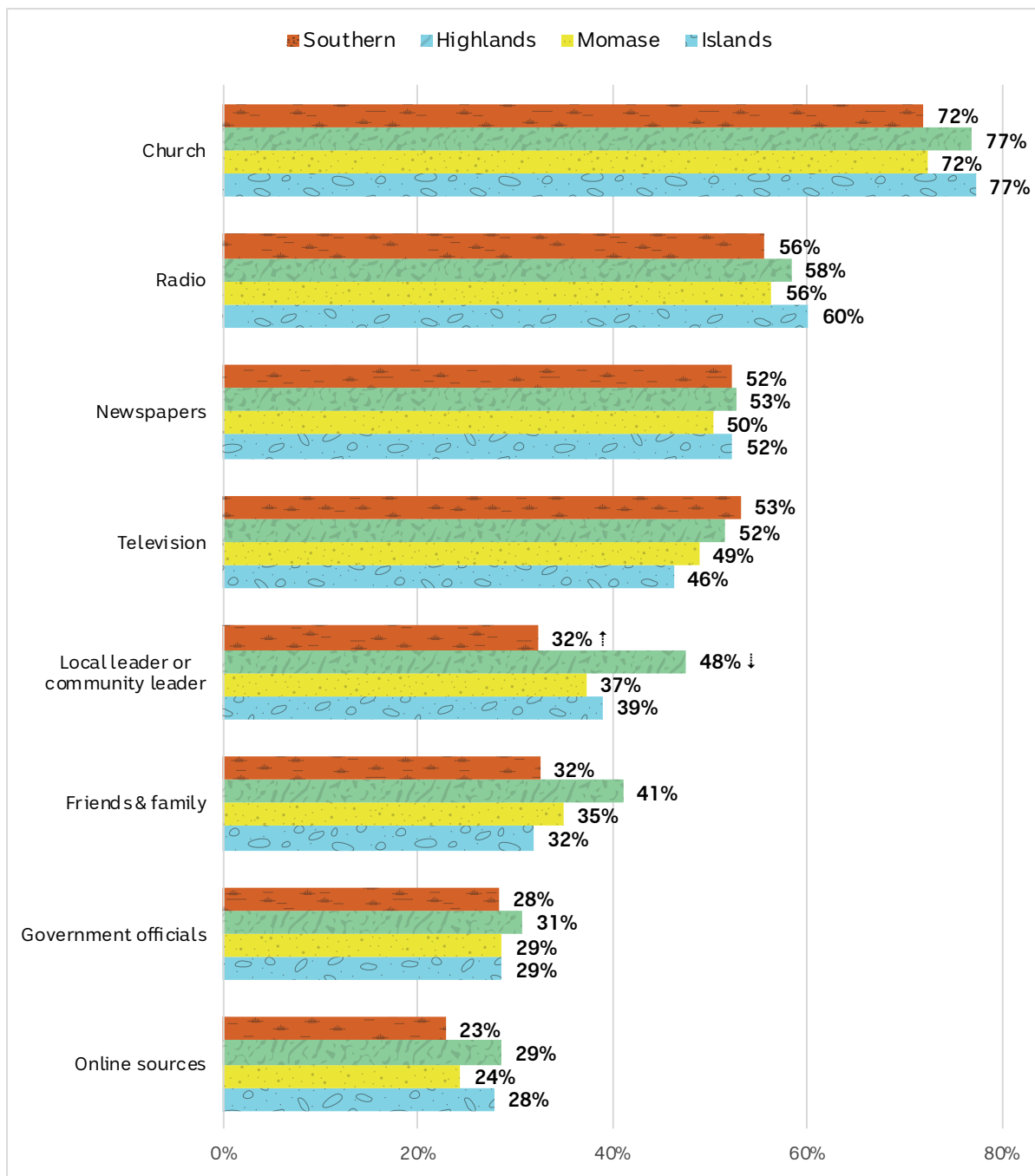
Total base: total – 1792, urban – 1005, rural – 740, Southern – 470, Highlands – 587, Momase – 422, Islands – 266

Appendix F: Top 3 Information Sources Mentioned by Total Population (%)

% Top 3 mentions	Total	Male	Female	Aged 18-30 years	Aged 31-44 years	Aged 45+ years	Urban	Rural	Southern	Highlands	Momase	Islands
Radio	60	60	61	58	65 ↑	58	62	59	57	59	59	69 ↑
Newspaper	59	63 ↑	55 ↓	58	63	56	65 ↑	52 ↓	61	57	64	55
Television	42	41	43	41	45	40	52 ↑	30 ↓	51 ↑	42	38	36
Social media	34	34	34	42 ↑	29 ↓	26 ↓	40 ↑	26 ↓	45 ↑	29 ↓	33	35
Internet	21	23	19	26 ↑	17 ↓	18	24 ↑	18 ↓	23	20	23	21
Friends & family	19	17	22	16 ↓	18	26 ↑	13 ↓	27 ↑	16	21	19	16
Local leader or community leader	8	7	8	6	8	10	3 ↓	13 ↑	3 ↓	11 ↑	4 ↓	8
SMS information service	6	6	6	3 ↓	6	9	5	7	4	5	7	6
Church	5	4	6	3 ↓	7	6	3 ↓	7 ↑	2 ↓	6 ↑	5	2
From other people (general)	4	5	4	4	3	7 ↑	3 ↓	6 ↑	3	5	3	7
Social messaging apps	3	4	2	4	2	3	3	3	3	4	2	3
Government officials	2	2	2	1	3	1	1 ↓	3 ↑	0	2	1	3
People from work/school	2	2	1	2	1	2	1	2	2	1	2	2

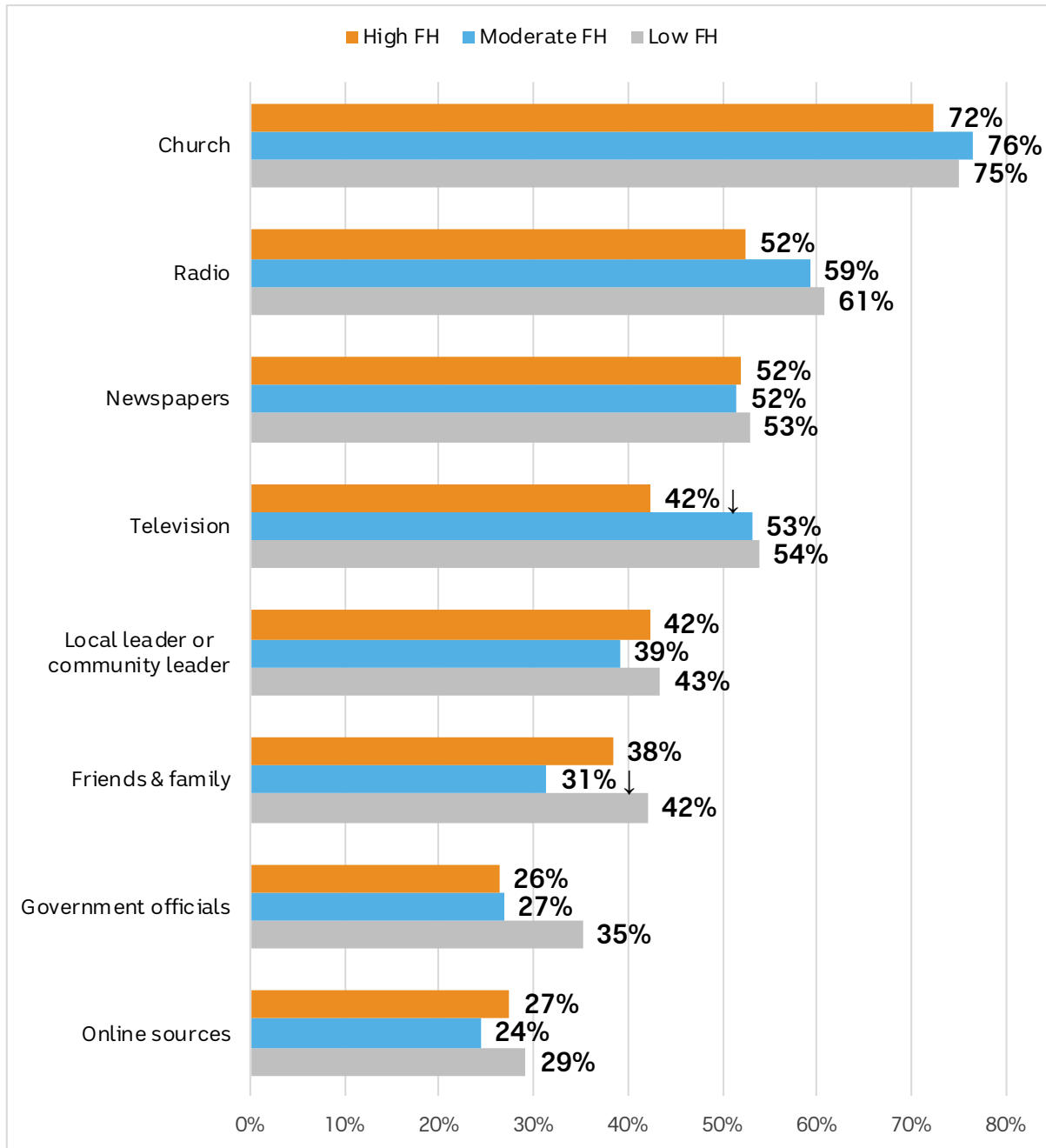
Total base: 2000

Appendix G: Trust in Information Sources (% Trustworthy) by Region



Total base: Southern – 548, Highlands – 668, Momase – 481, Islands – 303

Appendix H: Trust in Information Sources (% Trustworthy) by Financial Hardship (FH)



Total base: High FH - 500, Moderate FH - 836, Low FH - 597

Appendix I: Overall Percentage of Population Who See Misinformation and Disinformation

			Frequency of Misinformation				
% Row	Unweighted base	Weighted base	NET See it	Frequency	Occasionally	Never	Don't know
Total	1244	1190	91	30	61	8	1
Male	749	633	90	31	59	10	1
Female	495	557	92	28	64	7	1
Urban	815	749	94 ↑	30	64	6	0
Rural	429	441	85 ↓	28	57	13	2
Primary or less	152	153	73 ↓	19	54	23	4
College / University	348	329	97 ↑	37	60	3	0

			Frequency of Disinformation				
% Row	Unweighted base	Weighted base	NET See it	Frequency	Occasionally	Never	Don't know
Total	1244	1190	88	25	63	10	1
Male	749	633	89	26	62	10	1
Female	495	557	88	24	64	10	2
Urban	815	749	90	28	63	9	1
Rural	429	441	85	22	63	12	3
Primary or less	152	153	77 ↓	20	56	20	3
College / University	348	329	94 ↑	35	58	6	1

Total base: total – 1244, male – 749, female – 495, urban – 815, rural – 429, primary or less – 152, college/university – 348

Appendix J: Media Reach (ever) by Gender, Age, Density, and Region

% Reach – Ever	Total	Male	Female	Aged 18-30 years	Urban	Rural
Read the newspaper	89	89	88	90	92	85
Listen to the radio	81	84	78	84	85	77
Use the internet or social media	60	62	57	69	69	48
Watch television	45	47	43	45	57	31

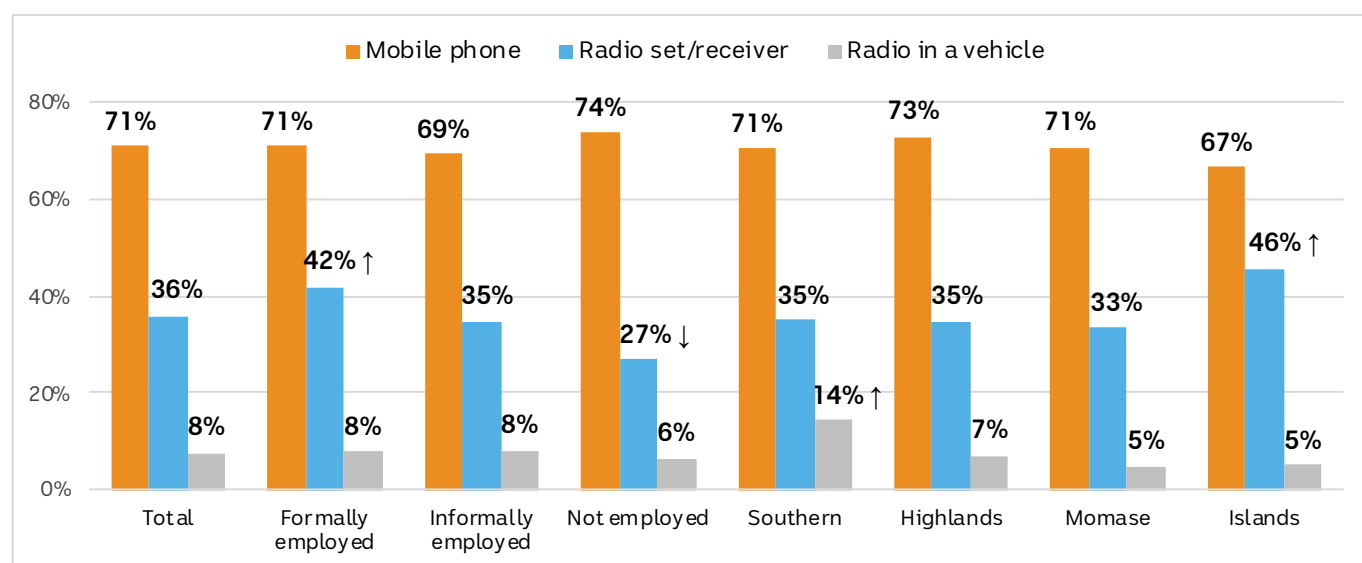
Total base: 2000

Appendix K: Weekly Reach by Gender, Age, Density, and Region

% Reach – Weekly or More Often	Total	Male	Female	Aged 18-30 years	Urban	Rural
Read the newspaper	54	58 ↑	50 ↓	53	62 ↑	44 ↓
Listen to the radio	45	50 ↑	40 ↓	45	51 ↑	37 ↓
Use the internet or social media	50	52	48	60 ↑	62 ↑	36 ↓
Watch television	31	32	31	31	42 ↑	19 ↓

Total base: 2000

Appendix L: Mode of Radio Access by Employment and Region



Total base: total – 1638, formally employed – 766, informally employed – 460, not employed – 412, Southern – 450, Highlands – 544, Momase – 393, Islands – 251

Appendix M: Internet Activities by Gender, Age, and Density

% Yes	Total	Male	Female	Aged 18-30 years	Urban	Rural
Use social media	91	91	90	93 ↑	93 ↑	87 ↓
To find out specific information	87	87	86	89	88	83
Read, watch, or listen to news	86	89 ↑	82 ↓	87	89 ↑	81 ↓
For entertainment (music, videos, games)	85	87	83	91 ↑	88 ↑	81 ↓
Banking or transferring money	38	41	35	32 ↓	39	38
Buy something	25	27	22	22	26	23

Total base: total – 1244, male – 749, female – 495, aged 18-30 years – 626, urban – 815, rural – 429

Appendix N: Weekly Social Media Platform Use in Urban and Rural Areas

% Yes	Total	Male	Female	Aged 18-30 years	Aged 31-44 years	Aged 45+ years	Urban	Rural
Facebook	94	95	93	96	96	86 ↓	94	93
WhatsApp	84	84	83	83	86	83	87 ↑	77 ↓
YouTube	64	70 ↑	57 ↓	67	63	58	66	60
Facebook Messenger	63	67 ↑	58 ↓	58 ↓	70 ↑	64	65	59
TikTok	39	41	37	46 ↑	32 ↓	34	38	42
Instagram	25	26	24	32 ↑	18 ↓	19	26	23
Twitter	12	13	11	12	11	14	12	12
Viber	11	11	10	14 ↑	7	8	11	10
Mean number of platforms	3.9	4.1↑	3.7↓	4.1↑	3.8	3.7	4.0	3.8

Total base: 1127



Acknowledgements

The 2023 PNG Citizen Media Engagement Study is part of the Media Development Initiative (MDI), which is funded by the Australian Government through the PNG Australia Partnership and managed by ABC International Development (ABCID). Its aim is to generate new insights into how PNG's citizens engage with its news and information media environment, while also building on the four previous iterations of this research (2009, 2012, 2014, 2019).

Tebbutt Research conducted the study with oversight and initial research design from ABCID.

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